



The quality of our conversation is the quality of our community.



CASCADE  
PUBLIC / MEDIA

REPORT TO  
THE COMMUNITY  
FY 2016

# CASCADE PUBLIC MEDIA



Our mission at Cascade Public Media is to inspire a smarter world, and we express that mission through great storytelling that creates conversations. Cascade Public Media formed in December 2015 when three organizations came together as a single nonprofit public media entity:



KCTS 9 is an award-winning PBS TV station serving Washington state and Canada. We educate and enrich our communities by providing informative, entertaining programs and meaningful outreach, creating public dialogue on local and national issues. We also operate KCTS 9 Yakima, serving Central Washington, and we partner with Vme to provide Spanish-language content to the Latino residents of Washington state.



Crosscut is a nonprofit news organization that focuses on in-depth, public interest journalism. Crosscut's foundational belief is that an informed public is essential to finding good solutions to the civic and political challenges of our time.



What's Good 206, a new student-involved media organization dedicated to the millennial perspective in our region, provides us with a unique opportunity to nurture an upcoming generation of content producers and storytellers.

The merger of these three organizations allows us to combine the best of trusted, traditional public media with the leading tools of the current moment, to foster the best ideas yet to come. We are leaders in identifying what is important to our community and in developing and presenting relevant programming and events to meet those needs.

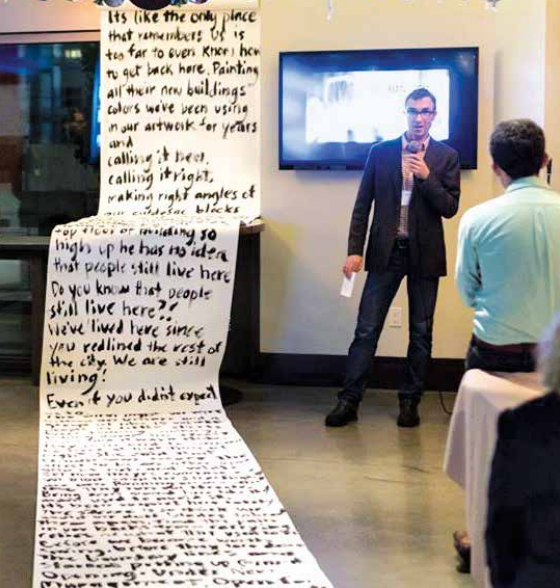
In FY16, KCTS 9 reached approximately 2.2 million viewers each week across Washington state and Canada, garnered more than 3.6 million page views of KCTS9.org, and earned more than 3.3 million online video views. Crosscut published 952 stories and welcomed more than 1.2 million unique users.

We believe that our community benefits from strong public media, because public media is driven by what really matters—not just identifying problems, but also exploring solutions.

We make it a priority to consider how we can support diverse communities and meet the needs of those who are overlooked by commercial media focused only on the bottom line.



# CASCADE PUBLIC MEDIA

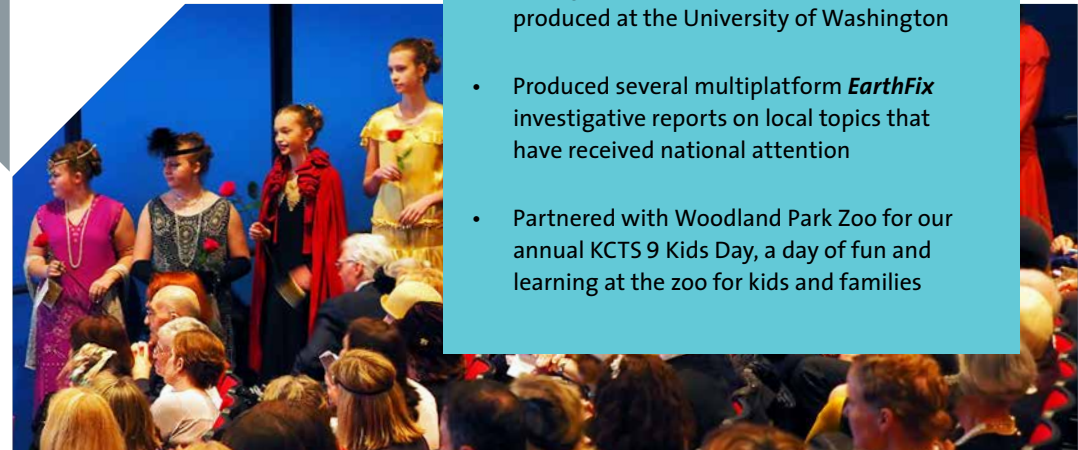


Cascade Public Media is owned by you—the people of this community. We create local content that provides our region with media coverage that is relevant, meaningful, and presented fairly. Examples of programming in FY16 that directly benefited our community include *Ask the Governor*, a live program that provides a forum for citizens statewide to engage in a dialogue about the issues most important to Washingtonians; *IN Close*, KCTS 9's current events series that features in-depth stories from across the Pacific Northwest; and educational programming such as *Ocean Intern*, a new digital series about a group of high school students who spent a summer working as oceanographers at the University of Washington's School of Oceanography.

We measure our success through detailed tracking of event attendance, viewership, social media and online metrics, and levels of community partnerships. In FY16, 18,627 community members attended 15 community engagement events, including family events such as KCTS 9 Kids Day and the Seattle Children's Festival; preview screenings of *Downton Abbey* and *The Human Face of Big Data*; panel discussions on topics ranging from race and

justice to the heroin epidemic; and special events such as a "Day at the Mariners," held in conjunction with the premiere of Ken Burns' series on baseball icon Jackie Robinson.

As a community, we're constantly making choices about who we want to be and where we want to go. Those choices are only as strong as the mix of voices, minds and ideas that participate in them. We need places in our community where people can come together to talk about what really matters. Through thoughtful and intelligent programming, meaningful partnerships and outreach to our community, Cascade Public Media provides a trusted public square where everyone, regardless of means, has access to programs that inspire a smarter world.



## HERE ARE A FEW OF THE WAYS WE MADE AN IMPACT ON OUR COMMUNITY IN FY16

- Produced 34 interstitial segments of *IN Close*, a current affairs series about a diverse range of topics of local interest
- Launched the new series *Borders & Heritage: Stories of Immigration*, exploring the immigrant experience in the Pacific Northwest
- Released the KCTS 9/Elway Poll, an exclusive statewide poll pertaining to racial attitudes, police and community relations, and views on the equality of our justice system
- Held Town Hall discussions in Yakima and Seattle on the topic of race, justice and democracy—among the most challenging issues facing America
- Produced the *Pathways to Excellence* program, which included online content and a half-hour documentary celebrating three Washington schools that are working to close the opportunity gap
- Gave Washington state citizens the opportunity to interact with Gov. Jay Inslee during a live episode of *Ask the Governor* produced at the University of Washington
- Produced several multiplatform *EarthFix* investigative reports on local topics that have received national attention
- Partnered with Woodland Park Zoo for our annual KCTS 9 Kids Day, a day of fun and learning at the zoo for kids and families





**C**ascade Public Media is committed to exploring what really matters to our community. In FY16, we organized Town Hall discussions in Yakima and in Seattle on the topic of *Race, Justice & Democracy*. More than 900 people participated in these discussions.

Both events were livestreamed and broadcast on KCTS 9. The station produced exclusive, web-only local content and stories in conjunction with this initiative, and conducted an exclusive statewide poll pertaining to racial attitudes, police and community relations, and views on the equality of our justice system.

“Race matters, and this is part of a continuing conversation that we need to have,” said Enrique Cerna, KCTS 9’s Director of Community Partnerships.

Partners for this comprehensive initiative included The Center for a New Washington at Heritage University, Humanities Washington, the Yakima Valley Museum, Seattle Channel, Seattle CityClub and Town Hall Seattle.



*[Left] In Seattle, a distinguished expert panel participated in the conversation, which was moderated by KCTS 9’s Enrique Cerna. The panel included Ed Murray, mayor of Seattle; Nikkita Oliver, lawyer, poet and Seattle Black Lives Matter activist; Steven González, Washington Supreme Court justice; and Marcus Green, executive director of the South Seattle Emerald.*

*[Above] The Yakima event featured a panel of experts including Mark O’Mara, CNN legal analyst; Mirta Laura Contreras, Directing Attorney for the Northwest Immigrant Rights Project, Eastern Washington Office; Dr. Christopher Parker, University of Washington Associate Professor of Political Science; and Sue Rahr, Executive Director of the Washington State Criminal Justice Training Commission and a member of the President’s Task Force on 21st Century Policing.*

# Race, Justice & Democracy





In FY16, 675 parents, kids and fans had a “tigerrific time” on January 11, when they met Daniel Tiger and helped launch our 2016 Mister Rogers’ Neighborhood Sweater Drive. From January 11 through February 7, KCTS 9 partnered with PCC Natural Markets and Sound Credit Union, collecting sweater donations from 36 locations around the Puget Sound area. One very generous anonymous donor knit over 60 hats, scarves and pairs of gloves specifically to donate to the drive.

In the end, we collected more than 7,500 pounds of clothing. The donated items benefited Wellspring Family Services, Queen Anne Helpline and Northwest Center.



“  
*It was great to meet you, Daniel! Our Lily is a long-time fan and sings your catchy songs all the time. She’s still telling her friends about meeting you. Thanks for the high-fives! ‘Ugga Mugga!’*  
– Sarah Scott







**B**orders & Heritage is a KCTS 9 Digital Studios series that explores the immigrant experience in the Pacific Northwest. Presented in recognition of the 50th anniversary of the 1965 Immigration and Nationality Act, **Borders & Heritage** tells the stories of recent immigrants and those who arrived decades or centuries ago. The series is a celebration of the many immigrants whose traditions and customs have helped shape the diverse culture of our region.

A rich array of multimedia content includes stories of new immigrants in the process of acquiring citizenship; a firsthand look at members of several different cultures experiencing a new life in the Pacific Northwest; an interactive timeline of significant immigration events in American history; and links to resources for those seeking more information about immigration and citizenship. Visitors to the site can test their own knowledge by taking interactive citizenship tests comprising questions from naturalization study guides.



KCTS 9 aired a half-hour special featuring these stories, providing a local counterpart to **Immigration Battle**, which aired on **FRONTLINE**. Two of the **Borders & Heritage** stories were featured nationally on **PBS NewsHour**.

“

*I'm proud to support @KCTS9. Honored to be part of this community.*

– @MarshaEss, Seattle

# BORDERS & HERITAGE

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## STORIES OF IMMIGRATION





# A

s the Pacific Northwest's only independent, reader-supported, nonprofit news site, Crosscut strives to provide readers with the facts and analysis they need to intelligently participate in civic discourse and to create a more just, equitable and sustainable society.

In June 2016, Crosscut spearheaded a coalition of local media organizations that joined forces to shine a spotlight on homelessness. Approximately 30 news organizations — ranging from *The Seattle Times* and SeattlePI.com to public and commercial television stations, public radio and a host of small online outlets— created more than three dozen original stories that appeared online, in print and on the airwaves. Social media was ablaze with the hashtag #SeaHomeless.

Clearly, we did not solve the homelessness crisis in a day. But for one day, media, nonprofits, foundations, advocates and everyday citizens came together to participate in this critical conversation. It was a start, we hope, toward finding solutions to a problem that has plagued the region for years.



“

*Number of homeless in WA continue to rise— it takes local, state, & fed efforts to make change happen #SeaHomeless*

— @PattyMurray, U.S. Senator

 **Crosscut**.com and  
**#SEAHOMELESS**



# IN CLOSE

In September 2014, KCTS 9 launched **IN Close**, a public affairs online/on-air program featuring in-depth stories from the Pacific Northwest. In FY16, KCTS 9 Digital Studios produced 34 **IN Close** broadcast segments. The series received several Northwest Regional Emmy nominations, with Emmy wins for “Reverend Al, Homeless Hero” and “Bargaining with Death.”

“Reverend Al, Homeless Hero” was about a man in Victoria whose selfless service to the homeless has saved lives and provided simple human contact and respect.

“Bargaining with Death” was the inside story of how prosecutors used the death penalty as leverage in order to get serial killer Gary Ridgway to provide information about the locations and remains of his victims.

Other notable **IN Close** productions included “Fixing Rainier,” about the most dangerous street in Washington (Rainier Avenue) and a new plan that the City of Seattle hopes will lessen the number of crashes and injuries. “Kent Street Racing” looked at a decades-old phenomenon of illegal car racing in Kent, Wash., garnering the most views and social media reactions of any online story in KCTS 9’s history. “A Native Artist and the Future” profiled the Tulalip Tribe’s official artist and his work in both traditional motifs and modern art forms to express the culture of the Tulalip nation.



“

*The IN Close program last night just blew me away. I was so impressed with James Madison, carver for the Tulalip band.*

*You deserve a salute for telling his story. We need more!”*

*– C. Ainscough,  
N. Vancouver*





# GOLDEN APPLE MOMENTS



**K**CTS 9 began the **Golden Apple** program in 1992 to honor exceptional teaching and educational innovation in Washington state. Since 1994, we have partnered with PEMCO, a dedicated supporter of the program, to highlight

educators, programs and schools that are making a positive difference.

In FY16, KCTS 9 produced five **Golden Apple Moments** highlighting the achievements of Yakima Music en Acción, a music program for Yakima students in grades three through eight; Principal Jessica Calabrese-Granger of Lakeridge Elementary in Renton, who helped transform a failing school;

The Martinez Fellowship program, which works to close the achievement gap by improving teacher diversity and the retention of teachers of color in Washington state; Matthew O'Connor, a pre-kindergarten teacher at South Shore School in Rainier Beach who is helping to shape early learning policy in the state; and Marjie Bowker, who teaches a revolutionary writing program at Scriber Lake High School in the Edmonds School District.

We received a letter from the director of Yakima Music en Acción expressing her gratitude for the impact that our video had on the YAMA program:



*Dear Kathy, Jenny, Patty and Tony,*

*Since you and KCTS 9 produced the stunning video on our YAMA program, we have been blessed with an unexpected outpouring of support for the program. I don't know how often this happens to Golden Apple award winners, but wanted to sincerely thank you for the time, skill, resources, and airtime that you offered.*

*To date, we have received \$60,245 in donations as a result of your airing the video, which is making it possible for us to plan confidently to expand the*

*program offerings next year to more students in need in our area. The most recent gift of \$50,000, from Lakebay, WA, was entirely anonymous, and has floored all of us, to say the least.*

*I cannot thank you enough. But my first step is in letting you know of how you have changed so many lives already through one video alone.*

*Thank you.*

*Stephanie L. Hsu | Founding Director  
Yakima Music en Acción (YAMA)*





# earthFIX



**E**arthFix is an award-winning, innovative public-media partnership between KCTS 9, Oregon Public Broadcasting, Idaho Public Television, KUOW, Northwest Public Radio and Television, Jefferson Public Radio, KLCC and the Corporation for Public Broadcasting. EarthFix helps citizens examine

environmental issues unfolding in their own backyards and explores how local actions intersect with national issues.

In FY16, KCTS 9 Digital Studios and EarthFix partnered to produce 10 feature segments and 16 shorts on a wide range of environmental topics. These included the Northwest Regional Emmy Award-winning programs “Can a Mushroom Save

the Honeybee?” and “Perfect Invaders: How Crayfish Are Threatening Crater Lake.” KCTS 9’s EarthFix team was honored with six Northwest Excellence in Journalism awards from the Society of Professional Journalists, and EarthFix managing editor Katie Campbell won a prestigious AAAS Science Journalism Gold Award in Television Spot News/Feature Reporting for “Is Alaska Safe for Sea Stars?”

In May, KCTS 9’s EarthFix team premiered “The Circuit,” an extensive special report about how discarded electronics have become the world’s fastest-growing source of waste. KCTS 9’s Ken Christensen and Katie Campbell followed electronics that were dropped off at Northwest e-waste recyclers, traveling to Hong Kong to discover that waste taken to recyclers is often exported to overseas dumps.

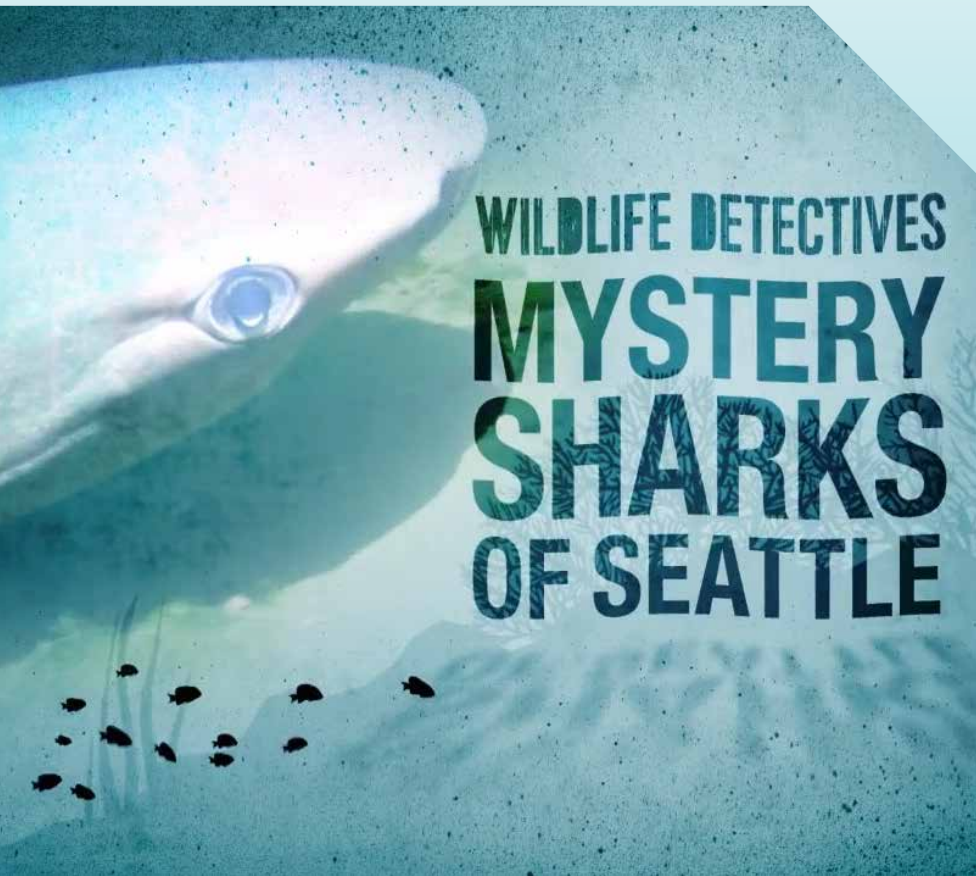
“The Circuit” was featured online and on-air on KCTS 9 and OPB; featured nationally on *PBS NewsHour* and *SciTech Now*; and broadcast internationally on PRI’s *The World*.

As a result of this report, the biggest electronics recycling company in Washington now faces multiple state investigations and has lost its environmental certification. Both the Oregon Department of Environmental Quality and the Washington State Department of Ecology have launched investigations into whether the company violated their state hazardous waste laws.



Oregon regulators have also asked the state Department of Justice to open an investigation into whether Total Reclaim violated consumer protection laws. After our story premiered, the Hong Kong Environmental Department launched an investigation into the illegal e-waste dumping.

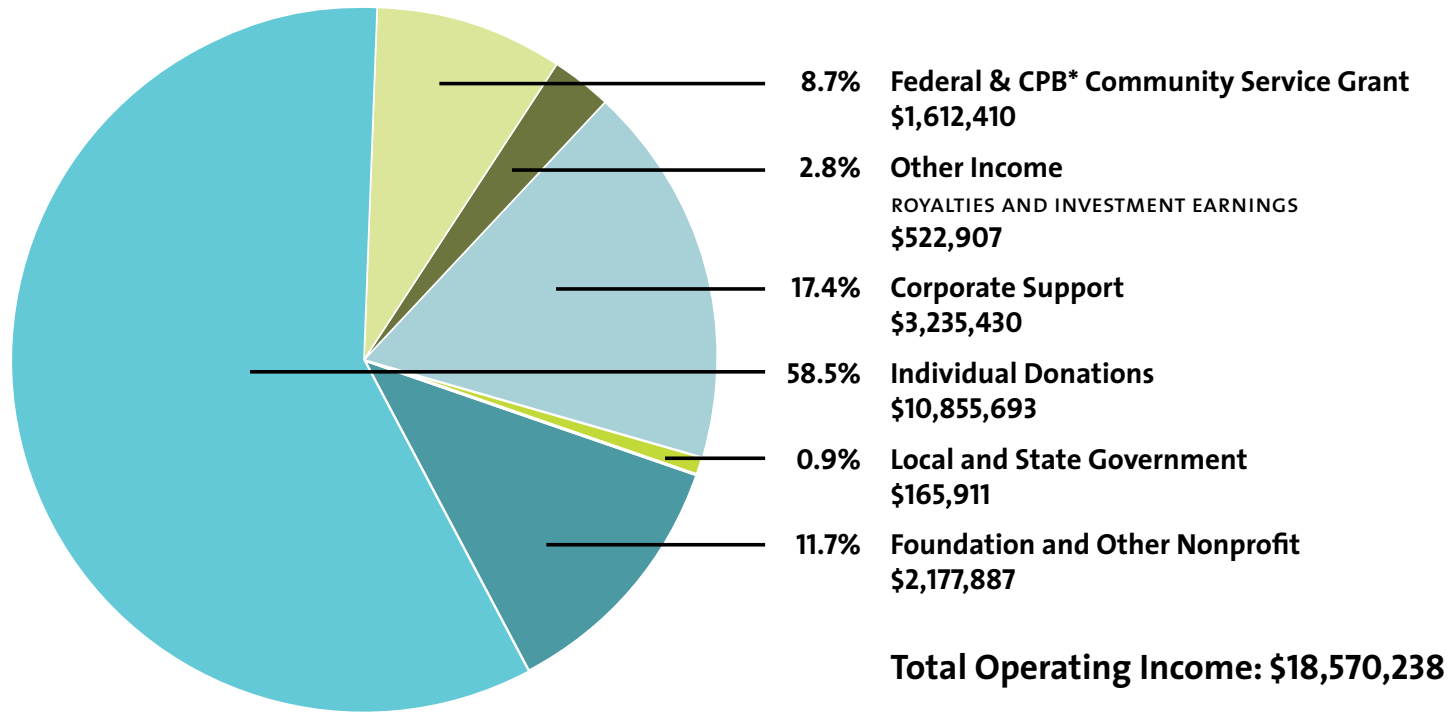
The complete web/video package was a finalist for a national journalism award from the Online News Association.



## WILDLIFE DETECTIVES MYSTERY SHARKS OF SEATTLE



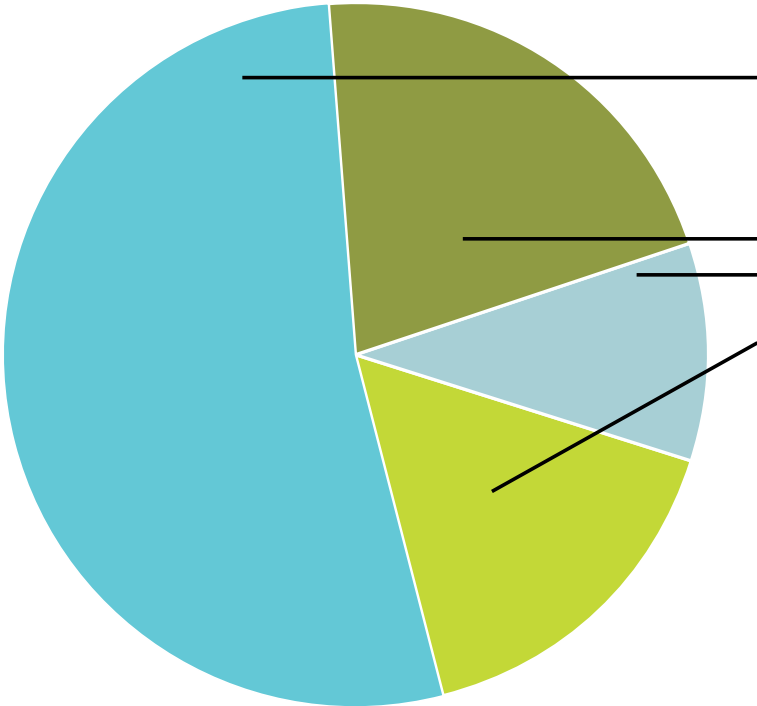
# OPERATING INCOME REVENUE SOURCES



\*CPB CORPORATION FOR PUBLIC BROADCASTING



# FUNCTIONAL EXPENSES



- 53% Program Services \$9,226,342**  
PROGRAMMING AND CONTENT CREATION, BROADCASTING,  
PROGRAM INFORMATION AND PROMOTION
- 31% Development, Membership and Marketing \$5,465,663**  
21 DONOR MANAGEMENT AND UNDERWRITING  
10 PREMIUM (THANK-YOU GIFTS) COSTS
- 16% General and Administrative \$2,711,325**

**Total Operating Expenses: \$17,403,330**

OPERATING INCOME LESS OPERATING EXPENSES	1,166,908
ENDOWMENT CONTRIBUTIONS	2,834,611
DEPRECIATION AND AMORTIZATION	(700,458)
NET INCOME PER AUDIT	\$ 3,301,061

OUR COMPLETE AUDITED FINANCIAL STATEMENTS ARE AVAILABLE ONLINE AT  
[KCTS9.org/about/station-reports](https://www.kcts9.org/about/station-reports)

**KCTS-TV DIGITAL** 24-hour program services include high-definition (HD) and digital multichannel. KCTS 9 digital television services in Western Washington include:

**KCTS 9 HD** Our original, primary channel in high-definition format\*  
**KCTS 9 Vme** Spanish-language public television programming for Washington state  
**KCTS 9 Create** The best in lifestyle and how-to programming

**By transmitter:** General Puget Sound Area  
**By cable:** Western Washington; Central Washington (Wenatchee to Walla Walla); British Columbia, including Greater Vancouver, Lower Mainland, Greater Victoria and Vancouver Island, Williams Lake to Prince George and Prince Rupert

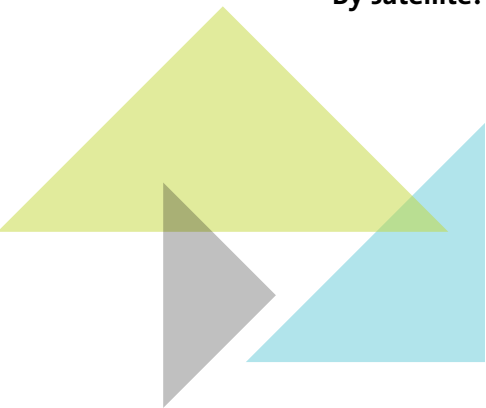
**By satellite:** DirecTV and Dish Network in the Puget Sound area, Shaw Broadcast Services for cable systems throughout Canada, and Shaw Direct and Bell TV direct-to-home service in Canada

**KCTS 9 Yakima** 24-hour program services include HD and digital multichannel. KCTS 9 Yakima digital television services in Central Washington include:

**By transmitter:** Central Washington (Ellensburg to the north, Prosser to the south)  
**By cable:** Central Washington (Cle Elum to Prosser)  
**By translator:** Cle Elum, Ellensburg Channel 17  
Wenatchee Channel 18  
**By satellite:** DirecTV and Dish Network

\*Standard-definition (SD) television sets equipped with a digital tuner or converter box show the channel in a down-converted format.

Visit [KCTS9.org/schedule](http://KCTS9.org/schedule) for local tune-in information.







INSPIRING A **SMARTER** WORLD

**CASCADE PUBLIC MEDIA**

KCTS 9 | Crosscut | What's Good 206

401 Mercer Street, Seattle, WA 98109 206.728.6463

[KCTS9.org](http://KCTS9.org) [Crosscut.com](http://Crosscut.com)