



CASCADE PUBLIC / MEDIA

 KCTS 9

| Crosscut.

A message of thanks from Rob Dunlop, President and CEO

At Cascade Public Media, community is at the heart of everything we do. Our mission – to inspire a smarter world – is based on the belief that a more informed and involved community makes the world a better place. KCTS 9, our award-winning PBS station, and Crosscut, our in-depth local news site, are dedicated to expanding community participation through great public media content on-air, online and through our year-round events. None of this would be possible, however, without the generous support of members like you. Thank you!

The rich diversity of programs on KCTS 9 give us many opportunities to connect with the people in our region. We started the year with *The Great American Read*, an interactive PBS television and web series designed to spark conversation about books. In addition to reading, discussing and voting for our favorites, community members enjoyed Novels & Notables, a special event featuring iconic librarian Nancy Pearl, who led a lively conversation about books with three local celebrities.

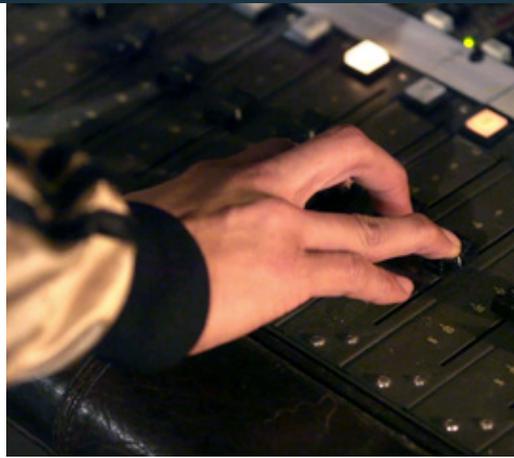
Kicking off the new season of the popular *Masterpiece* series *Victoria*, many of you joined us for a tea party and advance screening here at KCTS 9. This was a fun opportunity to take a break from holiday preparations and celebrate with fellow *Victoria* fans. We also hosted an evening with travel expert Rick Steves, who shared an advance screening of his new special *The Story of Fascism in Europe*.

In conjunction with the PBS documentary series *Native America*, KCTS 9 produced a series of local stories about Native Americans from our region who are enriching our community through their contributions to education, history, the arts and much more.

Serving children and families is critical to our mission, and the great educational programs on KCTS 9 – including new shows like *Let's Go Luna* as well as favorites such as *Daniel Tiger's Neighborhood* – support children's social and emotional learning, as well as providing the foundation for success with reading, math and science. Each year, we host Be My Neighbor Day, where children meet their hero Daniel Tiger and learn about ways to be a good neighbor. This year, we were able to welcome even more families by offering the event in three cities throughout the region.

Our newsroom continued to grow in FY19, as we added ten new staff members to the Crosscut team – including a new journalist based in Yakima. This expanded team is developing public interest journalism across a wide spectrum of issues that affect people all across Washington state.





During the 2018 elections, Crosscut provided live coverage of congressional debates, as well as stories and interviews about the candidates and issues. Crosscut pollster Stuart Elway conducted several polls of Washington state voters, revealing our attitudes about the candidates, political parties and the economy.

The audience for *Mossback's Northwest*, one of our most popular local series, continued to grow this year as Knute Berger shared his unique perspectives on everything from Northwest cowboys and dinosaur bones to "Lesser Seattle."

We also hosted Crosscut Live, a series of community events featuring local influencers in politics, history, the arts and more. This year's topics included "A Hip Hop History of Seattle," the story of how the jazz and hip hop scene has been shaped by red lining, gentrification and the tech boom; and "Seattle vs. Spokane," a lighthearted debate on the vices and virtues of two cities on opposite sides of the Cascades – cities that, it turns out, have a lot more in common than one might think.

Our largest community event, held in May, was the Crosscut Festival. The festival convened more than 2,000 nationally recognized political leaders, activists, journalists, artists, musicians and citizens for two days of thought-provoking conversation about the most important issues of our time. Speakers included Representative Pramila Jayapal, Attorney General Bob Ferguson, musician/activist Macklemore and many others.

Another way we extended our reach this past year was through our broadcast offerings. In addition to our flagship KCTS 9 television channel, we also offer a PBS KIDS 24/7 channel, as well as Create, a food, travel and lifestyle channel. This year, we added a new broadcast channel called World – with programming licensed from WGBH – which highlights documentary, science and news programs from around the globe.

Your support of Cascade Public Media has allowed us to expand our community. Your contributions have enabled us to touch more lives, inspire more creative ideas and solutions, and serve as a catalyst for positive change in our region. We have this privilege only because YOU value the work we do at KCTS 9 and Crosscut – and you TRUST us to provide the best to our community. We aspire to earn that trust every day.

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.

Novels and Notables

The Great American Read, which premiered in September, was an interactive PBS television and web series designed to spark conversation about books. Participants from all across the country came together online to read, discuss, and vote for their favorites. In support of this exciting initiative, KCTS 9 invited community members to *Novels & Notables*, a special event featuring iconic librarian Nancy Pearl, who led a lively conversation about books with three local celebrities. Approximately 300 guests came to enjoy the evening with Pearl and chef Tom Douglas, Seattle Mariners' announcer Dave Sims, and *Like a Mother* author Angela Garbes.





Native America

This year, during Native American Heritage Month in November, KCTS 9 premiered *Native America*, a four-part documentary series from PBS focused on the lives and culture of America's First Peoples. Reaching back 15,000 years, the series explored massive cities aligned to the stars, unique systems of science and spirituality, and 100 million people connected by social networks spanning two continents. In conjunction with the release of this fascinating series, KCTS 9 and Crosscut produced a series of short films focused on Native Americans in our region. Our local series included stories about a young Native actor grappling with racial stereotypes; descendants of people who fought on both sides of the Yakama War; a Seattle preschool program that integrates Indigenous knowledge and practices; a local performing arts program for Native teens; and a summary of resources for learning more about the many unique Native tribes in Washington state.



Crosscut Now

Crosscut Now is a series of short news segments that highlight some of the in-depth stories published by Crosscut each week. Broadcast on KCTS 9 between regular programming, *Crosscut Now* provides an additional platform for our growing newsroom, encouraging KCTS 9™ viewers to engage with the exceptional local and regional journalism available on Crosscut.com.



Mossback's Northwest

Mossback's Northwest is one of our most popular local series, and the audience continues to grow as people in our region discover Knute “Mossback” Berger and his fascinating stories about the history and culture of Seattle. In each episode, Berger mines a particular historical nugget, sharing its hidden backstory and revealing why it's still relevant today. This year, Mossback explored everything from shipwrecks to hockey teams, confederate spies, transgender cowboys, coal miners, mayors, Dutch baby pancakes, dinosaurs and more.



Crosscut Election Coverage

During the 2018 elections, Crosscut provided live coverage of congressional debates, as well as interviews and stories about the candidates and issues. Throughout the election season, Crosscut covered issues like homelessness, the head tax, police use of force, carbon fees, gun initiatives, LGBTQ rights, and much more. We also produced an election newsletter that provided clear, unbiased information to help readers make informed choices. Crosscut pollster Stuart Elway conducted several polls of Washington state voters, revealing our attitudes about the candidates, political parties and the economy.



Kuya Geo

Kuya Geo, also known as George Quibuyen, is the host of this KCTS 9 video series, in which Geo offers his unique take on identity, music, food and urban culture — often from a Filipino American point of view. Raised largely in the Puget Sound area, Geo is co-founder of the hip hop duo Blue Scholars, a writer, musician, rhymer and restaurateur, and a first-generation Filipino American. As explained in the series premiere, “Kuya” is a Filipino term of respect for a brother or cousin from whom one is likely to receive wisdom. This year’s program topics included everything from the “zigs and zags” of immigrant identity to Geo’s “rhymes and rants” about driving in Seattle.





2019 Awards

AWARDS

NORTHWEST REGIONAL EMMY® AWARDS

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

Arts/Entertainment – Program/ Special

Borders & Heritage: Los Artistas (The Artists) – Laila Kazmi, Senior Producer; Aileen Imperial, Producer/Photographer; Stephen Hegg, Producer; Greg Davis, Photographer; Valerie Vozza, Photographer; Amy Mahardy, Editor; Greg Cohen, Design Director; Madeleine Pisaneschi, Designer; Samantha Muscat-Scherr, Designer

2019 TELLY AWARDS

KCTS 9 was honored with a 2019 Telly Award, which recognizes excellence in video and television across all screens.

Bronze Winner: Series – Online

Native America: NW Stories – Jeremy Cropf, Executive Producer; Myisa Plancq-Graham, Media Producer; Jennifer Germain, Media Producer; Greg Cohen, Graphic Designer; Kalina Torino, Animator; Madeleine Pisaneschi, Animator; John Pepion, Illustrator; Resti Bagcal, Photographer; Jeffrey Veregge, Designer; Lily Gladstone, Writer; Michael McClinton, Media Producer/Writer

EXCELLENCE IN JOURNALISM AWARDS

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

June Anderson Almquist Lifetime Achievement Award

Joe Copeland

New Journalist of the Year

Agueda Pacheco Flores

Arts & Entertainment

Is this the buzziest artist in Seattle? – Mason Bryan

Editorial & Commentary

Mossback on Northwest life – Knute Berger

Food, Drink, Lifestyles, and Travel Reporting

Our mountains are under siege. Blame your selfie – Ted Alvarez

Long-Form Feature News Reporting

Can gold mining save fading Washington town? – John Stang

Social Issues Reporting

Foster kids kept by state in hotels at record rate – Allegra Abramo, for InvestigateWest and Crosscut

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 approximately 110 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 operate KCTS 9 Yakima, serving Central Washington, offer a PBS KIDS 24/7 channel, as well as Create, a food, travel and lifestyle channel. In October, we added a new broadcast channel called World – with programming licensed from WGBH – which highlights documentary, science and news programs from around the globe. 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 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. In FY19, Crosscut published more than 1,000 stories, and approximately 93,000 visitors came to our website each week; more than 1,400 active donors made gifts in support of great journalism on Crosscut.



COMMUNITY ENGAGEMENT

CASCADE PUBLIC MEDIA® PARTNERSHIPS WITH COMMUNITY ORGANIZATIONS IN FY19

Cascade Public Media hosted a wide range of events in the 2018-2019 fiscal year, covering history, arts and culture, current affairs, and kids' programming, reaching more than 6,000 community members. Highlights included a preview screening and discussion of *Rick Steves' Fascism in Europe*, hosted by Rick himself; Be My Neighbor Week, a series of three events featuring Daniel Tiger that welcomed more than 3,000 children and their families; the Crosscut Festival, a two-day gathering of more than 2,000 newsmakers and community members to discuss some of the most challenging issues of our time; a Victorian Tea Party to kick off *Victoria Season 3 on Masterpiece*; and Crosscut Live, a series of community panel discussions featuring local influencers in politics, history, and the arts.



BE MY NEIGHBOR WEEK

Daniel Tiger's Neighborhood continues to be our most popular children's show on KCTS 9. Based on a character from the original *Mister Rogers' Neighborhood* series, *Daniel Tiger's Neighborhood* is designed to support young children's social and emotional learning, helping them to become caring, contributing members of the community. Each year, we host Be My Neighbor Day, where children meet their hero Daniel Tiger and learn about ways to be a good neighbor. This year, we were able to welcome more than 3,000 children and family members by offering the event in three cities throughout the region: Bellingham, Yakima and Bellevue. Families were encouraged to bring canned or packaged food items to support local food banks; in FY19, Daniel Tiger fans donated more than 2,500 pounds of food.

RICK STEVES: THE STORY OF FASCISM IN EUROPE

In October, more than 400 community members joined KCTS 9 for a preview screening of Rick Steves' new special, *The Story of Fascism in Europe*, followed by a discussion about the film led by Rick himself. In this special, Rick traces fascism's history from its roots in the aftermath of World War I, when masses of angry people rose up, to the rise of charismatic leaders who manipulated that anger, the totalitarian societies they built, and the brutal measures they used to enforce their ideology.

VICTORIAN TEA PARTY AND SCREENING

Among the many exceptional dramas on the PBS *Masterpiece* series, *Victoria* – a period drama about the reign of Britain's Queen Victoria – is one of the best. In December, as a special treat for *Victoria* fans, KCTS 9 hosted a Victorian Tea Party, which included an advance screening of the first episode of Season 3. This was a fun opportunity to take a break from holiday preparations and celebrate with fellow *Masterpiece* devotees. Approximately 200 guests – some dressed in period costumes – enjoyed mimosas, treats, swag bags, and (of course!) tea.





CROSSCUT LIVE

Crosscut Live is a series of community events featuring local influencers in politics, history, the arts and more. In FY19, topics included “A Hip Hop History of Seattle,” the story of how the jazz and hip hop scene has been shaped by red lining, gentrification and the tech boom; and “Seattle vs. Spokane,” a lighthearted debate on the vices and virtues of two cities on opposite sides of the Cascades – cities that, it turns out, have a lot more in common than one might think. Approximately 400 community members attended these two events.

THE CROSSCUT FESTIVAL 2019

Held in May at Seattle University, the Crosscut Festival convened more than 2,000 nationally recognized political leaders, activists, journalists, students, artists, musicians and citizens for two days of thought-provoking conversation about the most important issues of our time. This year’s speakers included Valerie Jarrett, Senior Advisor to Barack Obama; Janet Napolitano, former Secretary of Homeland Security; Philip Rucker, White House Bureau Chief for *The Washington Post*; Yamiche Alcindor, White House Correspondent for *PBS NewsHour*; Pramila Jayapal, Congresswoman from Washington state; Christine Todd Whitman, former EPA Administrator; and more

RAISING THE BAR: LEADERSHIP FOR THE NEXT GENERATION

This panel discussion was sponsored by our Community Advisory Board (“CAB”) members from British Columbia. The event convened a group of young leaders in local government, sports and business, who were encouraged to share their ideas and present issues to KCTS 9 producers and Crosscut editors. Approximately 135 community members attended the panel discussion, which was held in Vancouver, BC on January 30, 2019.

YAKIMA COMMUNITY ADVISORY BOARD: LISTENING SESSION

Community Advisory Board (“CAB”) members from Yakima convened a listening session on June 17, 2019. The purpose of the gathering was for Yakima community members to share their ideas and present issues to KCTS 9 producers and Crosscut editors. Approximately 30 community members attended the session.



BOARD OF DIRECTORS

Cascade Public Media Board of Directors *During the time period July 1, 2018 – June 30, 2019*

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Thank you

for your support.



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