

CPB LOCAL CONTENT & SERVICE REPORT FY23



CASCADE PUBLIC / MEDIA

 KCTS 9

| Crosscut.

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

We believe a more informed and involved community makes the world a better place. This fundamental idea drives our efforts to foster connection through quality content and thought-provoking local events. As you review the following highlights, please know we are grateful for your support and are more committed than ever to delivering the enriching shows and essential reporting our region relies on.

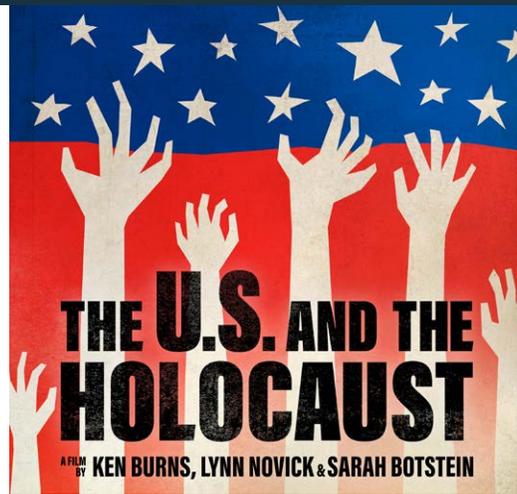
KCTS 9 introduced several exciting regional series this past year, including *Out & Back with Alison Mariella Désir*, which explored environmental racism with local change-makers who are reclaiming outdoor spaces, creating awareness and delivering access for BIPOC communities. The interstitial series *Northwest Neighbors* highlighted people and organizations throughout the region who are advocating for equity and understanding within and across communities.

We launched the new docuseries *Crosscut Origins*, partnering with local filmmakers to share unique regional perspectives. Each season we'll offer one chosen filmmaker a \$40,000 grant to tell their proposed story. The first season, titled "Refuge After War," was created in partnership with Thanh Tan, who explored the parallels between the experiences of Vietnamese refugees in the 1960s and '70s and those of Afghan refugees affected by the resurgence of the Taliban in 2021.

This year also saw the return of *Black Arts Legacies* as well as the third season of *Human Elements*, a series that looks at the people behind some of the most interesting scientific studies in our region. Perennial favorite *Mossback's Northwest* returned for a seventh season and included a companion podcast plus a 2-hour special, "The Very Best of Mossback's Northwest."

We expanded availability of our local streaming application to the Android and iOS platforms, adding to the existing lineup of Roku, Amazon Fire and Apple TV. Our local app offers enhanced search, discovery and viewing of PBS programming plus live streams of KCTS 9, PBS Kids, World and Create.





Using our slate of local and national programming as a starting point, our Events team produced dozens of in-person and virtual events, from a members' preview of *Mossback's Northwest* to a culinary event inspired by the PBS cooking competition series *The Great American Recipe*. We also hosted an exclusive screening of "Refuge After War" with filmmaker Thanh Tan, the first Explore the Outdoors Family Fair with *Out & Back* host Alison Mariella Désir, and the Black Arts Legacies Celebration, featuring performances, installations and more.

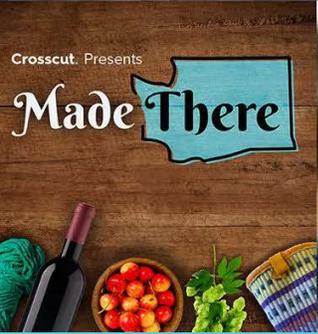
In April, we kicked off the 6th annual Crosscut Ideas Festival, welcoming journalists, authors, politicians, community leaders, scientists and creatives for compelling panels and fireside interviews. Prominent guests included CNN anchor and journalist Audie Cornish, author and activist Ibram X. Kendi, Attorney General Eric Holder Jr., political journalist and host of *The Daily Michael* Michael Barbaro, *Jeopardy!* host Ken Jennings, and many more.

Once again, an expansive array of quality PBS programming inspired and informed audiences across genres from science to history to the arts and drama. Ken Burns released *The US and the Holocaust*, a powerful six-part documentary examining America's response to the Holocaust, Henry Louis Gates, Jr. chronicled the early social networks of Black Americans in *Making Black America: Through the Grapevine*, while fans of drama enjoyed the return of *All Creatures Great and Small*, *Miss Scarlet and The Duke*, *Call the Midwife* and *Sanditon*, plus newer favorites like *Van der Valk* and *Vienna Blood*.

Lastly, this year marked the exciting success of our capital campaign to relocate to a new, modernized home in Seattle's First Hill neighborhood. Our flexible space will be a vibrant hub for local journalism, production and community events. It is set to open in early 2024.

I hope these highlights provide a glimpse into the scope of our efforts this past year, made possible by your support. On behalf of Cascade Public Media, we thank you.

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.

StoryCorps at KCTS 9

Spring 2023 we supported an oral history project to document the impacts of school busing across the United States during the Civil Rights movement. KCTS 9 hosted staff from *American Experience* and StoryCorps who conducted interviews in our facility. Community outreach yielded 15 volunteer interviewees, more than most participating cities. Seattle was heavily represented in the short documentaries StoryCorps produced, with two of the ten featuring our local participants.



AMERICAN EXPERIENCE

StoryCorps STUDIOS

Pain and Promise

Remembering the Fight for School Integration





Golden Apple Moments

Each year, KCTS 9 spotlights outstanding achievements in education through *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.



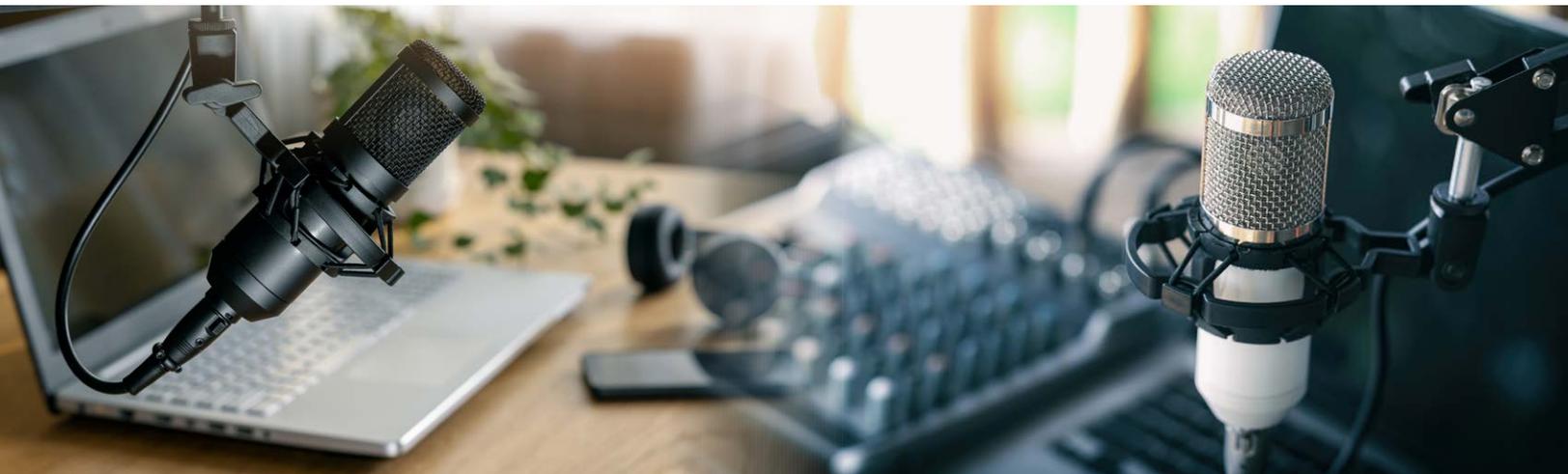
Northwest Neighbors

Northwest Neighbors is a new local video series that highlights the valuable work of local community organizations changing our neighborhoods for the better. We profile people and organizations throughout the Pacific Northwest who are working towards, and advocating for, equitable and just practices in areas as wide ranging as sustainable agriculture and educational resources for communities of color.



World's Best TV App

KCTS 9 further expanded the availability of its World's Best TV streaming service in 2022 by introducing new apps for Android and iOS mobile devices. This robust multi-platform reach, coupled with the powerful KCTS 9 Passport member benefit, helped engage a younger and more diverse generation of prospective members. Significant marketing efforts in FY23 drove over 365,000 gross app installs across all platforms, including 169,000 in Canada.



KCTS 9™ Podcasts

We produced five unique podcasts during FY23: *Crosscut Reports*, *Crosscut Talks*, *Mossback*, *Out & Back* and *Black Arts Legacies*. Our mission was to extend our original content with a deeper dive or by providing a peek behind the scenes.

Local Video Series

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



NEW SERIES

Out & Back with Alison Mariella Désir

Hosted by author, activist and runner Alison Mariella Désir, this new series covers topics like the running boom, sun down towns, environmental racism, redlining, representation and more. Though these experiences range far and wide, the Pacific Northwest is full of people and groups who have faced issues of access and recognition and are actively working to change that.



NEW SERIES

Crosscut: Origins

This docuseries collaborates with local filmmakers to reflect on the make-up of our region told from an insider's perspective. Stories are grounded in ancestry, connection, culture, influence and rootedness. Stories from the PNW and Canadian filmmaking communities that reflect our place, values and people.



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. True tales from the most interesting place on earth!

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? *Human Elements* brings you into the field with scientists, experts and advocates as they explore the Pacific Northwest's imperiled species in enigmatic worlds so few of us ever have the privilege of visiting.



RETURNING SERIES

Made There

Made There features small business owners focused on local craft, food and beverage products within 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

Black Arts Legacies

The contributions of Black artists to the cultural landscape of the Seattle area are longstanding, vital and ongoing. The works of these artists — in literature, music, visual arts and performance — are worthy of recognition and examination. Their stories help make sense of who we are — as a city and as a region — through songs, scripts, brush strokes, choreography, architecture and poetry.



TOP TEN CROSSCUT[®] STORIES

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

- 1 *Rifle ban among gun-control bills advancing in the WA Legislature*
- 2 *Washington state bans sale of most semi-automatic rifles*
- 3 *Washington Senate passes ban on assault-style rifles*
- 4 *The egg shortage won't end anytime soon. Here's why*
- 5 *New WA program gives low-income renters access to A/C*
- 6 *Renewed effort to remove the misleading totem poles at Pike Place park*
- 7 *'To Kill a Mockingbird' in the hot seat at WA school district*
- 8 *Shelved since 2018, this WA gun law may finally be implemented soon*
- 9 *ArtSEA: Banksy's art pops up in Seattle, without his consent*
- 10 *WA candidate accused of inflating military service by own father*





COMMUNITY ENGAGEMENT

CASCADE PUBLIC MEDIA® PARTNERSHIPS WITH COMMUNITY ORGANIZATIONS IN FY23

Cascade Public Media hosted a wide range of community events in FY23, both in-person and virtual.

BLACK ARTS LEGACIES CELEBRATION

Crosscut hosted our second annual celebratory social event in conjunction with our Black Arts Legacies project. The event featured a panel conversation with featured artists and a retrospective gallery of influential historical creatives. This project and the event have proven to be a way to support the diverse and creative communities that are a fabric of our region, and an initiative that opens doors to new, more diverse audiences to discover Cascade Public Media.



EXPLORE THE OUTDOORS FAMILY FAIR

Our inaugural Explore the Outdoors Family Fair was both a celebration of the debut of the new series, *Out & Back with Alison Mariella Désir*, and an event expanding on the mission of the series; to increase and celebrate BIPOC youth and family engagement in outdoors activities. The event included interactive tables from community groups, mini workshops for people of all ages to find out about the opportunities to engage with nature and the organizations advocating for BIPOC reclamation of outdoor spaces, as well as a panel that featured Alison Mariella Désir in conversation with individuals and organizations spotlighted in the series.



CROSSCUT IDEAS FESTIVAL

Cascade Public Media's signature event, the Crosscut Ideas Festival, returned in a hybrid format featuring both in person and virtual events, moving to the Amazon events building in downtown Seattle. For our sixth edition, the festival welcomed journalists from the top media outlets in the country, live-taping of podcasts from national media partners like CNN, Vox and Slate; along with authors, politicians, business and community leaders, scientists, experts and creatives for compelling panels and firesides interviews. Over five days, the festival streamed more than 20 conversations covering the climate, education, the supreme court, equity, artificial intelligence, mental health and more. Select shows streamed for a virtual audience, and six 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 second annual Headliners Gala. The evening featured a conversation with political journalist from *The New York Times* and host of the podcast, *The Daily*, Michael Barbaro. Guests also enjoyed food and drinks, and a live auction in support of KCTS 9. The Headliners Gala, a fundraiser for the organization, honored our roots in public media and the strength of Cascade Public Media's connections in the community.



AN EVENING WITH MOSSBACK

Celebrating our signature video series, *Mossback's Northwest*, Knute "Mossback" Berger joined producer Stephen Hegg for a live interview and screening of the first episode of the new season. The sold-out event treated attendees to behind-the-scenes tidbits about the making of the show, Mossback-themed prizes, and a special Cascade Public Media members-only pre-reception. Events like these are proving to be a big hit with our audience, a wonderful way to launch new video series, and a deep touchpoint for our members and most dedicated viewers.

FROM THE COMMUNITY

Please forward my praise of **Crosscut Anchor Paris Jackson!** What a refreshing, stellar person she is. Her professional, gracious delivery and insight are warmly received. We are lucky to have her on **KCTS 9!** Thank you for elevating our viewing/listening experiences.

– Ann Condon

Thank you for the informative, trustworthy reporting of the recent election campaigns. Very helpful, and grateful for you and your staff's hard work to get out the truth.

– Madeleine Betz

My wife and I are both in our mid-80s and most of the programs on TV don't really fit our taste at this point in life. The one TV station that is a nice exception is **KCTS 9**. Thank you for all the meaningful programs.

– Eldon & Carol Davis

Just a note to say: Great story on graffiti ["Can Seattle's mayor win his tough-on-graffiti game of tag?"]. Really well reported and interesting. I had been wondering what happened with EAGER and here you not only answered it but put it all in a larger political and artistic context. Thanks for doing it!

– Danny Westneat

Your **Mossback's Northwest** program is of interest to me because I grew up in a logging camp, Harris Creek–Port Renfrew, and went to school on a speeder; I have many pictures of this period (early '50's). Thank you for your program – one of the reasons I donate to **KCTS 9**.

– Elizabeth McGrath

The story is great ["This WA bill could make it easier and safer to change your name"]. Thank you for being really careful and sensitive about reporting on trans issues; I can tell you that I can see it reading between the lines!

– Maia Xiao

It has been such a pleasure and an honor to be awarded with a **Golden Apple Moment** award, and I can't tell you how much honor, recognition, and validation this has given to my community. This award will be instrumental in advocating for my students and community!

– Marissa Winmill, NBCT, M.Ed., Ed.D

Dear PBS Kids, We want to support you with this money [from a lemonade stand asking for donations]. We hope you make more games like Sydney's Astro Tracker.

Love, Lucas N., Age 6



2023 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.

Historical/Cultural – Short Form Content

Mossback's Northwest: Wyatt Earp in Seattle

Michael McClinton, Producer/Director; Stephen Hegg, Producer/Director; Knute Berger, Host/Writer; Resti Bagcal, Director of Photography; David Quantic, Senior Editor; Brad Curran, Editor; Alegra Figeroid, Illustrator

NORTHWEST EXCELLENCE IN JOURNALISM AWARDS

Crosscut received 8 awards, including several first and second place honors at the Society of Professional Journalists NW Excellence in Journalism Awards. The Society of Professional Journalists contest includes entries from across Oregon, Washington, Idaho, Montana and Alaska.

Audio

Government & Politics Reporting

1ST PLACE: Sara Bernard, Mai Hoang
Up for Grabs: A Young Latino Voter Decides

Photo & Design

Portrait Photography

1ST PLACE: Meron Menghistab
Portrait of Donald Byrd

Writing

Editorial & Commentary

2ND PLACE: Megan Burbank
Roe v. Wade was never the whole story

Business & Economics Reporting

2ND PLACE: Josh Cohen, Sarah Hoffman, Amanda Snyder
How some low-income buyers can afford a home in pricey Seattle

Feature – Hard News

2ND PLACE: Joseph O'Sullivan
Four years later, WA gun law hasn't been implemented

Government & Politics Reporting

2ND PLACE: Joseph O'Sullivan
3rd Congressional District Election Coverage

Technology & Science Reporting

2ND PLACE: Hannah Weinberger
Why Woodland Park Zoo is making more animal vaccinations 'voluntary'

Video

Sports

2ND PLACE: Alison Mariella Désir, Sarah Hall
Out & Back: All Paces, All Faces

BEST OF THE WEST AWARD

Audio Storytelling

This Changes Everything
"The Kids Are Not Alright"

WASHINGTON COALITION FOR OPEN GOVERNMENT

Bunting Award

Crosscut and Cascade Public Media
Washington Recovery Watch

Key Award

Crosscut Editorial Team
Washington Recovery Watch

RABKIN PRIZE

Visual Arts & Culture Reporting

Margo Vansynghel

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 more than 2.1 million viewers across Washington and Canada through our broadcast channels and live streams, and more than 125,000 active donors supported our work with charitable contributions.



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 950 stories, had more than 70,000 podcast downloads, and over 1,400 active donors made gifts in support of great journalism on Crosscut.



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