



CASCADE PUBLIC / MEDIA

 KCTS 9

| Crosscut.

A message of thanks from Rob Dunlop, President and CEO

I remember it vividly – a rainy night in March. Former Chicago mayor Rahm Emanuel was in town to do an event with us. As I stood in front of a large group at Temple De Hirsch Sinai to introduce him, the first deaths from the novel coronavirus had just occurred. There was no social distancing and no face masks, although the crowd was a fraction of its committed size.

That evening marked the beginning of a different reality for our community and for families all across the country. The changes we've experienced since the onset of the pandemic have affected the way we live and work in profound ways.

We've had to do more than simply adapt existing patterns and habits; we've had to embrace transformation both personally and professionally.

Our interactions with family and friends have transformed. With schools closed, children are learning remotely, and parents have been called upon to take a much larger role in their children's education. College students have returned home. Family members have been furloughed, and some jobs have been permanently lost. Travel has been curtailed; our visits with extended family and friends are now done online, and we connect with neighbors only from a safe distance. Ordinary activities like meeting friends for coffee or going to the movie theater have been on hold for months.

Likewise, our workplaces have transformed. At Cascade Public Media, the epidemic required our organization to pivot quickly to a virtual work environment – leveraging technology to ensure a seamless experience for you.

With more than 90 percent of our team working at home, we've continued to provide not only great public television programming on KCTS 9, but also exceptional, trusted local news and analysis from Crosscut.

Our newsroom has risen to the challenge, producing stories with real impact in our community. We've closely followed the Black Lives Matter movement, including the protests against police brutality. We reported as the city council, the mayor, the governor, ordinary citizens and organizations, like us, have grappled with the issues of systemic racism. Some of the year's most important stories are highlighted in this Annual Report – I hope you will take a look. During the first half of 2020, record numbers of readers connected with Crosscut stories each month. Our team has also taken a deeper dive with some stories, resulting in a new series called *Crosscut Documentaries*, as well as a series focused specifically on the COVID pandemic called *The New Normal*.





It's difficult not to think of the past year without dividing it into "before" and "after" the pandemic. Before the outbreak, in the summer and fall of 2019, KCTS 9 connected with the community around some exceptional PBS programming.

Ahead of the premiere of the Ken Burns *Country Music* documentary, we hosted a preview screening of the film on the University of Washington campus, followed by a panel discussion featuring producer Ken Burns. In honor of the 50th anniversary of *Mister Rogers' Neighborhood*, we hosted "Be My Neighbor Day" events in Bellingham, Yakima and Seattle. And in the fall, we partnered with SIFF Cinema to offer an advance screening of *Downton Abbey: The Movie*.

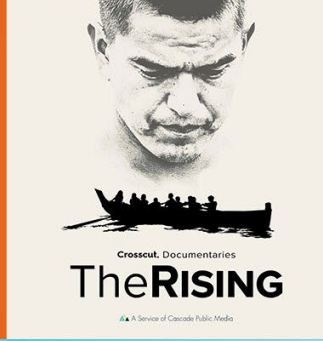
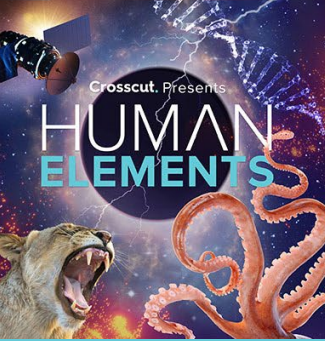
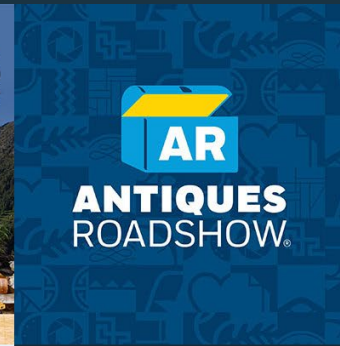
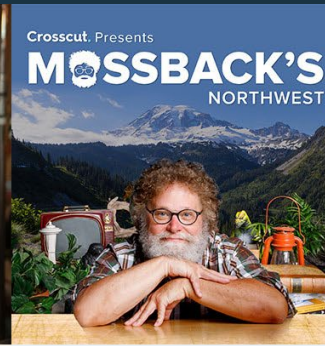
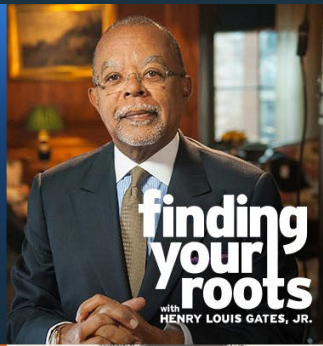
Since the COVID pandemic took hold, we've reimagined our events, offering virtual experiences in which participants connect with us via Zoom technology. This transformation has allowed us to reach a wider audience, some of whom had never been able to participate in the past.

Another transformation that is taking place is all of the new ways we consume media. At Cascade Public Media, we are also excited to expand access to our programming, including online streaming with KCTS 9 Passport, which is now available to all of you who watch us in Canada. Crosscut is expanding as well, with interactive programs like Northwest Wonders, as well as podcasts, streaming video stories, and more. Your opportunities to connect with us are actually stronger than ever!

At a time when local journalism is under so much pressure and our democracy needs it most, public media finds a way to stitch together our talent and resources to make a real difference. Our nonprofit, public interest journalism is not driven by profits and shareholders, but by the community we serve and are so proud to be part of.

Thank you for all your support!

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.

KCTS 9: Ken Burns' *Country Music*: Screening & Panel Discussion

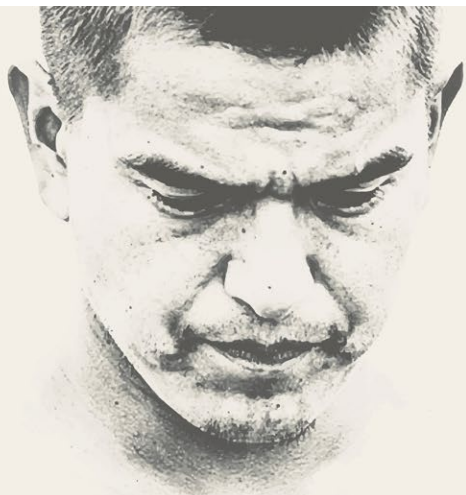
In September 2019, KCTS 9 premiered Ken Burns' *Country Music*, an incredible eight-part series about the history of country music, from its deep roots in ballads, hymns and blues to its mainstream popularity. In July – ahead of the series premiere – KCTS 9 partnered with the University of Washington Alumni Association to host a preview screening of the film on the UW campus, followed by a lively panel discussion featuring director/producer Ken Burns and his co-producer Julie Dunfey. More than 1000 community members came to hear the discussion, moderated by Billy Joe Huels of the country music group The Dusty 45s, who also performed at the event.





Crosscut Talks Live: Equal Play – Will Women’s Sports Ever Get a Fair Shake?

Crosscut Talks Live features one-on-one conversations and panel debates with newsmakers from around the region. In September 2019, *Crosscut Talks Live* featured a panel focused on the inequity in pay, media coverage and sponsorships that plagues women’s athletics. Approximately 50 community members came to the CPM studios to hear from the experts, including Teresa Predmore, co-owner of Reign FC; Amy Griffin, associate head coach of women’s soccer at UW; Ginny Gilder, co-owner of the Seattle Storm; and other elite athletes and coaches of women’s sports. *Crosscut Talks Live* discussions are recorded and available through the popular Crosscut Talks podcast series.



Crosscut. Documentaries

TheRISING

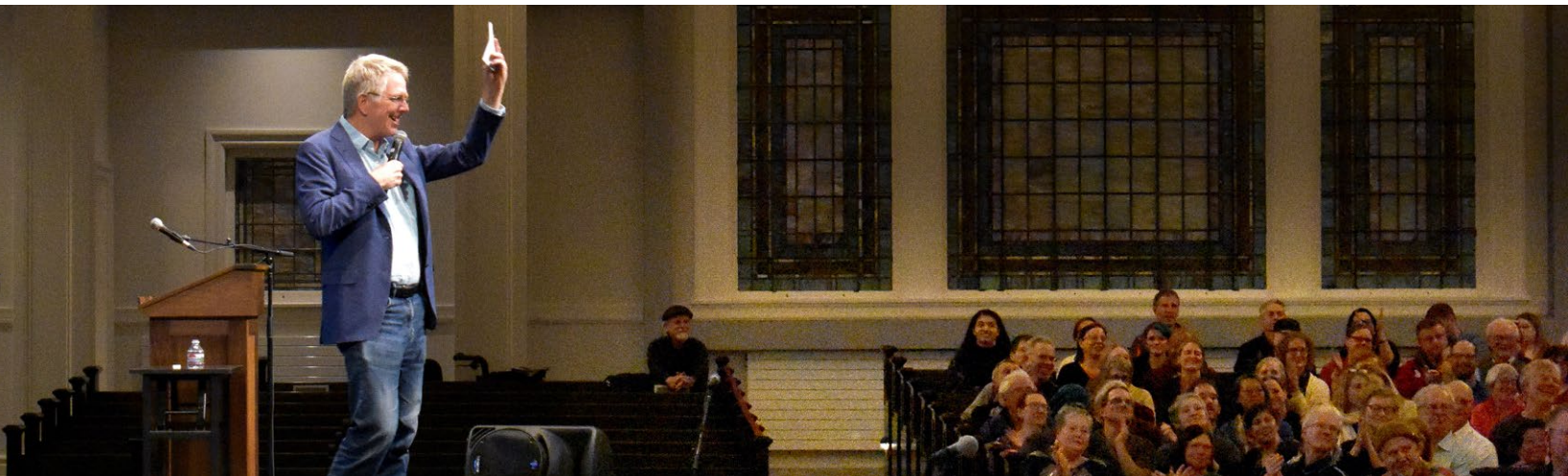
Crosscut Documentaries Presents: *The Rising*

In November 2019, Crosscut Documentaries premiered *The Rising*, a new film about members of the Quinault tribe and their response to the effects of climate change along the coastline of the Pacific Northwest. Declining salmon stocks and rising sea levels are forcing the tribe to confront the reality of moving from the place they’ve inhabited for centuries. Perhaps paradoxically, this threat to their homeland overlaps with a resurgence in Quinault culture, language and leadership. The film captures the voices of the Quinault as they spread a message of climate resilience and a commitment to a sea that both sustains them and threatens them.



Crosscut Talks Live: The Big Fix – Solving Seattle’s Most Vexing Issues

Like other booming cities around the U.S., Seattle is changing fast, and with those changes come challenges such as homelessness, an ever-increasing cost of living and transportation woes. In January 2020, Crosscut invited Mayor Jenny Durkan and City Council members Tammy Morales and Andrew Lewis to participate in a discussion about their plans for tackling the city’s biggest problems. Nearly 100 community members attended the discussion, which was held at the CPM studios in Seattle.



KCTS 9: Rick Steves’ *Hunger and Hope*: Preview Screening & Discussion

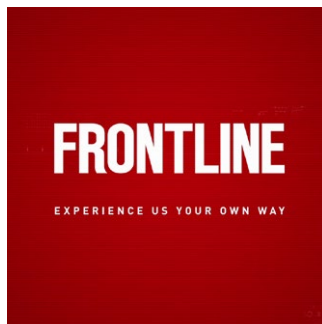
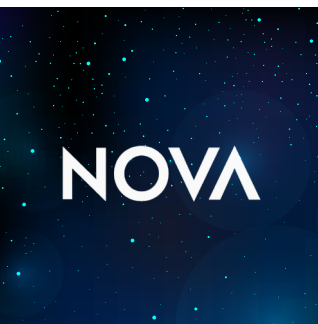
In February 2020, more than 500 community members joined KCTS 9 and travel expert Rick Steves at Town Hall Seattle for a first look at his one-hour special *Hunger & Hope: Lessons from Ethiopia and Guatemala*. In his hour-long special, which aired on KCTS 9 in March, Rick Steves travels through two countries that are tackling the issue head-on, with creative solutions that are showing remarkable promise. Following the screening, Rick took questions from the audience and shared what he had learned about the challenges of extreme poverty – and how those challenges can be met.

A Conversation with **RAHM EMANUEL**



Crosscut: A Conversation with Rahm Emanuel

Crosscut partnered with Elliott Bay Books and the Temple De Hirsch Sinai in Seattle to welcome Rahm Emanuel in March 2020 for an evening of conversation around his new book *The Nation City: Why Mayors Are Now Running the World*. More than 130 community members came to hear Emanuel, the former two-term mayor of Chicago and White House chief of staff for President Obama, as he shared his ideas about how cities – rather than the federal government – stand at the center of innovation and effective governance.



TOP TEN CROSSCUT STORIES

Did you miss any of these great stories from Crosscut? These are the year's most popular stories. It's clear that the COVID epidemic was on everyone's mind in 2020, and readers turned to Crosscut for news they could trust.

- 1 *Here's what Washington's new 'stay-at-home' order means for you*
- 2 *Nope. Still not in Phase 2: What you need to know about Phase 1.5*
- 3 *One couple, two coronavirus cases and wildly different symptoms*
- 4 *Will the last person to leave Northgate Mall turn out the lights?*
- 5 *What you should know about Washington's murder hornets*
- 6 *WA Rep. Matt Shea engaged in 'domestic terrorism,' helped plan Malheur standoff, investigation finds*
- 7 *'Nature's not closed' during coronavirus, but should you still go hiking?*
- 8 *Seattle crafters are making DIY masks and face shields to help fight coronavirus*
- 9 *2019 election results for Seattle, King County and more*
- 10 *Cancer can't silence legendary KEXP DJ Cheryl Waters*





COMMUNITY ENGAGEMENT

CASCADE PUBLIC MEDIA® PARTNERSHIPS WITH COMMUNITY ORGANIZATIONS IN FY20

Cascade Public Media hosted a wide range of community events, both in-person and virtual, during the 2019-2020 fiscal year. Highlights included Be My Neighbor Week, a series of three family events honoring the 50th anniversary of *Mister Rogers' Neighborhood* and featuring costume character Daniel Tiger; a special advance screening of *Downton Abbey: The Movie*; a new interactive program called *Northwest Wonders* that connects community members with Crosscut® journalists; an evening of food, fun and Filipino culture with chef Marcus Samuelsson from the PBS series *No Passport Required*; and Our Hearts Live Here, a series of virtual events designed to spread joy and boost community spirits during the COVID pandemic.



BE MY NEIGHBOR WEEK

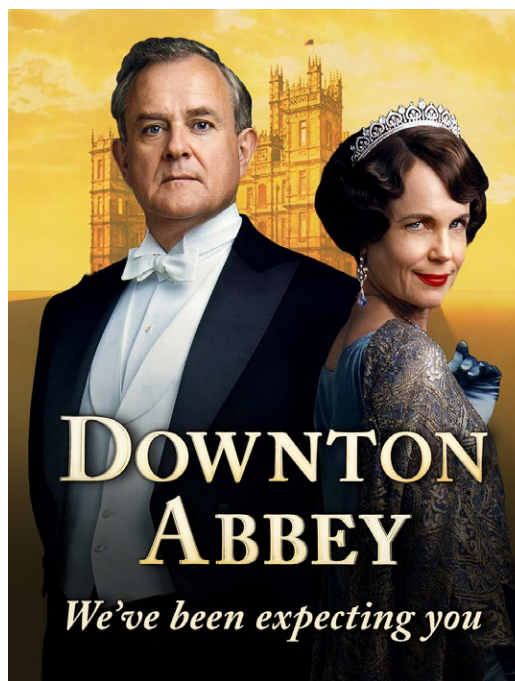
In honor of the 50th anniversary of *Mister Rogers' Neighborhood* in August 2019, KCTS 9 hit the road with Daniel Tiger to host three “Be My Neighbor Day” parties in Bellingham, Yakima and Seattle. Daniel was on hand to greet his young fans and encourage them to be good neighbors by donating non-perishable food to support food banks in our area. More than 2,500 children and their family members came to celebrate with Daniel and snap a photo with him – and together they donated over 2,000 pounds of food to share with neighbors in need.

ADVANCE SCREENING: DOWNTON ABBEY – THE MOVIE

In September 2019, KCTS 9 partnered with the SIFF Cinema Uptown to offer a special advance screening of *Downton Abbey: The Movie*. More than 400 fans enjoyed a special evening celebrating one of the most popular series in the history of PBS: *Downton Abbey on Masterpiece*. Free popcorn was provided because – to paraphrase Lady Violet Crawley – “All this unbridled joy had given us quite an appetite.”

CROSSCUT: NORTHWEST WONDERS

In an innovative partnership with its readers, Crosscut launched a new interactive program in January 2020 called Northwest Wonders. This initiative invites readers to ask questions that help shape the direction of journalism at Crosscut. Readers are encouraged to direct questions to reporters in four coverage areas: Science and Environment, Arts and Culture, Growth and Change, and Northwest History. From the questions, other readers vote on those they most want answered. The answers can come in the form of a photograph, an article, a video or a combination of those things. Many questions this year focused on coping with the COVID pandemic, with readers asking everything from “How can I protest safely while the coronavirus is still a threat?” and “Can I bake and share food with my neighbors?” to “How will we know when it’s safe to travel by airplane again?”





NO PASSPORT REQUIRED

On February 11, 2020, nearly 200 friends of KCTS 9 joined celebrity chef Marcus Samuelsson at the Seattle Opera for an evening celebrating food, culture and Seattle's Filipino community. The chefs and restaurateurs featured in the Seattle episode of Chef Samuelsson's PBS series *No Passport Required* joined the party for a wonderful conversation about their love of food, the vibrant Filipino food culture in Seattle and the wide-ranging diversity of immigrant traditions in the U.S. And there was more than talk: There was tasting! In addition to on-stage cooking demonstrations, a special night market offered food from five of the featured restaurants.

OUR HEARTS LIVE HERE

At KCTS 9, we believe that our community is our greatest strength in times of adversity. The COVID pandemic significantly changed the ways we interact with our family, friends and neighbors. In an effort to spread some joy during this difficult time, KCTS 9 launched the "Our Hearts Live Here" initiative. For the first challenge, we asked residents across the region to decorate their outdoor spaces – doors, windows, porches and patios – to bring joy to neighbors as they walk by. Participants were able to show off their work by tagging @KCTS9 on social media – and we were able to air some of our favorites on KCTS 9 Television and share them on social media channels. Later in the spring, as a very unusual school year was wrapping up and graduation ceremonies and celebrations were canceled, we asked the community to share photos and messages to honor the Class of 2020 graduates; we were able to share these on KCTS 9™ Television and social media. As the pandemic continues, we plan to offer more opportunities for our community to connect safely and share some joyful moments with our neighbors.



FROM THE COMMUNITY

PBS helps me rise above the anxiety of these times by providing in-depth information, perspective, and pleasure, available on no other network.

– Beth, Walla Walla

In this world of opinion-passing-as-news (on both left and right), a good piece of journalism is a precious commodity! Keep up the great work, **Crosscut**, and thank you.

– Stuart, Seattle

Congratulations on an excellent channel keeping Canadians and Americans of all ages and interests entertained, educated and continuously delighted!

– Deborah, Vancouver BC

Thank you **PBS**! With countless options, your programming is still the best! Keep it up with the relevant subject matter and great production. A public asset for all :)

– Nathan, Seattle

I appreciate your professional, thoughtful reporting on a wide range of timely subjects. I can always count on **Crosscut** for good, insightful information. Thanks for all you do!

– Greg, Olympia

Thank you, so grateful for the ways **PBS** programming brings people together and challenges the division we have today.

– Kelly, Seattle

I have been watching **KCTS** since day one! Thank you for entertaining and educating me all these years. And my family, also!

– Judith, Port Townsend

I love the article and love **Crosscut**! Thank you from the bottom of my heart for your journalistic work and helping me stay informed without the hype.

– Lyn, Seattle

Thank you, **KCTS 9**, for all the ways you've expanded and enriched our lives! Here's to the next 50 years!

– Edith, Seattle





2020 Awards

AWARDS

NORTHWEST REGIONAL EMMY® AWARDS

KCTS 9 received two honors at the Northwest Regional Emmy® Awards, the Northwest Chapter of the National Academy of Television Arts and Sciences.

Promotion - Program - Campaign

Summer of Space Campaign – Michael McClinton, Producer, Editor; Jeremy Cropf, Producer; Valerie Vozza, Camera; Arlo Ballard, Camera

Silver Circle Induction:

Resti Bagcal

The Circles honor media professionals who have solid records of making lasting contributions to the industry and their community, the Gold for a minimum of 50 years and the Silver for a minimum of 25 years.

FILM FESTIVALS

Crosscut Documentary:

The Rising

Official Selection: Portland EcoFilm Festival & Bend Film Festival in Oregon; Lumix Festival for Young Visual Journalism in Hanover, Germany.

NORTHWEST EXCELLENCE IN JOURNALISM AWARDS

Crosscut received 16 awards, including nine first place honors at the Society of Professional Journalists Northwest Excellence in Journalism Awards.

Breaking News Reporting

RUNNER UP: Melissa Santos

Column

FIRST PLACE: Glenn Nelson

Comprehensive Coverage

FIRST PLACE: David Kroman

Diversity Reporting

FIRST PLACE: Margo Vansyngel

Editorial & Commentary

FIRST PLACE: Glenn Nelson

Education Reporting

FIRST PLACE: Liz Brazile, Matt M. McKnight

Environment & Natural Disaster Reporting

RUNNER UP: Manola Secaira

Feature Photography

FIRST PLACE: Dorothy Edwards

General News Photography

RUNNER UP: Matt M. McKnight

Housing & Homelessness Reporting

FIRST PLACE: David Kroman

Multimedia Storytelling

RUNNER UP: Lilly Fowler, Jen Dev

Portrait Photography

RUNNER UP: Dorothy Edwards

Sports Column

FIRST PLACE: Glenn Nelson

Spot News Photography

FIRST PLACE: Matt M. McKnight

Technology Reporting

RUNNER UP: Beatriz Costa Lima, Jen Dev, Sarah Hoffman

Sports Reporting

RUNNER UP: Beatriz Costa Lima

WHO WE ARE

Expand Your Community



Cascade Public Media's mission is to inspire a smarter world. This mission is based on the belief that a more informed and engaged community makes the world a better place. 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. Cascade Public Media employs more than 100 talented and dynamic team members who work tirelessly each day in pursuit of our mission and strategy. We are committed to building a team that represents a diversity of thought, experience and personal background. Along with race, gender, and physical ability, we believe that one's ethnicity, national origin, religion, veteran status, sexual orientation, gender identification, and age are other dimensions that strengthen us. Such diversity enhances the relevance and substance of our work.



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 offer a PBS KIDS 24/7 channel; Create, a food, travel and lifestyle channel; and WORLD, a channel that delivers documentary, science and news programs from around the globe. We also operate KCTS 9 Yakima, serving Central Washington. This year, KCTS 9 garnered approximately 1.85 million viewers each week throughout Washington state and in Canada; more than 100,000 active donors made gifts in support of our programming.

Crosscut.

Crosscut is a regional news site 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 an average of 90,000 visitors came to our website each week; more than 1,900 active donors made gifts in support of great journalism on Crosscut.

OUR PLEDGE TO YOU

*We pledge to serve our community,
to deliver programming with purpose,
to bring news, science, arts, and drama
from the region and around the world.*

*We will remember that we serve a diverse community
and will continue to push the boundaries of storytelling on-air and online.
In an era when it is profitable to sensationalize,
when it is easiest to serve corporations and advertisers,
we will deliver programming without interruption, without influence.
We will stay true to who we are.*

*We are your classroom, your stage, your window to the world.
This is our pledge to you.*





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During the time period July 1, 2019 – June 30, 2020

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CASCADE

PUBLIC / MEDIA

Expand Your Community

Cascade Public Media employs about 100 dedicated staff members. We have been working mostly remotely since March 2020 and we've embraced virtual meetings and new technologies to keep our teams connected while apart. One thing that hasn't changed – our unwavering commitment to provide essential public media services to everyone in our community!

 **TS9**
Your World

 **TS9**
World