

CPB LOCAL CONTENT & SERVICE REPORT FY21



CASCADE PUBLIC / MEDIA

 KCTS 9

| Crosscut.

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

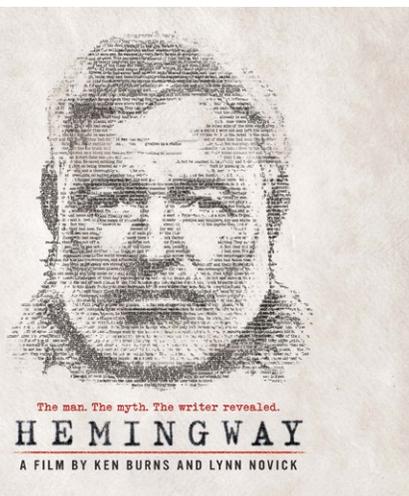
In 2020, we learned what it means to be essential. As a regional nonprofit media organization reliant on community support, we know that our future is dependent on our ability to demonstrate how essential we are to the fabric of the region. We know that competing in a rapidly evolving media landscape requires us to be nimble and adaptive. As you view this year's report, it is my hope that you take pride in knowing that you helped to make all of this work possible.

By 2024, data suggests that half of all U.S. households will have either cut the cord or never had traditional television. As part of our continued commitment to being digital-first and reaching new audiences, last November we launched KCTS 9 on Roku. Coupled with KCTS 9 Passport, the app creates an enhanced viewing experience with access to an extended catalogue of acclaimed PBS shows and local favorites such as *Mossback's Northwest*. We are hard at work, developing for new platforms and acquiring even more programming from around the globe to create a library of content that you can't find anywhere else.

This year we saw the most consequential election season of our time. At Cascade Public Media, we believe it is imperative our community has access to trusted and independent news coverage, that has a clear, balanced voice and is not clouded by commercial interest. We covered the 2020 elections from all perspectives, both nationally and locally. Programs like *The Choice 2020: Trump vs. Biden* from *FRONTLINE*, *PBS NewsHour* and *Washington Week* provided essential coverage of the 2020 Presidential election. *Crosscut* provided comprehensive reporting of local issues and candidates, and shed light on how the outcomes at the state and national level would affect our region. Our election coverage was essential to creating a more informed electorate which in turn continues to shape and ensure our democracy.

Our newsroom continued to rise to the challenge of reporting the stories and life-changing events that have had a real impact in our community. *Crosscut* produced new podcasts, documentaries and focus series on the most pressing issues facing our region.

An award-winning documentary in *Crosscut's* *The New Normal* series, *Senior Year Was Crazy*, chronicles the life of a Franklin High School senior as she navigated the tumultuous end of her senior year in the midst of the COVID-19 shutdowns.



Long-standing questions about policing and public safety have managed to crop up again and again. We saw these issues play out in the streets and at city halls as leaders responded to calls to rethink public safety. Crosscut released the second season of the podcast *This Changes Everything*, which explored these transformational events and movements.

The new video series, *Hidden Barriers*, explores the bias, prejudice and discrimination which pervades our health care systems. Throughout the year, Crosscut's outstanding reporting won 19 journalism awards and three national honors.

While the pandemic continued to effect the way we engaged with one another, we doubled down on virtual events in an attempt to keep our community connected and continue the important conversations happening all around us. In total, we produced 38 events, ranging from monthly book clubs to a gubernatorial debate preview, from the ins and outs of the pandemic to how nature and food provide us comfort in these challenging times, from conversations about policing and public safety to looking at our region's history and how that can provide the foundation and energy for change.

Our events culminated in May, when we brought together journalists, politicians, authors, and newsmakers from our community and across the nation to take a hard look at the people, policies and events that are shaping our lives. More than 6,000 people attended the virtual Crosscut Festival to hear from a wide range of speakers and panels, some of which included Judy Woodruff, Jane Goodall, Ibram X. Kendi, Nancy Pelosi, Rick Steves, Pramila Jayapal, and Robert Reich.

As many of us found ourselves at home with a bit more free time than perhaps we are used to, I hope you had a chance to watch some of the great programming you helped provide. Last summer we celebrated the 100th anniversary of the 19th amendment to the constitution granting women the right to vote. To celebrate this historic event, we brought you *American Experience: The Vote* along with a local series about the women's suffrage movement in Washington state. We also presented the new documentary *Hemingway* directed by Ken Burns and Lynn Novick which examined the visionary work and life of a complex literary icon. And we're thrilled so many joined us to watch new shows like *All Creatures Great and Small*, *The Black Church* and the acclaimed *Independent Lens* documentary, *Philly D.A.*

After more than a year of life-altering events and compounding partisan divides, public media is a vital service that informs, inspires, educates and brings our community together. We've continued to provide not only great public television programming on KCTS 9, but also exceptional, trusted local news and analysis from Crosscut.

Each day we are driven by one thing, to serve our community. 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. We are proud to be a part of this community and thank you for the support that makes it all possible.

Thank you for all your support!

Robert I. Dunlop
PRESIDENT AND CEO



HIGHLIGHTS

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

Roku App

In November 2020, KCTS 9 launched an app on the Roku® platform as part of our continued commitment to being digital-first and reaching new audiences. Coupled with KCTS 9 Passport, the app creates an enhanced viewing experience with access to an extended catalogue of acclaimed PBS shows and local favorites such as *Mossback's Northwest*. Since the app's launch, 100,000 people have installed the app and nearly 800 new donors have joined the organization.

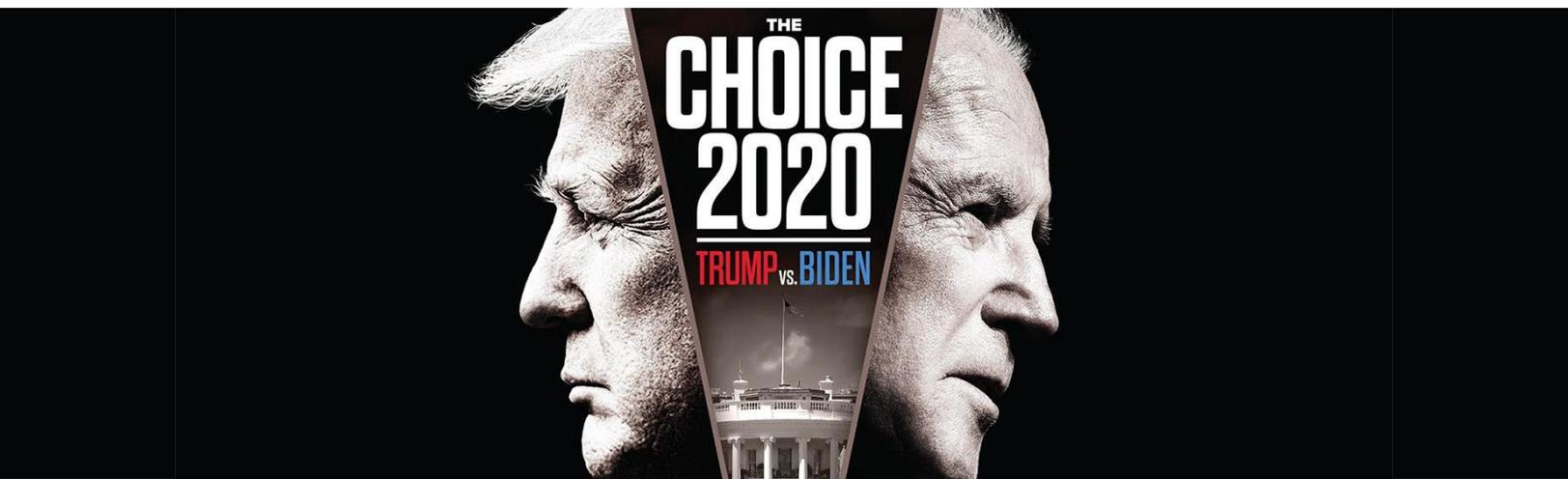




SHAPING DEMOCRACY FOR A NEW ERA

American Experience: The Vote

KCTS 9 premiered *American Experience: The Vote* on July 6, 2020, nearly one hundred years after the 19th amendment was ratified. The two-part series documented the story of women's rights and the transformative cultural and political movement that resulted in the largest expansion of voting rights in U.S. history. To promote the national series, the KCTS 9 promo team produced a series of animated spots highlighting stories/individuals (past and present), from around Washington. These stories include a comic book-inspired retelling of how Washington women first fought for the vote, a history of feminist political art and postcards in the Northwest and a behind the scenes look at the historic Mayoral run of local lawyer, activist and artist Nikkita Oliver – all brought to vivid life through beautiful animation and artwork from local animators. This work won KCTS 9 a 2021 Northwest Regional Emmy® Award for Best Promo Campaign: Program.



SHAPING DEMOCRACY FOR A NEW ERA

The Choice 2020: Trump vs. Biden

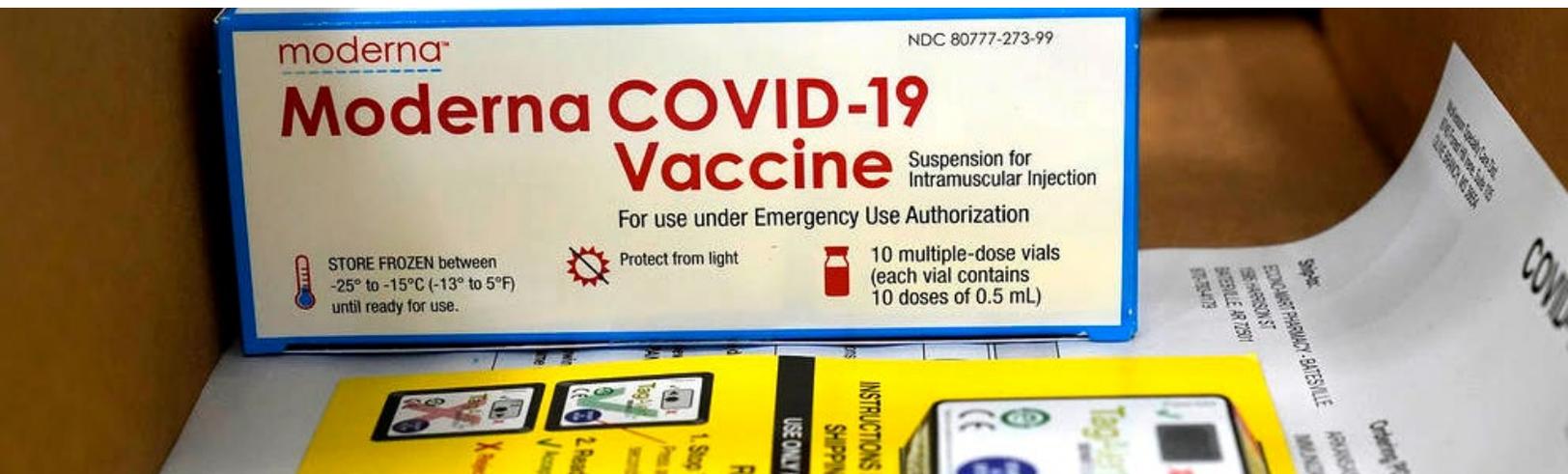
This year we saw the most consequential election season of our time. It is imperative our community has access to trusted and independent news coverage, that has a clear, balanced voice and is not clouded by commercial interests. We covered the 2020 Presidential election with programs such as *The Choice 2020: Trump vs. Biden* from *FRONTLINE*, *PBS NewsHour* and *Washington Week*.



SHAPING DEMOCRACY FOR A NEW ERA

Local Election Coverage

Thousands of local readers turned to Crosscut for reliable election coverage. Crosscut provided comprehensive reporting of local issues and candidates, and shed light on how the outcomes at the state and national level would affect our region. Our election coverage upheld our foundational belief that an informed public is essential to finding good solutions to the civic and political challenges of our time.

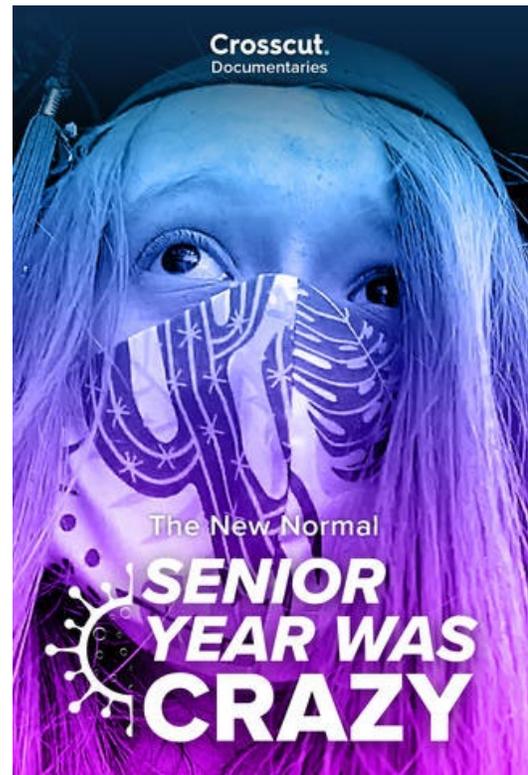
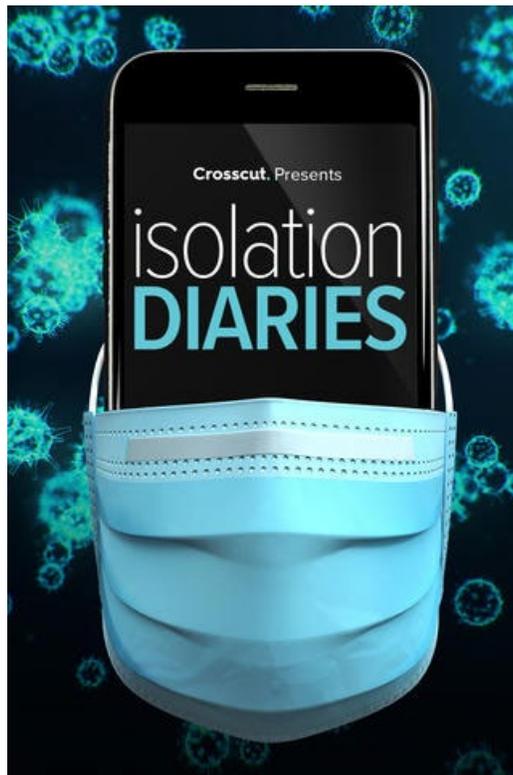
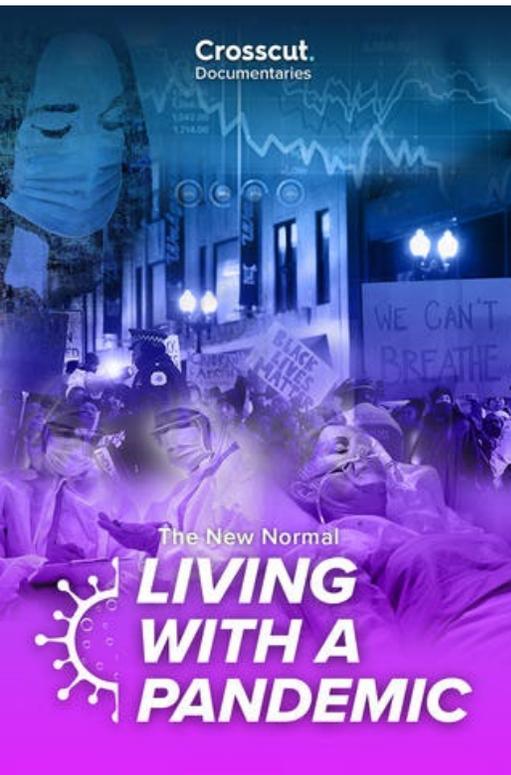


COVID-19 Coverage

The Crosscut® newsroom continued to report on the important stories and life-changing events that have had a real impact in our community this past year. From July 2020 – June 2021, Crosscut produced new podcasts, documentaries and focus series on the coronavirus outbreak, totaling more than 200 stories published. Crosscut also hosted several events which included Dr. Vin Gupta discussing political and medical issues surrounding the current public health crisis; Dr. Nicholas Christakis on the psychological impacts of the pandemic; and Dr. Umair Shah answering questions on new state guidelines.

COVID-19 Coverage: Highlights

Highlights of Crosscut COVID-19 coverage included video series *The New Normal*, and *#IsolationDiaries*, documentaries *Senior Year Was Crazy* and *Living with a Pandemic*, the written story series *Facing the Fallout* and *Remaking Seattle*, as well as episodes of our ongoing podcast *Crosscut Talks*.





Race in America, Social Unrest & Reckoning

Long-standing questions about policing and public safety have managed to crop up again and again. We saw these issues play out in the streets and at city halls as leaders responded to calls to rethink public safety. Crosscut released the second season of the podcast *This Changes Everything*, which covered these transformational events and movements. The new video series, *Hidden Barriers*, explored the bias, prejudice and discrimination which pervades our health care systems.





Crosscut. FESTIVAL

Crosscut Festival

While we were unable to gather in person this year, we were able to stay connected and continue the important conversations happening all around us. In total, we produced 38 events, covering a wide range of topics. Our events culminated in May, when we brought together journalists, politicians, authors and newsmakers from our community and across the nation to take a hard look at the people, policies and events that are shaping our lives.

As the Crosscut Festival continues to grow each year, so does our reach. We had more than 6,000 attendees, representing 31 states, Washington D.C. and Canada. We had a wide range of speakers and panels, some of which included Judy Woodruff, Jane Goodall, Ibram X. Kendi, Nancy Pelosi, Rick Steves, Pramila Jayapal and Robert Reich.

The top three attended sessions of the 2021 Crosscut Festival were:

- **How the South Won the Civil War**
- **Protests, Police & Public Safety**
- **400 Years of Black History**



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 and 2020 elections was on everyone's mind, and readers turned to Crosscut for unbiased news they could trust.

- 1** *New lockdown ordered as coronavirus cases surge in Washington state*
- 2** *Revered doctor steps down, accusing Seattle Children's Hospital of racism*
- 3** *WA Lt. Governor's race 2020: What you should know*
- 4** *How to vote in Washington: Everything you need to know for 2020*
- 5** *Seattle could become the next 15-minute city*
- 6** *Court's drug possession ruling upends WA's criminal justice system*
- 7** *The mask wars for the 1918 flu pandemic*
- 8** *How, where, when: The COVID-19 vaccine in Washington State*
- 9** *Poll: Inslee 'way ahead' of Culp, Eyman for Washington governor*
- 10** *Washington state plans to drop all COVID restrictions June 30*



COMMUNITY ENGAGEMENT

CASCADE PUBLIC MEDIA® PARTNERSHIPS WITH COMMUNITY ORGANIZATIONS IN FY21

Cascade Public Media hosted a wide range of virtual community events during the 2020-2021 fiscal year. Highlights included *The Age of Nature* event exploring the place we call home; a conversation with Rick Steves on the future of travel; going back in time with Knute Berger at Finding Our Roots Washington; an examination of the role food has in providing comfort and bridging cultural divides with Christopher Kimball, James Beard Award-winning host of *Christopher Kimball's Milk Street*; an inspiring conversation on centering the mental health of Black youths; the reflections of Dr. Ben Danielson on equity and access in healthcare; an evening of the foods that make Seattle with the people who know them best; and a new monthly KCTS 9™ book club connecting PBS programming with books selected by local authors.



Mónica Guzmán
Host, Northwest Newsmakers



Dr. Ben Danielson
Clinical Professor of Pediatrics, UW



RACHEL BELLE
Host, Food for Thought



CHRIS KIMBALL
Founder,
Christopher Kimball's Milk Street

THE AGE OF NATURE

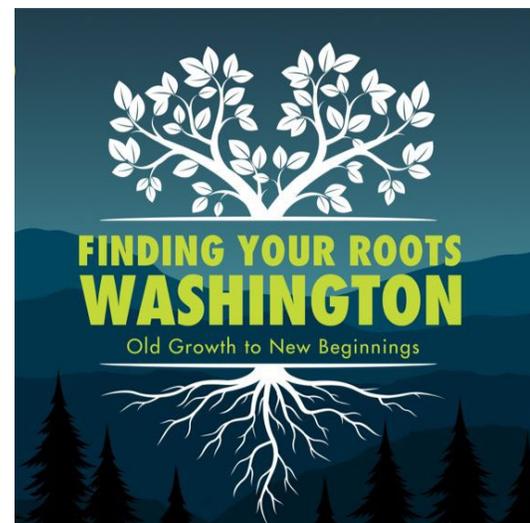
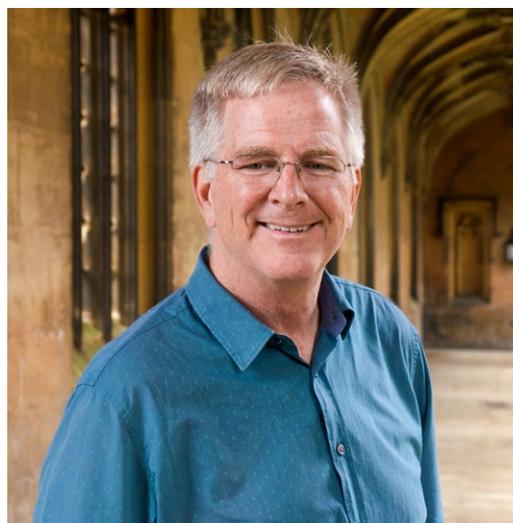
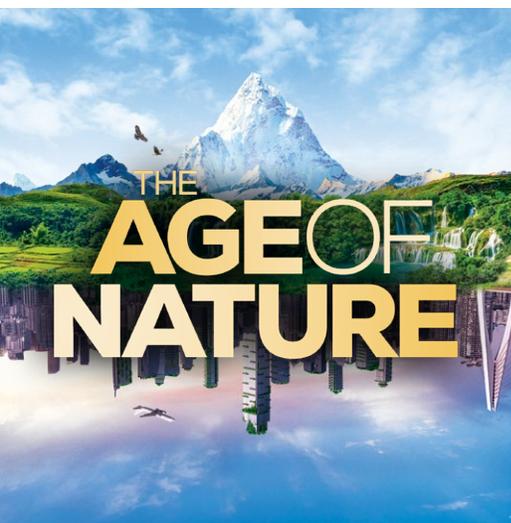
In this region and around the world, there is a rich history of vibrant and active awareness of nature. KCTS 9 and 363 members from the community came together in September 2020 to celebrate the three-part series *The Age of Nature* with a panel discussion focused on the place we call home: the Pacific Northwest. Before the panel discussion began, attendees were invited to listen to music from the Musical Mountaineers and sipped on a drink curated by Sustainable Seattle (recipe cards provided in advance). The panel took a look at nature and the outdoors and how it relates to issues of equity, tribal affairs, sustainability and our lives as Washingtonians.

A CONVERSATION WITH RICK STEVES

On October 14, 2020 more than 1,000 people joined KCTS 9 and Rick Steves for a conversation about everything from life at home for the intrepid traveler to behind the scenes details and the future of travel. Participants were able to submit their own questions for Rick to answer. As there were only a few minutes to get through the audience's questions during the event, Rick answered 30 more in writing that were posted afterwards on KCTS9.org as he wanted to make sure he had the opportunity to answer as many questions as possible. The virtual event, A Conversation with Rick Steves, is available online now.

FINDING YOUR ROOTS WASHINGTON: OLD GROWTH TO NEW BEGINNINGS

Our region looks much different today than it did when its sole inhabitants and caretakers were Indigenous people. With westward expansion and multiple boom and bust cycles, the land and its people have weaved a complex story of identity. In January 2021, more than 700 people joined KCTS 9 and Crosscut's Knute Berger at the Finding Your Roots Washington virtual event. Panelists Dr. Quintard Taylor, Professor Emeritus of History at UW; Margaret O'Mara, historian and contributing *New York Times* opinion writer; Warren KingGeorge, oral historian for the Muckleshoot Indian Tribe; and Dr. Josephine Ensign, UW Professor of Nursing focused on health policy, discussed our region's "roots" and how, like in our forests, the remains of "old growth" often provide the foundation and energy for new life.





WELL BEINGS



FOOD FOR THOUGHT: A CONVERSATION WITH CHRISTOPHER KIMBALL

The COVID-19 pandemic made 2020 the unofficial year of staying in. And, staying home meant eating more meals at home, too. When ingredients were scarce, we relied on resourcefulness. When we finally found yeast and flour, we could create something masterful. On February 4, 2021, Rachel Belle, host of the James Beard Award nominated podcast *Your Last Meal* and Christopher Kimball, James Beard Award-winning host of *Christopher Kimball's Milk Street* discussed comfort foods and their role in the COVID-19 pandemic, how food can help bridge cultural divides and, of course, our favorite recipes and what they mean to us.

WELL BEINGS: CENTERING THE MENTAL HEALTH OF BLACK YOUTH

As part of the national Well Beings initiative, KCTS 9 partnered with the WA Therapy Fund Foundation and the Root of Our Youth to address youth mental health and well-being. On February 25, 2021, more than 500 people gathered virtually for a discussion focused on centering and supporting Black youth. Speakers addressed the challenges faced by young people today, barriers to getting help, how to reduce stigma and strategies for improving mental health and well-being within the Black community. The event featured the testimony of teens and young adults with lived experience.

NORTHWEST NEWSMAKERS: EQUITY & ACCESS IN HEALTHCARE

After 20 years leading the Odessa Brown Children's Clinic, Dr. Ben Danielson resigned in November 2020 in protest over what he claimed were racist practices at the clinic's venerated parent institution, Seattle Children's. His decision to step down caused an uproar in the Black community and, some say, a reckoning within the hospital. Seattle Children's responded by pledging a close examination of its policies and practices and asking a member of its leadership to step down. The hospital announced it had brought on former U.S. Attorney General Eric Holder to lead the investigation. For the March 2021 edition of Northwest Newsmakers, Crosscut sat down for an extended conversation with the man in the middle of the story, heard directly from him about what led to his decision and learned how he felt about what happened since and his perspective on the fight against systemic racism.

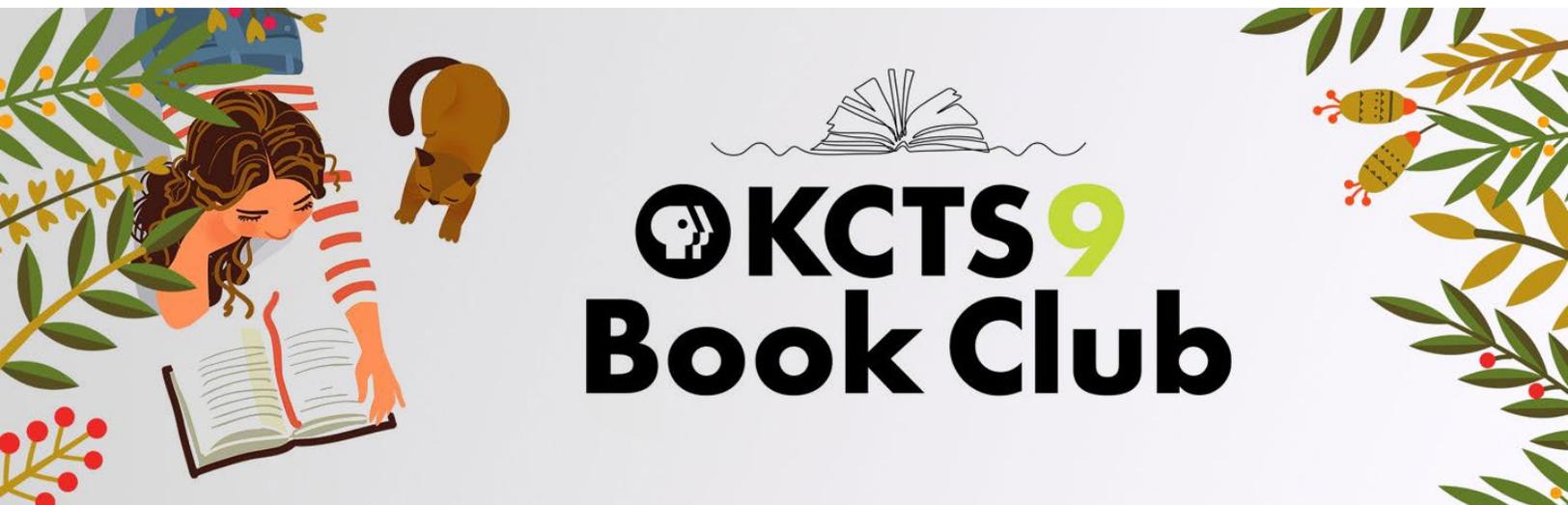


THE FOODS THAT MADE SEATTLE

Every city has at least one dish to call its own, and every dish has a story to tell. KCTS 9 served up a five-course conversation about dishes and cuisines that were invented or popularized in Seattle. Pho Bac's Yenvy Pham, KCTS 9's resident historian Knute Berger, Bob Donegan of Ivar's Seafood Restaurants & Chowder, author Naomi Tomky and Farshid Varamini of Gantry Public House and Pioneer Grill Hot Dogs took a look at the foods that made Seattle. The culinary tour started with 19th-century prospectors on the hunt for a high-calorie breakfast, then onto the 1930s when a small fish shop opened at Seattle's first aquarium, followed by the history and popularity of Vietnamese and Japanese cuisine in the 1970s and 1980s and ended with a new kind of hot dog for the late-night crowd.

KCTS 9 Book Club

KCTS 9 launched a new event series, KCTS 9 Book Club, in May 2021 in collaboration with local authors, Third Place Books and PBS Books. The monthly virtual book discussions relate to KCTS 9 programming and the book selections were made by a rotating group of Washington authors who also hosted the virtual discussions. Author Ann Putnam selected *The Garden of Eden* by Ernest Hemingway for the first book in the event series. Related programming included the Ken Burns *Hemingway* documentary series and the KCTS 9 virtual event, *Hemingway: Misogynist or Misunderstood?*



FROM THE COMMUNITY

We have four generations living in our home and **PBS** has something for each generation. Thank you for being a good station, and for the **KCTS 9 Viewer Guide** each month.

– Ann, Marysville

Crosscut, thank you for your great work – writing, research, photography, layout. We read every issue, every day and we're always glad that we do.

– Mark & Michelle, Seattle

I just read the **KCTS 9 Viewer Guide** and gave a huge sigh of appreciation for all the great programs, especially on Sunday. During the pandemic, Sunday dinners and visits with family and/or close friends couldn't happen. What kept me buoyant was the shows you offered. So many times I could console myself, even be happy, knowing what I had to look forward to in the evening. I can't overstate how much it has helped, truly.

– Fae, Kelowna, B.C.

I had some questions about voting and found the **Crosscut** website, which had all of the answers I was looking for, and a lot more. I just wanted to take a minute to say thank you to everyone in your organization. You are doing important work, and doing it well. I really appreciate it. I'll be forwarding a link to all my friends.

– Zane, Tacoma

I am fairly new in the Seattle world but I'm very glad that someone led me to your **PBS** station. I'm hooked! The minute the new monthly guide comes into my mailbox, I sit down and go through it page by page checking all the shows I want to see for that month.

– Louise, Seattle

Wow! I am blown away by the breadth and depth of the **Crosscut Festival** and my head is just spinning with ideas that have upped my dinner conversation level, and more importantly, have led me to dig deeper in some topics. Please extend my congratulations to everyone at **Crosscut** who was involved in making the festival what it was. This is why I am a sustaining supporter of **Crosscut**.

– Margaret, Redmond

Thank you for offering such wonderful programming to us. The consolidation of today's media means we get glorious reporting on national issues, while thoughtful and informative local reporting is very scarce and desperately needed. **KCTS 9** and **Crosscut** keep us informed.

– Becky, Lake Stevens

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.

Promotion - Program - Campaign

American Experience – The Vote:

NW Women’s Stories – Jeremy Cropf, Producer; Myisa Plancq-Graham, Producer, Editor; Michael McClinton, Producer, Editor; Stacey Jenkins, Producer, Editor; Resti Bagcal, Audio Engineer; Brian Brezinski, Lead Animation Director, Animator; Carter Pierce, Animator

FILM FESTIVALS

Crosscut Documentary: The Rising

Best New Short Film: Portland EcoFilm Festival. Official Selection: BendFilm Festival, Tacoma Film Festival, Rose Foundation Film Fest.

NORTHWEST EXCELLENCE IN JOURNALISM AWARDS

Crosscut received 18 awards, including ten first place honors at the Society of Professional Journalists NW Excellence in Journalism Awards.

Column

1ST PLACE: Glenn Nelson

Audio

Feature, Hard News

2ND PLACE: Tripp Crouse, Manola Secaira

Government & Politics Reporting

2ND PLACE: Sara Bernard, Donna Blankinship



Video

Feature

2ND PLACE: Jen Dev, David Quantic, Amy Mahardy, Shaminder Dulai, Beatriz Costa Lima, Matt M. McKnight

Video Series

1ST PLACE: Sarah Hoffman, Ted Alvarez, Beatriz Costa Lima, Shaminder Dulai, Amy Mahardy, Lindsay McLean, Valerie Vozza, Resti Bagcal

Photo & Design

Portrait Photography

1ST PLACE: Dorothy Edwards

Writing

Arts & Culture Reporting

1ST PLACE: Margo Vansyngel

Breaking News

1ST PLACE: Crosscut Staff

Comprehensive Pandemic Coverage

1ST PLACE: Crosscut Staff

Education Reporting

2ND PLACE: Manola Secaira

Feature

2ND PLACE: Margo Vansyngel

Health & Science Reporting

1ST PLACE: Levi Pulkkinen
2ND PLACE: David Kroman

Investigative Reporting

1ST PLACE: Levi Pulkkinen

Poverty & Homelessness Reporting

2ND PLACE: David Kroman

Social Equity Reporting

1ST PLACE: Melissa Santos

Technology, Business & Economics Reporting

2ND PLACE: Hannah Weinberger

Comprehensive Pandemic Coverage

1ST PLACE: Crosscut Staff

WASHINGTON COALITION FOR OPEN GOVERNMENT KEY AWARD

Awarded to Melissa Santos & Crosscut for an investigative project that “promoted and defended the people’s right to know in the conduct of the public’s business”

LOCAL MEDIA ASSOCIATION HONORS (NATIONAL HONORS)

Best Local Website

1ST PLACE: CPM / www.Crosscut.com

Best COVID-19 Local Community Coverage

1ST PLACE: CPM / www.Crosscut.com

LION AWARD (NATIONAL HONORS)

Best Coverage for Underserved Communities

Manola Secaira, Dorothy Edwards

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 100,000 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 900 stories, and an average of 77,000 visitors came to our website each week; more than 2,200 active donors made gifts in support of great journalism on Crosscut.



BOARD OF DIRECTORS

Cascade Public Media Board of Directors During the time period July 1, 2020 – June 30, 2021

Lynne Varner, Chair	Karli Barokas	Holly Mesrobian	Anita Ramasastry
Michael Schutzler, Vice Chair	Linh Ho	Robert Moser	John Schoettler
Barbara Bennett, Secretary	Rick Linneweh	Sara Nelson*	Glenn Wong
Mike Hughes, Treasurer	Rob McKenna	Sharon Nelson	
Mike Humphries, Immediate Past Chair	Sacha R.F. McLean	Christopher Parker	

**Sara Nelson resigned from the Board of Directors effective January 15, 2021 coinciding with her candidacy for elected office.*

Community Advisory Board During the time period July 1, 2020 – June 30, 2021

Fritz Kessler, Chair	Tom Conlon	Kevin Lim	Cynthia Rekdal
Candice Gibson, Vice Chair	Krista Edwardson	Ben Lu	Dr. Susana Reyes
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Kailin Che	Randie Gottlieb	Son Michael Pham	Conan Viernes
Robert Chorner	Stephanie Johnson-Toliver	Alexander Pualani	

CASCADE PUBLIC / MEDIA

Expand Your Community

Cascade Public Media employs more than 100 staff members who are dedicated to bringing you stories that will educate and inform as well as entertain – both on television and online. As we continue to work remotely, we find ourselves even more committed to providing essential public media services to everyone in our community.