



# CASCADE PUBLIC / MEDIA

 KCTS 9

| Crosscut.

# A YEAR OF MAKING CONNECTIONS

*A message from Rob Dunlop, President and CEO*

Dear Friends,

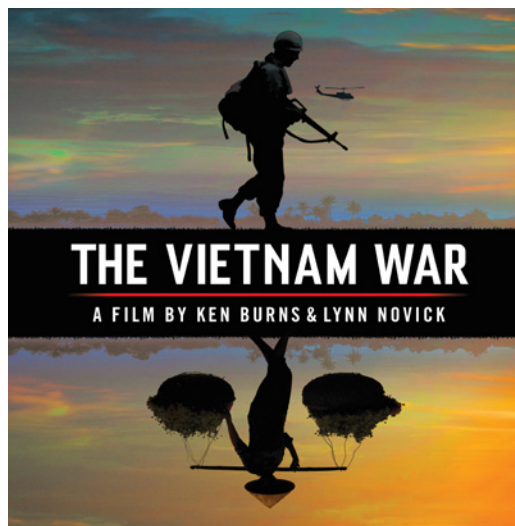
On behalf of the entire team at Cascade Public Media, thank you for making this past year an exciting one! With your support, Cascade Public Media, home to KCTS 9 and Crosscut, has continued to work together to inform, enlighten, entertain, and engage our community. It's been a year of making connections: connecting the people of our region with new ideas, perspectives and resources – and with each other.

KCTS 9 was honored to present *The Vietnam War*, the groundbreaking documentary series by Ken Burns and Lynn Novick. In conjunction with this series, we offered community screenings and expert panel discussions; we also produced *Our Vietnam Voices*, a collection of stories told from the perspective of local people impacted by the war.

This year, we connected members of our community with thought leaders in politics, business, culture and media through the Crosscut Festival. Over two days, more than 1200 participants gathered at Seattle University to engage with speakers, newsmakers and journalists. It was an opportunity for all of us to connect, share new perspectives, and debate challenging issues.

KCTS 9 also partnered with PBS Digital Studios to create *ReInventors*, a new digital series that introduced viewers to scientists and inventors right here in the Pacific Northwest. These “reinventors” are working to create a more sustainable future by reimagining the basic elements of our everyday lives: where we live, what we eat, how we get to work and so much more.

On the history and culture side, we invited veteran journalist Knute Berger to step in front of a camera to tell his stories with *Mossback's Northwest*. In each episode, he mines a particular Seattle historical or cultural nugget, providing you with the hidden backstory and a unique perspective on its continued relevance.





On *Borders & Heritage*, our ongoing series about the immigrant experience in the Pacific Northwest, we produced “Los Artistas,” a collection of stories about immigrant artists from our region, as well as “DACA: Perceptions and Realities,” a film focused on the children of farmworkers in Washington’s Yakima Valley and how DACA affects their lives.

While storytelling is still our way of connecting with you and the larger community we serve, the vehicles for delivering those stories continue to evolve. This year, more people than ever connected with us through the KCTS 9 and Crosscut websites, through PBS Passport and through social media sites such as Twitter and Facebook. Today, serving our community means delivering great public media content on all of your favorite devices.

One of the most important connections is the one we make with you. You understand the value of public media, and you know that KCTS 9 and Crosscut are vital resources for our region. Your investment inspires us to do our best every day. You are at the very core of everything we do at Cascade Public Media; without you, we would not exist. And for that, we are truly grateful.

***Thank you!***

Robert I. Dunlop  
PRESIDENT AND CEO  
CASCADE PUBLIC MEDIA



# HIGHLIGHTS

*Your generous support of Cascade Public Media made a real difference in our community this year.*

## ***The Vietnam War***

In September of 2017, KCTS 9 broadcast *The Vietnam War*, a groundbreaking 10-part, 18-hour documentary film series directed by Ken Burns and Lynn Novick. The series told the epic story of the war as it has never before been told on film, with personal accounts from Americans who fought in the war, those who opposed it, as well as soldiers and civilians from both sides who have lived with the consequences. In conjunction with the landmark television event, KCTS 9 produced its own award-winning series of short films, entitled “Our Vietnam Voices”, which featured people from our region who fought or whose lives were deeply affected by the war. In addition, KCTS 9 hosted several community events around the release of the series, including a free outdoor screening and resource fair, as well as screening and panel discussions with producers Ken Burns and Lynn Novick, local historians, authors, veterans and activists.





## ***The Crosscut Festival***

In February 2018, our Crosscut® team brought together some of the boldest names in politics, business and social justice from across the region – and around the world – for two days of unforgettable conversations at the first annual Crosscut Festival on the Seattle University campus. More than 1200 members of our community came to hear from more than 80 speakers – including Washington State Attorney General Bob Ferguson, Former HUD Secretary Julian Castro, Former U.S. Secretary of the Interior Sally Jewell – as well as local and national journalists, newsmakers, and activists. Topics ranged from marijuana legalization to police reform, the #MeToo movement, police culture, the role of the tech industry in the region, housing and gentrification, and much more.

# RE-INVENTORS™

## ***ReInventors***

Produced by KCTS 9 and PBS Digital Studios, *ReInventors* is a brand-new science series launched this year. The program introduces viewers to scientists, inventors and tinkerers in the Pacific Northwest who are working to create a more sustainable future by reimagining the basic elements of our everyday lives: where we live, what we eat, the way we get to work, and more. Episodes include “Edible Plastic Is Here, and It Tastes Like...,” “Self-Driving Bikes: Seattle’s Next Transit Revolution?” and “Meet the Man With a Nuclear Reactor in his Basement.”



## ***Mossback's Northwest***

*Mossback's Northwest* is another new series that debuted this year on KCTS 9™ Digital Studios. In each episode, host Knute “Mossback” Berger mines a particular Seattle historical or cultural nugget, providing viewers with the hidden backstory of the northwest and explaining why it’s still relevant today. Episodes include “How the Space Needle Got Its Look,” “When the ‘American Hitler’ Ran for President,” and “Washington’s New Apple Could Be an Industry Game-Changer.”



## ***Borders & Heritage: Los Artistas***

*Borders & Heritage* is our ongoing series about the immigrant experience in the Pacific Northwest. This year, we produced “Los Artistas,” a collection of stories about four immigrant artists from our region. For these artists, their work is not only a form of social expression but also a proclamation of heritage. In this film, viewers meet visual artist Juan Alonso-Rodriguez; poet Claudia Castro Luna; folk musician Abel Rocha; and dancer and choreographer Alicia Mullikin.



## ***Borders & Heritage: DACA: Perceptions & Realities***

“DACA: Perceptions and Realities” was another new film this year in the *Borders & Heritage* series. Focusing on students in Washington’s Yakima Valley, the film explores what the immigration policy DACA has meant for young DREAMers, the children of the farmworkers whose skilled labor sustains our state’s highest producing farmlands. KCTS 9 brought Attorney General Bob Ferguson to the Yakima Valley Museum for a conversation with Enrique Cerna about the future of DACA and its effect on the farm workers’ children who live in the Yakima Valley. More than 200 community members attended.



## ***KCTS 9 Kids Day at the Mariners***

In August, Daniel Tiger and Katerina Kittykat came to Safeco Field for a day of fun, sun and baseball with KCTS 9 viewers and Seattle Mariners fans! Daniel and Katerina made their way around the stadium seating areas during the game giving out waves and high fives to one and all. Our youngest fans and their families – more than 550 in total – were thrilled to meet the stars of *Daniel Tiger’s Neighborhood*.



# 15 Awards in 2017

# AWARDS

## NORTHWEST REGIONAL EMMY® AWARDS

KCTS 9 received 25 Northwest Regional Emmy® Award nominations (including one for Overall Station Excellence), winning in six categories.

### **Informational/Instructional – Feature/Segment**

*What is the TransMountain Oil Pipeline?*  
– Ken Christensen, Associate Producer  
for KCTS 9/EarthFix

### **Historic/Cultural – Feature/Segment**

*Graduating at 92: One Woman's Journey  
Through a U.S. Japanese Incarceration  
Camp* – Aly Chu, Illustrator; Amy  
Mahardy, Editor; Resti Bagcal,  
Photographer

### **Health Science – Feature/Segment**

*How Much Plastic Do You Want in Your  
Oysters and Clams?* – Ken Christensen,  
Associate Producer for KCTS 9/EarthFix

### **Promotion – Program – Single Spot**

*Our Vietnam Voices: Vince's Story* –  
Charles Costanza, Producer/Writer;  
Jeremy Cropf, Executive Producer/  
Writer; Eric Pato, Animator; Madeleine  
Pisaneschi, Animator; Resti Bagcal,  
Photographer

### **Documentary – Topical – REEL NW**

*Someone Like Me* – Bryan Tucker,  
Producer

### **Citation for Outstanding Community Outreach**

*Mr. Rogers' Neighborhood Sweater  
Drive* – Kelsey Tomascheski, Director  
of Marketing and Communications;  
Jeremy Cropf, Creative Services Director;  
Michael McClinton, Producer; Rob  
Dunlop, President/CEO; Resti Bagcal,  
Production Tech; Madeleine Pisaneschi,  
Graphic Designer; Vicki Ferguson; Bill  
Kight; Lisa Moore

## EXCELLENCE IN JOURNALISM AWARDS

Crosscut and KCTS 9 received 2018  
Excellence in Journalism Awards  
from the Society of Professional  
Journalists (Western Washington  
region) in several reporting  
categories.

### **Arts & Entertainment**

*Black, female and making theater. And  
she's damn good at it* – Florangela  
Davila

### **Column**

*One last 'dark-on-dark' in old Seattle;  
Alexa, fix Seattle; Mossback in the Wild  
West: celluloid and a concentration  
camp* – Knute Berger

### **Editorial & Commentary**

*I sat in protest with an athlete in the  
'90s. It's complicated; The Sonics star  
who ignited NBA dreams for black  
youth; A \$70 barrier to equity at  
national parks* – Glenn Nelson

### **Government & Politics Reporting**

*Seattleites go to Trump Country* – Knute  
Berger

### **Social Issues Reporting**

*Why am I a threat?* – David Kroman and  
Lilly Fowler

### **Photo Essay**

*The 51-day City Council member* – Matt  
McKnight

### **Digital Innovation**

*Election Guide 2017* – Joseph Liu,  
Cambria Roth, Joe Copeland, and  
Mason Bryan



# WHO WE ARE

*Inspiring a Smarter World*



**Cascade Public Media's** mission is to inspire a smarter world, and we express that mission through great storytelling that creates conversations. Cascade Public Media is made up of two organizations that combine the best of trusted, traditional public media with the best tools of the current moment.



**KCTS 9** is an award-winning PBS television station serving Washington and British Columbia. 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, as well as a PBS KIDS 24/7 channel that provides educational content for families throughout the state. This year, KCTS 9 garnered approximately 2.1 million viewers each week throughout Washington state and Canada; more than 97,000 active donors made gifts in support of programming on KCTS 9.



**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. This year, Crosscut published more than 1,000 stories, and approximately 93,000 visitors came to our website each week; more than 1,100 active donors made gifts in support of great journalism on Crosscut.



# COMMUNITY ENGAGEMENT

Cascade Public Media® Partnerships with Community Organizations in FY 2018

In FY 2018, Cascade Public Media partnered with several nonprofit organizations and businesses in the region to create outreach events and opportunities to connect with our community.

The Ken Burns documentary series *The Vietnam War*, which aired on KCTS 9 in September 2017, provided a rich opportunity for sharing the stories of people from our region who were affected by the war, including veterans and their families, war protestors, and others. We partnered with local organizations on these events:

- On July 25, 2017, we partnered with the Vietnam Veterans Memorial Fund to offer a free screening of part of the Ken Burns series, followed by a panel discussion with veterans and other experts.
- We also partnered with The Seattle Center and radio station KZOK to host an outdoor screening at The Seattle Center on August 24, 2018. This screening included a resource fair aimed at supporting veterans; additional partners who participated in the resource fair included Puget Sound Honor Flight, PEARLS, Veterans for Peace, Compass Housing Alliance, The Seattle Stand Down, Peace Trees Vietnam, Team Rubicon and Growing Veterans.
- We hosted a third screening and panel discussion on September 14, 2017, partnering with the Yakima Valley Museum in Yakima, who offered their venue for the event.

Our children’s programming on KCTS 9, as well as our focus on education, provided opportunities to reach out to families in our community and partner with organizations that support children and families. In FY 2018, our family partnerships included these events:

- On August 16, 2017, CPM hosted a KCTS 9 Kids Day at the Mariners. Partnering with the Seattle Mariners baseball team, we offered families discounted tickets to a Mariners game, and featured a special visit from Daniel Tiger – a costume character from the popular PBS children’s series *Daniel Tiger’s Neighborhood*.
- CPM partnered with the Northwest Folklife Festival for their annual Seattle Children’s Festival on October 8, 2017. For this event, we provided appearances by costume characters from the beloved PBS children’s show *Arthur*.
- In partnership with Yakima Valley Schools, the West Valley School District and Sunnyside High School, the KCTS® Community Advisory Board’s Central Washington group held a panel discussion entitled “What Works: Three Strategies for Student Success.” This panel discussion was held on April 26, 2018 in Yakima; Central Washington University and Heritage University were promotional partners.

As part of our ongoing work to engage the community in conversations around issues of immigration and diversity, CPM partnered with local organizations on these events:

- On March 15, 2018, we partnered with El Centro de la Raza for a screening and panel discussion of *Dolores*, the film about Latina activist, labor leader and feminist icon Dolores Huerta that aired on KCTS 9 this year.
- On May 21, 2018, we hosted “The Future of DACA: A Conversation with Attorney General Bob Ferguson.” Our partners for this event were Heritage University (promotion) and Yakima Valley Museum (venue).

Other partnerships focused on the news and journalism side of our mission. They included the following:

- Crosscut, Cascade Public Media’s local news organization, partnered with the Fado Irish Pub in Seattle for an election night party on November 7, 2017.
- On November 30, 2017, the KCTS Community Advisory Board’s British Columbia group partnered with the Vancity Theatre (venue host), as well as the Board of Change and Hamazaki Wong (promotional partners) to offer a panel discussion entitled, “The Role of Media in a World of Fake News.”
- Crosscut partnered with Solutions Journalism for a panel discussion on December 7, 2017, entitled “How to Cover City Governance through Solutions Journalism.”
- We also partnered with radio station KVI for the “KVI/Crosscut Conversation,” bringing together commentators from both ends of the political spectrum on April 27, 2017. Discussion topics included local issues such as transportation, the opioid crisis and the #MeToo Movement.
- Just for fun, our Crosscut news team partnered with the Museum of History and Industry and local business Atlas Obscura for a trivia night on June 15, 2018.

“It’s a dynamic time for our region, and with lots of growth in all ways. And with lots of growth you end up with lots of controversy and lots of issues that need to be addressed. And I think that the need for a forum for civilized public discourse is more important than it’s ever been. I think it’s always important to invest in the things that are good for your family, good for you personally, and good for your community, and that as a member of the community you have to take an active roll and participate in order to make things as good as they can be for everyone.”

**JUDI BECK**

Former Cascade Public Media Board Member

“There are so many issues, and these issues are complex and nuanced, so I think there’s a giant role for an organization like Cascade Public Media and Crosscut to really dig deep, to really go into a long-form analysis of what’s going on so that we can be much more informed about things. I love coming back to Crosscut and Cascade Public Media day after day as an avid reader, precisely because every day on the internet, or wherever we consume media, it’s too click-bait-y and it’s all about the quick sound-bytes, it’s all about just the superficial news or to headline, and they don’t go deep enough. And I think that there’s a huge role for thoughtful, investigative, analytical stories that really makes you think deeper about the next layer and the next layer down.”

**JONATHAN SPOSATO**

Chairman & Co-founder, Geekwire

“Crosscut is an example of a wonderful organization that provides quality journalism, that gives good information out there. It’s an independent source, it provides lots of different viewpoints. Crosscut is an example of an organization that’s really helping our community do good things.”

**JON FINE**

CEO, United Way of King County

“Crosscut plays a tremendous role through their digital newspaper reporting, that it’s informative, educational, as well as entertaining, and it can be a learning experience that hopefully inspires others to be involved in civic participation. And it covers areas that other media doesn’t, and what I’m referring to there is the arts, sciences, culture and environment, and it covers them in ways that they’re in depth stories that really give you information to think about and learn. Why am I a supporter? Well, number one: I have a strong belief in Public TV and in a public newspaper/non-profit newspaper can present a non-partisan, agnostic view of what’s going on in the world. And therefore, that provides education and learning opportunities for everybody and it gets back to the ability for folks to have civil discussions and then find innovative solutions. So I’m very happy to be a supporter and a donor to provide funding for free press and free media.”

**MIKE HUGHES**

Cascade Public Media Board Member



# BOARD OF DIRECTORS

## *Cascade Public Media Board of Directors* *During the time period July 1, 2017–June 30, 2018*

Michael Humphries, Chair  
Mike Hughes, Treasurer  
Sharon Nelson, Secretary  
Steve Welch, Immediate Past Chair

Barbara Bennett  
Larry Estrada  
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Sacha R.F. McLean  
John Schoettler  
Michael Schutzler  
Bonnie Towne

Lynne Varner  
Michelle Wilson  
Glenn Wong

## *Community Advisory Board* *During the time period July 1, 2017–June 30, 2018*

Suzanne Greening  
Beth Morrison  
Sonny Wong  
Kathy Cummings  
Anne-Marie Dekker

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Kevin Lim  
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INSPIRING A SMARTER WORLD



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