

CPB LOCAL CONTENT & SERVICE REPORT FY22



CASCADE PUBLIC / MEDIA

 KCTS9

| Crosscut.

A message of thanks from Rob Dunlop, President and CEO of Cascade Public Media

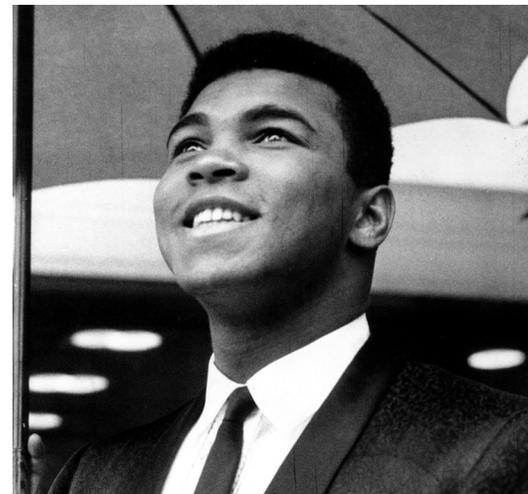
Every day, Cascade Public Media strives to be the place our region can turn to for deeply reported public interest journalism, inspiring television programming and meaningful community connections. In 2022, we found more ways than ever to deliver on these goals. It is my hope that as you review this report you recognize the value you have helped CPM provide to the Pacific Northwest.

Over the last year, we have been busy expanding our products and programming. We've launched a new investigative project focused on digging through funding allocations, relief programs and infrastructure contracts to find stories about how pandemic-related federal funding has remade Washington communities. From broadband networks to restorative justice programs, the project seeks to tell stories about the transformative impact of certain programs while also shining a light on abuses or lost opportunities to rebuild public resources.

Our *Black Arts Legacies* project highlighted the longstanding, vital and ongoing role of Black artists and arts organizations in the cultural landscape of the Seattle region through written stories, videos and podcasts. The series was celebrated by the community with an in-person event featuring episode screenings, a panel conversation, art displays and musical performances. The Black Arts Legacies Celebration was a partnership with Seattle's leading Black arts organization LANGSTON and kicked off their annual We Out Here Festival in conjunction with the Juneteenth holiday.

Mossback's Northwest continued to explore the unique, surprising and often quirky history of the Pacific Northwest with Seattle historian Knute Berger at the helm. In season five, topics included the curious history of the unsolved D.B. Cooper skyjacking, indigenous legends of sea serpents in local waters and the real story of the "Mercer Girls" bride-import scheme, which was the basis for the 1960s TV series *Here Come the Brides*. The team also debuted a companion podcast, which delved deeper into the history, people and making of each episode.

We continued our commitment to being digital-first and expanded availability of the World's Best TV app to include Roku, Amazon Fire TV and Apple TV, placing us on the three largest over-the-top platforms. Coupled with KCTS 9 Passport, the app offers access to an extended library of acclaimed PBS shows, local favorites like *Mossback's Northwest* and a growing collection of foreign-language series acquisitions like *The Rebel Princess*.





Emerging from the pandemic, we produced nearly 30 in-person and virtual events. These included our Food for Thought series and a continuation of our partnership with Seattle City Club for the monthly Civic Cocktail program. In May, we held our annual Crosscut Festival. Now in its fifth year, the festival welcomed journalists from the top media outlets in the country – along with authors, politicians, community leaders, scientists and creatives – for compelling panels and thoughtful interviews. Prominent guests included the Pulitzer Prize-winning creator of The 1619 Project, Nikole Hannah-Jones, actor and environmentalist Matt Damon and Chief Medical Advisor to the President, Dr. Anthony Fauci.

PBS continued to inspire and delight our audiences with exceptional programming this past year. Our slate had something for everyone – arts aficionados, science enthusiasts, history buffs and news hounds. Ken Burns and his team of collaborators brought us in-depth biographies of two of the most impactful figures in American history – Muhammad Ali and Benjamin Franklin.

To support the release of *Muhammad Ali*, KCTS 9 produced a series of animated shorts highlighting stories of athletic achievement from across the Pacific Northwest. This Northwest Emmy®-winning series shined a spotlight on the achievements being made by individuals and organizations in our own back yard, bringing the intersection of activism and athletics to life in a powerful and poignant way.

As we continue to find our new normal, I hope one thing hasn't changed: that our community knows they can count on Cascade Public Media to be here day and night, providing local content, news, entertainment and opportunities to come together. I am inspired by the work of our talented team and the impact of our journalism. We are accountable only to our community of supporters who make the work possible, not to outside commercial interests.

Thank you for helping to inspire a smarter world!

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.*

World's Best TV App

KCTS 9 expanded the availability of its World's Best TV streaming service in 2022 by introducing new apps for Fire TV and Apple TV devices. With KCTS 9 Passport activated, the service provides members access to an extended catalog of beloved PBS shows, local favorites like *Mossback's Northwest* and a growing library of unique foreign-language dramas from across the globe. The World's Best TV apps for Roku, Fire TV and Apple TV have been installed over 235,000 times.


**WORLD'S
BEST TV**



Muhammad Ali: Northwest's Greatest

In September 2021, KCTS 9 premiered *Muhammad Ali* by celebrated filmmaker Ken Burns. The four-part biography brought to life one of the most memorable figures of the 20th century. As a companion to the national series, KCTS 9 produced a collection of animated short videos highlighting incredible stories of athletic achievements (past and present) from across the Pacific Northwest. The stories were told through beautiful animation and artwork from local creators and included a profile of Olympic gold medalist Sugar Ray Seales, a comic book-inspired retelling of sports commentator Art Thiel's memorable encounter with "The Greatest" himself and a look at the first officially sanctioned amateur female boxing match in history, held in Bellingham, Washington. *Northwest's Greatest* won a Northwest Regional Emmy® Award for Best Campaign.



Golden Apple Moments

Each year, KCTS 9 spotlights outstanding achievements in education through *KCTS 9™ Golden Apple Moments*, a program inaugurated by the station in 1992 to honor exceptional teaching and education innovation in Washington state. After more than 25 years, this has become a legacy program of recognition for educators with interviews featured on-air, online and via social media.

Local Video Series

Building out our local video content, this last year we focused on the three series below. Be on the look out for more local series and stories in the coming year.



NEW SERIES

Made There

Made There features small business owners and their stories of creating local craft, food and beverage products that celebrate the Pacific Northwest. Each episode presents a unique guest, exploring the humble beginnings of their business, the creativity and enthusiasm behind their success, plus a helpful tip for viewers.



RETURNING SERIES

Mossback's Northwest

Host Knute Berger mines the Pacific Northwest's historical and cultural nuggets to explore the hidden backstories behind the region's most interesting treasures and why they're still relevant today. Highlights of the season include "Northwest Dog Heroes," "Cracking the Case of Crab Louis," "Paul Bunyan," "Sea Serpents and the Salish Sea" and "The Odd Thing About D.B. Cooper".



RETURNING SERIES

Human Elements

The world of science is full of facts and figures, but behind the study are the people. In the end, it becomes a question not of how they do science — but why. This season, we explored the hidden world in our treetops, how otters can save the sea, the pervasiveness of microplastics and how dogs may hold secrets to aging.

TOP TEN CROSSCUT[®] STORIES

Did you miss any of these great stories from Crosscut? These are the year's most popular stories.

- 1 *What new WA police accountability laws do and don't do*
- 2 *Election results for Seattle and King County 2021 races*
- 3 *Why some plan to opt out of new WA long-term care insurance*
- 4 *Ghost mall goes indie: Pacific Place gets a new lease on life*
- 5 *Washington state mask mandate ends March 21*
- 6 *Urine trouble: High nitrogen levels in Puget Sound cause ecological worry*
- 7 *Seattle voters appear to elect Bruce Harrell to be next mayor*
- 8 *Unions warn of 'mass exodus' over city of Seattle vaccine mandate*
- 9 *Washington state's new capital gains tax: a primer*
- 10 *Seattle police union pushes back on Jan. 6 investigation*





COMMUNITY ENGAGEMENT

CASCADE PUBLIC MEDIA® PARTNERSHIPS WITH COMMUNITY ORGANIZATIONS IN FY22

Cascade Public Media hosted a wide range of community events in FY22, both in-person and virtual.

BLACK ARTS LEGACIES CELEBRATION

Crosscut hosted a celebratory social event featuring several of the artists recognized as a part of Crosscut's *Black Arts Legacies* project. The evening included the viewing of films by select artists, a panel conversation with featured artists and a retrospective gallery of influential historical artists. Music throughout the night included performances by JusMoni and DJ Yaddy of Sway & Swoon DJ Collective. This event was a partnership with LANGSTON and kicked off their annual We Out Here festival, in conjunction with the Juneteenth holiday.



CIVIC COCKTAIL

In FY22, Crosscut hosted a monthly event, Civic Cocktail, that featured elected and community leaders from the public for lively conversations about important issues facing our region. Topics covered in this series included public safety, housing and homelessness, local impacts on the reversal of the Roe v. Wade decision by the Supreme Court, the vitality of the arts community, election previews and more. Each event was recorded before a live audience, live streamed for a virtual audience, rebroadcast on air and made available for viewing on our digital channels.



FOOD FOR THOUGHT: AN IMMIGRANTS THANKSGIVING

KCTS 9 hosted a special edition of our Food for Thought event series, which takes a deeper look at the foods and traditions that define the ways we eat and relate to one another. Hosted by Rachel Belle, of the award-winning podcast *Your Last Meal*, Food for Thought aims to provide a deeper understanding of the world through food. The show demonstrates how, through diverse perspectives and stories, there is more that unites us than divides. This year's virtual holiday event spotlighted local immigrant chefs and explored how they've incorporated their traditions into the uniquely American holiday of Thanksgiving.





CROSSCUT FESTIVAL

Cascade Public Media's signature event, The Crosscut Festival, returned for its 5th edition in 2022. The festival welcomed journalists from the top media outlets in the country, along with, authors, politicians, business and community leaders, scientists, experts and creatives for compelling panels and fireside interviews. Over five days, the festival streamed more than 30 conversations covering the climate crisis, education, the Supreme Court, race and social justice, space exploration, authoritarianism, the pandemic, mental health and more. Prominent guests included Pulitzer prize-winning creator of the 1619 Project, Nikole Hannah-Jones; actor and environmentalist, Matt Damon; Chief Medical Advisor to the president, Dr. Anthony Fauci in conversation with *PBS NewsHour* anchor Judy Woodruff; and many more. All sessions were streamed for a virtual audience. Keynote interviews were also recorded and rebroadcast on KCTS 9 and our digital channels.



THE HEADLINERS GALA

Cascade Public Media welcomed our supporters and friends for the first in-person edition of the 2022 Headliners Gala at the Museum of History and Industry in South Lake Union. The evening featured a conversation with Pulitzer Prize-winning journalist and investigative reporter Carl Bernstein. Guests also enjoyed delicious food and drinks and a live auction in support of KCTS 9. The Headliners Gala honored our roots in public media and the strength of Cascade Public Media's connections in the community and the public announcement of our Capital Campaign to fund our new home.

FROM THE COMMUNITY

I support **KCTS 9** because it's so important to keep everyone informed and to get people to continue to ask questions about the world around them.

– Mary

We have watched and contributed to **Public TV** for over 40 years. I don't know what I would do without *Masterpiece/Mystery*, the concerts, *American Experience*, *PBS NewsHour* and other special programs. We love **Crosscut** with the Northwest history and special people. I don't always agree with some of the information, but there are a variety of opinions based on study and research so the ideas presented make me think deeper.

– Gene and Charlotte, Pasco

I always learn something from your **Mossback's Northwest** show or e-mails. Thank you for all you do opening our minds to contemplate and consider the perspectives of others.

– Babe

I contribute to and support non-profits in my community that have a larger ripple effect beyond just my community, such as **KCTS 9 / Crosscut**.

– Naomi, Kirkland

I just read your piece in **Crosscut** regarding Maddesyn George. It was beautifully and respectfully told and yet did not shy away from placing the appropriate focus on the issues that need to be addressed. I hope you continue writing and shedding light on important issues for Native and Indigenous women and all people of color.

– Ana

A heartfelt thank you for presenting **Rebel Princess!** I loved this series: the story, the music, the cultural education, the fabrics, the jewelry, the sets and the architecture - Fabulous! As **PBS** does so well, thank you for bringing the world together.

– Judith, Victoria, B.C.

I came to the **Headliners Night** event because truthful news is the antidote to disinformation – our world needs more of it.

– Erik

We watch all of the programs on **KCTS 9**. They've become an important part of our lives. It's the only television we watch.

– Robert and Luella





2022 Awards

AWARDS

NORTHWEST REGIONAL EMMY® AWARDS

KCTS 9 received one honor at the Northwest Regional Emmy® Awards, the Northwest Chapter of the National Academy of Television Arts and Sciences. We are honored to have our work recognized.

Program Promotion - Campaign

Northwest's Greatest: Muhammad Ali
Jeremy Cropf, Producer; Resti Bagcal, Videographer; Arlo Ballard, Producer/Editor; Michael McClinton, Producer/Editor; Stacey Jenkins, Producer/Editor; Viktoria Ralph, Audio Engineer; Brian Brezinski, Animator; Matthew Jorgensen, Composer; Abby Thompson, Voice Over Talent; Bubba Jones, Composer; Kalina Torino, Animator; Carter Pierce, Illustrator; Greg Cohen, Design Director

NORTHWEST EXCELLENCE IN JOURNALISM AWARDS

Crosscut received 11 awards, including six first place honors at the Society of Professional Journalists NW Excellence in Journalism Awards.

Audio Series

2ND PLACE: Sara Bernard, David Kroman
This Changes Everything

Crime & Law Enforcement Reporting

2ND PLACE: Sara Bernard, David Kroman
Seattle police, social workers and mental health crisis calls

Government & Politics Reporting

1ST PLACE: Sara Bernard, David Kroman
Seattle police, social workers and mental health crisis calls

Video

Video Series

1ST PLACE: Jen Dev
Hidden Barriers
2ND PLACE: Sarah Hoffman
Our Shared Table

Photo & Design

Feature Photography

1ST PLACE: Genna Martin
Taking B(l)ack Pride

Writing

Environment & Natural Disaster Reporting

1ST PLACE: John Stang
Cleaning up nuclear waste at Hanford: Secrecy, delays and budget debates

Feature, Soft News

2ND PLACE: Hannah Weinberger
How birds in the Pacific Northwest experienced the pandemic

Government & Politics Reporting

1ST PLACE: John Stang
Cleaning up nuclear waste at Hanford: Secrecy, delays and budget debates

Investigative Reporting

2ND PLACE: MELISSA SANTOS
Cops & Credibility

Series

1ST PLACE: Eric Scigliano
Cops, Drugs & Civil Forfeiture

Also, Crosscut was a part of:

Small Newsroom Division

1ST PLACE: Peter Fairley, Robert McClure – InvestigateWest, Crosscut, Grist, The Tyee and Jefferson Public Radio
Getting to Zero: Decarbonizing Cascadia

SOCIETY FOR FEATURES JOURNALISM AWARD

Feature Specialty Writing Portfolio

2ND PLACE: Margo Vansyngel
Welcome to Seattle's new Selfie Museum, where you are the masterpiece; Seattle photographers trade Zoom calls for a zoom lens; Seattle drive-in dance event is part scavenger hunt, part performance

NATIONAL ASSOCIATION OF CORPORATE DIRECTORS

Diversity, Equity, and Inclusion (DEI) Award

Cascade Public Media Board of Directors

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 1.67 million viewers each week throughout Washington state and in Canada; more than 120,000 active donors made gifts in support of our programming.



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 750 stories and an average of 46,000 visitors came to our website each week; more than 1,600 active donors made gifts in support of great journalism on Crosscut.



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Cascade Public Media Board of Directors

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