



# your

community / story / place

CASCADE  
PUBLIC MEDIA

Building Essential Space  
*for* Public Media

# Who We Are

Cascade Public Media (CPM) is a nonprofit public media organization comprised of:



**KCTS 9**, an award-winning PBS television station serving Washington state and British Columbia.

These two organizations bring together the best of trusted, traditional public television with the latest tools and technology of digital media.



**Crosscut**, a regional news site that focuses on in-depth, public interest journalism.



In the last few years, CPM has further expanded to include the **Hive Media Lab**, a media innovation lab with collaboration and production space; and **Piranha Partners**, a creative services agency that focuses on helping businesses and nonprofits tell their story.

## Mission

Our mission at Cascade Public Media 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.

## OUR VALUES



### Community

*The community is at the heart of our organization. We are committed to serving everyone in our region and to amplifying the diverse voices in our community.*



### Integrity

*As a trusted public media organization, we endeavor to do exceptional work with transparency, accuracy, and respect. We deliver our best and hold ourselves accountable for the results.*



### Diversity

*We recognize that our differences make us stronger. We champion a diverse culture that is equitable and inclusive. We acknowledge that words and actions matter.*



### Innovation

*We embrace bold ideas by developing forward-thinking, flexible solutions to support our mission.*

# What We Do

**Cascade Public Media** expands community participation through great public media content on-air, online and through year-round community events. We help Northwest people learn, grow and make a difference.

## How Our Collaborative Model Works

Our region doesn't look or sound the way it did ten years ago, and our media shouldn't either. Our new model for public media fits our moment.

- > Digital first and cross-platform. We want to meet people where they already are, providing timely, on-demand content.
- > Centered on local stories. We want to provide a home for the most trustworthy, complete public interest journalism.

Cascade Public Media is inclusive enough for every voice; expansive enough for every platform; and trusted enough to be our region's go-to media organization.

# Why It Matters

**Cascade Public Media reflects the people, values and choices of our community.** Many critical national and global conversations begin right here in the Pacific Northwest. We need places in our community where people can come together to talk about what really matters.

**Commercial media doesn't support the conversations we need to have.** So much of today's journalism has become polarized and partisan. Thoughtful, in-depth stories are increasingly difficult to find. We need trustworthy places where we can hear about the city councilmembers, school boards, and community activists who inform the decisions that affect our lives.

**Public media has a vital role to play.** Cascade Public Media is driven by what really matters — not just identifying problems, but also exploring solutions. We're the new public square: a place where people can be part of the same conversation, no matter their differences of opinion.

*LEFT TO RIGHT: 1) A community-submitted photo from KCTS 9's March 2020 "Our Hearts Live Here" campaign. 2) Filming of the 2019 Crosscut documentary The Rising, about the Quinault tribe's struggle against climate upheaval on Washington's coast. 3) February 2020 event with No Passport Required host Marcus Samuelsson, featuring Filipino-American food and culture. 4) A session from the 2019 Crosscut Festival (Photo by Christopher Nelson). 5) Cascade Public Media's very own Mossback in the field. 6) Staff posing with Daniel Tiger at the 2019 "Be My Neighbor Day" event in Yakima.*





After 40 years,  
we're being  
forced to move.

Since 1984, Cascade Public Media has been located at the northeast corner of the Seattle Center on Fifth Avenue and Mercer Street. Along with the dynamic changes taking place throughout our region, Seattle Center is undergoing its own re-imagination. Our landlord, the City of Seattle, intends to revamp our quadrant of the Center and to repurpose the land upon which we are located. **We are losing our lease at the end of 2024** and we must relocate our operations in a very heated real estate market.

**But there's good news...**

# We found our new home!

The new building at 316 Broadway is located at the intersection of Broadway and Boren Avenues.



Since learning our lease would not be renewed, we have been searching for a new home that aligns with our mission. Fortunately, we found the perfect match. Our new four-story, 46,000 square foot building is just east of downtown, just south of Capitol Hill and just north of the Central and International Districts. The space is ideally suited for our broadcasting and reporting needs. Furthermore, we could not have picked a better location to attract and fully serve the diverse audiences in our community.

## Cascade Public Media has a vision for a dynamic community space



Our new building will serve as a collaborative center for storytelling, civic dialogue and media innovation. We are creating a place where our community will engage and interact, enhance culture, and celebrate performance. This is a place not just for building audience, but for building community.

# How We Get There

The new building offers a permanent home for Cascade Public Media. We are developing spaces on the cutting edge of technology, ensuring we will continue to deliver high-quality local journalism and public media. Producing great media requires studios, equipment, infrastructure and space for community conversations that activate our civic life.

**The Capital Campaign is a chance for our supporters to leave a lasting legacy in the community. We need your help to ensure that public media and trusted local journalism are available for generations to come.**

Our new home will be a place open to all; engaging minds and lifting spirits while fostering dialogue and innovation. It will be a place the community looks to for insightful and informative journalism that will bring engagement and understanding to the issues facing our community. It will be a space that drives impact — in classrooms, on stage, in the statehouse and in your neighborhood.

# Contact us

to learn how you can make a difference.



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 **KCTS9** | **Crosscut.**

 A Service of Cascade Public Media