



CASCADE PUBLIC MEDIA

Crosscut.

KCTS9

spark
PUBLIC

BECAUSE OF YOU...

A message from Rob Dunlop, President and CEO

Dear Friends,

At Cascade Public Media, this has been a year of growth and change; a year of identifying challenges and exploring solutions; a year of invention, reinvention and discovery. It's an exciting time to be in public media—and our success this year was possible because of YOU, our loyal supporters.

Because of you, we have been able to spark real conversation about topics that matter here in the Northwest. We have been able to share compelling stories that inspire, educate, entertain and inform. Together, we are doing more than just building an audience—we are building a community.

This year, Cascade Public Media's two pillar organizations—KCTS 9 and Crosscut—drew on each other's strengths, developed synergies, and discovered new ways to tell amazing stories. We expanded our digital-first, cross-platform approach and provided timely, multimedia content. We focused on local stories and collaborated with other nonprofits, as well as with artists, filmmakers, students, and others from across our region, ensuring that all voices could be heard.

The power of this collaboration was evident in our 2016 election coverage. KCTS 9 and Crosscut worked together to provide thoughtful, unbiased, in-depth reporting in the months leading up to the election. Whether by producing a comprehensive voter guide, moderating a debate between candidates for the 7th Congressional District seat, providing op-eds on both sides of the ballot measures, covering the governor's race, or even hosting an election night party, KCTS 9 and Crosscut helped our community make informed decisions about the candidates and issues at the local, regional, state and national levels.

Because of you, not only were we able to offer high quality PBS programming such as *Masterpiece*, *FRONTLINE*, *NOVA* and *American Experience*; but we also explored local connections to these programs, sharing stories from across our region. This year, *The Boys of '36*—the story of the University of Washington rowing team that captured gold at the Olympic Games in Nazi Germany—provided one such opportunity to make these important connections. In conjunction with the film, we produced stories about the UW crew teams, then and now; interviews with the author and the filmmakers; stories about local boat builders; and much more. We partnered with UW to host a screening and panel discussion for more than 1,100 guests, and we provided a free outdoor screening at the Seattle Center that was attended by more than 2,500 community members.





This year, we helped connect fans of our popular series *Daniel Tiger's Neighborhood* with our annual Mister Rogers' Sweater Drive. Our youngest viewers and their families—totaling more than 975 Daniel fans!—came to our studios to meet their favorite PBS character and donate a sweater, contributing to the 11,000 pounds of clothing we collected during the drive. This event was a wonderful opportunity for children to develop empathy, practice sharing, and have some fun, too.

Because of you, we had the resources to research and share stories of the immigrant experience here in the Northwest through our digital series *Borders & Heritage*; to produce *A System in Crisis*, an investigative series that delves into the chronic issues affecting foster youth, foster parents and foster care agencies in Washington State; and to join forces with other nonprofits and media outlets for a special day focused on finding solutions to Seattle's homelessness problem.

Because of you, we were able to explore new platforms and ways of sharing our stories. This year's *Battle Ready*, a fully interactive digital documentary about the military's environmental legacy in the Northwest, was a truly new kind of storytelling that allowed viewers to interact with the story and choose topics to explore in-depth.

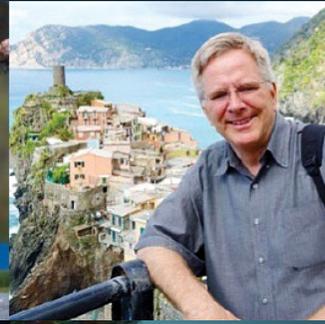
This year, you invested in KCTS 9's capacity to produce unique, local video content. You invested in Crosscut, providing more reporters on the ground who developed compelling stories with depth and breadth. You invested in opportunities for young people to develop their media skills through internships and mentoring programs, as well as through SparkPublic, our digital publication for Millennials.

Because of you, we were able to encourage and promote conversations that make us smarter and more connected to each other. As we celebrate the accomplishments of the past year, and as we work to ensure the future of great public media in the coming years, please remember that none of this would be possible without your support.

Thank you!

Robert I. Dunlop
PRESIDENT AND CEO
CASCADE PUBLIC MEDIA

NOVA



FRONTLINE

EXPERIENCE US YOUR OWN WAY



AMERICAN
EXPERIENCE



HIGHLIGHTS

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

The Boys of '36

This *American Experience* documentary has a strong connection with our region, featuring the story of the University of Washington rowing team that captured gold in the 1936 Olympic Games in Nazi Germany. In conjunction with the film, we produced stories about the UW crew teams, then and now; interviews with the author and the filmmakers; stories about local boat builders; and much more. We partnered with UW to host a screening and panel discussion for more than 1,100 guests, and we provided a free outdoor screening at the Seattle Center that was attended by more than 2,500 community members.

[Learn more—watch the video.](#)





Election Coverage

KCTS 9 and Crosscut worked together to provide thoughtful, unbiased, in-depth reporting in the months leading up to the election. Whether by producing a comprehensive voter guide, moderating a debate between candidates for the 7th Congressional District seat, providing op-eds on both sides of the ballot measures, covering the governor's race, or even hosting an election night party, KCTS 9 and Crosscut helped our community make informed decisions about the candidates and issues at the local, regional, state and national levels.



Foster Care: A System in Crisis

This special multimedia production was developed in partnership by KCTS 9, Crosscut, InvestigateWest and independent documentary producer Bryan Tucker. The series helped focus public attention on some of the chronic issues affecting foster youth, foster parents and foster care agencies in Washington State.

[Learn more—watch the video.](#)



The Mister Rogers Sweater Drive and “Be My Neighbor” Day

This year, we helped connect fans of our popular series *Daniel Tiger’s Neighborhood* with our annual Mister Rogers’ Sweater Drive. Our youngest viewers and their families—more than 975 of them!—came to our studios to meet their favorite PBS character and donate a sweater, contributing to the 11,000 pounds of clothing we collected during the drive. This event was a wonderful opportunity for children to develop empathy, practice sharing, and have some fun, too.

[Learn more—watch the video.](#)



Borders & Heritage

This KCTS 9 digital series explores immigrant and refugee experiences in the Pacific Northwest. This year, we featured stories about Japanese-American families that were interned during World War II; Latino residents who are breaking barriers in the arts; and local Muslim families coping with the recent wave of hostility toward their faith and culture.

[Learn more—watch the video.](#)



#SeaHomeless

KCTS 9 and Crosscut joined forces with 19 other media organizations and nonprofits for a special day focused on finding solutions to Seattle's homelessness problem. In addition to producing our own stories, we used social media and the hashtag #SeaHomeless to track the action throughout the day and provide links to reporting from other Seattle-area outlets.

[Learn more—watch the video.](#)



Battle Ready

Battle Ready, a fully interactive digital documentary about the military's environmental legacy in the Northwest, is a truly new kind of storytelling that allows viewers to interact with the story, choose topics to explore in-depth, and move forward or backward through the media to learn more.

[Learn more—watch the video.](#)



16
Awards
in 2016

AWARDS

NORTHWEST REGIONAL EMMY® AWARDS

KCTS 9 received 29 Northwest Regional Emmy® Award nominations (including one for Overall Station Excellence), winning in six categories.

Health & Science – Feature/Segment

Hanford: Culture of Silence – Ken Christensen, Producer/Photographer/Editor, for KCTS 9/EarthFix

Public/Current/Community Affairs – Feature/Segment

The Circuit: Tracking America's Electronic Waste – Ken Christensen, Producer and Katie Campbell, Photographer/Editor, for KCTS 9/EarthFix

Human Interest – Feature/Segment

The Chimps of Cle Elum – Aileen Imperial, Producer

Arts/Entertainment – Feature/Segment

IN CLOSE: Different One – A Native Artist and the Future – Nils Cowan, Producer

Writer – Program

Wildlife Detectives: Searching for the Mystery Sharks of Seattle – Michael Werner, Producer

Promotion – Program – Campaign

REEL NW – Michael McClinton, Producer/Editor and Josh Springer, Producer

EXCELLENCE IN JOURNALISM AWARDS

Crosscut and KCTS 9 received 2017 Excellence in Journalism Awards from the Society of Professional Journalists (Western Washington region) in several reporting categories.

New Journalist of the Year

Crosscut City Reporter David Kroman

Business Reporting

Understanding Seattle's High-Rise Boom – Paul Roberts

Arts & Entertainment

The Making of a Burlesque Dancer – Reagan Jackson

Health & Science Reporting

The Orcas Are Starving – David Neiwert

Sports Feature Story (Runner-up)

Seattle's All-Female Football Team: This Isn't the Lingerie League – Cambria Roth

Social Issues Reporting

A Foster Care System in Crisis – Susanna Ray and Allegra Abramo, for InvestigateWest/KCTS 9/Crosscut

ADDITIONAL HONORS

Director/producer Michael Werner's *Wildlife Detectives: Searching for the Mystery Sharks of Seattle* received additional recognition, earning both regional and national EDWARD R. MURROW AWARDS in the news documentary category. The documentary also won the WILDLIFE CONSERVATION FILM FESTIVAL award for **Best Wildlife Crime film**.

The interactive documentary *Battle Ready: The Military's Environmental Legacy in the Northwest* was honored as the 2017 regional EDWARD R. MURROW AWARD winner for **Excellence in Innovation**.

WHO WE ARE

Inspiring a Smarter World

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 is made up of three 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.

Spark Public is a digital storytelling showcase and workshop for new public media produced by the coming generation of multimedia journalists. Spark Public stories serve as a catalyst to inform, inspire, entertain and create meaningful connections with community members in the 18- to 34-year-old demographic.

[Learn more—watch the video.](#)

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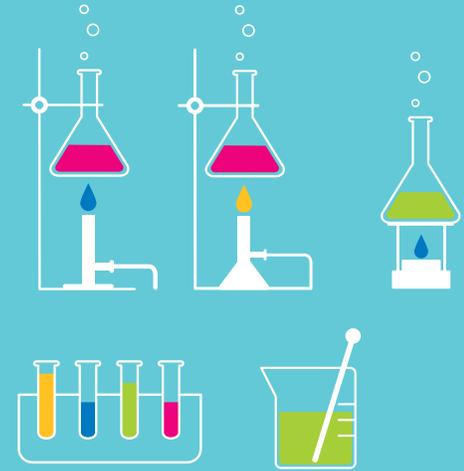
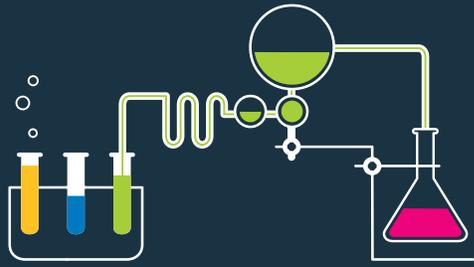
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PUBLIC



COMMUNITY ENGAGEMENT

KCTS 9 hosted more than 20 events in the 2016–2017 fiscal year, covering arts and culture, current affairs, and kids programming, reaching nearly 13,000 community members. Highlights include a cumulative 4,000 people attending our three events around *The Boys of '36*; our 20th annual *Mister Rogers' Neighborhood* Sweater Drive, in which we hosted three events reaching more than 1,000 people and collected a record-breaking 11,109 pounds of clothing; and 900 people attending our 2016 election night party.





BOARD OF DIRECTORS

Cascade Public Media® Board of Directors *During the time period July 1, 2016–June 30, 2017*

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INSPIRING A **SMARTER** WORLD

CASCADE
PUBLIC MEDIA