

# *A* TALE *of a* RADIO STATION



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**KUOW / PUGET SOUND PUBLIC RADIO**  
2013 ANNUAL REPORT TO CONTRIBUTORS



## ON BEHALF OF THE KUOW STAFF AND BOARD

I am pleased to present this report to our community of listeners and supporters. As displayed elsewhere in this document, KUOW continues to expand its public service mission with compelling radio programming, comprehensive online services, and an engaged board of directors. Record high levels of community support funds the enrichment of local news and information offerings and the creation of new initiatives.

*A Special Thanks to*  
**WAYNE C. ROTH**

PRESIDENT & GENERAL MANAGER

In the last decade, our professional news staff tripled to 34, making KUOW one of the largest radio newsrooms in the Pacific Northwest. Now in its 11th year of operation, the Northwest News Network (N3), a collaboration of nine stations in Washington, Oregon and Idaho, demonstrates how public radio stations, large and small, are leveraging a modest amount of their community support into a significant community service. KUOW is a founding member and managing partner of this regional network.

One of the most important and tangible measures of community service is the civic participation on the KUOW Puget Sound Public Radio (PSPR) board of directors. Now in its 14th year, PSPR operates KUOW-FM Seattle, KUOW Olympia and KQOW Bellingham under an agreement with the University of Washington, licensee of the stations. Since its inception, PSPR has benefited greatly from the leadership of 47 dedicated community members who have served on its board of directors. KUOW's success depends upon a strong, independent community board whose sole purpose is to provide support and continuity for its public service.

With your continuing support, KUOW is well positioned to advance its role as a significant and vital source of public service—now and for years to come.

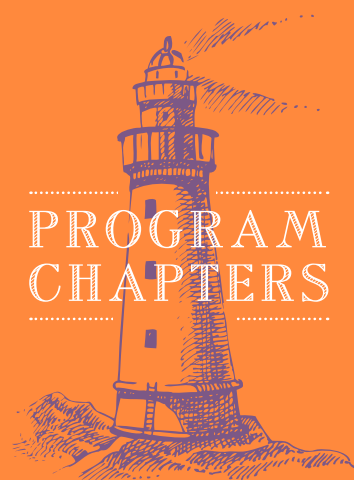
Finally, this annual report is my last as President and General Manager. After 42 years of rewarding work in public radio (the last 30 at KUOW), I retired in August. I'm very grateful to have enjoyed a career in broadcasting, a profession I aspired to as a child sitting in front of the radio. It is my great good fortune to have participated in the creation and development of the public radio system we know today. Four decades later, public radio is flourishing and Western Washington is home to a vibrant community of public radio stations such as KBCS, KEXP, KING-FM, KNHC and KPLU.

Among other new experiences, I'm looking forward to having more time to listen to KUOW during the day! As a devoted listener and member of the Broadcaster's Circle, I look forward to spending many more years in front of the radio.



**Wayne C. Roth**

KUOW Puget Sound Public Radio  
President and General Manager



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**FOR 30 YEARS OF RADIO BRILLIANCE**



**KUOW/  
PUGET SOUND  
PUBLIC RADIO  
BOARD OF  
DIRECTORS**

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**Judy Endejan**  
Vice Chair

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**Mark Mennella**

**Scott Poepping**

**Susan Potts**

**Wayne C. Roth,**  
Ex Officio

**Allan Steinman**  
(past Chair)

*Thank you to  
Mike Mathieu who  
concluded his service  
as a KUOW/Puget  
Sound Public Radio  
board member in  
Fiscal Year 2013.*



**JOAN  
ENTICKNAP**  
*Board Chair*

At the close of Fiscal Year 2013, KUOW finds itself in a remarkable position as one of the most listened to radio stations in the Puget Sound region, with a solid financial foundation and as a national leader in the production of local content. The station has consistently out-performed its own high expectations from year to year, under the leadership of our President and General Manager, Wayne C. Roth. Wayne has retired after a career in public broadcasting that spanned 42 years. Wayne spent thirty of those years at the helm of KUOW, first as General Manager, and then as President and General Manager.

When Wayne first joined KUOW back in 1983, the station was housed in the Communications Building on the University of Washington's campus and had a listenership of 67,000.<sup>1</sup> In the 30 years since, Wayne has led the station through a successful capital campaign resulting in KUOW's current state-of-the-art broadcast facility and overseen the creation of a non-profit corporation, KUOW Puget Sound Public Radio (PSPR) for the purpose of supporting and governing the station. He was at the forefront of a national trend in public radio in 1995, when he transitioned KUOW from a dual format of classical music and news to strictly news and information, growing the newsroom staff from eight full-time employees to 34 and increasing listenership to 419,000<sup>2</sup> in the ensuing 18 years. His leadership and foresight have allowed station staff to experiment, resulting in expanded services, award-winning programs and a contributing listener base that passionately supports KUOW's public service mission.

Wayne's quiet demeanor belies his passion and commitment to public radio's mission of community service, as evidenced by his incredible legacy of work and creative endeavors at the national level. From serving on National Public Radio's board (serving as chair from 1988 to 1990), to co-founding the Station Resource Group (SRG), a national organization that provides leadership for public radio policy and development, to leading efforts to increase participation from rural and minority stations, Wayne has had a career at the forefront of the industry. In 2005, he received the Edward R. Murrow award from the Corporation for Public Broadcasting for "outstanding contributions to public radio," an award that up until that time had never been given to someone from a local public station.

Without Wayne, KUOW — and public radio, nationally — wouldn't be the fantastic community service that so many of us depend on each day. Thank you, Wayne, for your four decades of service. Thank you for your fearless leadership, your collaborative vision, and your tireless advocacy on behalf of public radio listeners across the nation.

**Joan Enticknap**  
KUOW Puget Sound Public Radio Board Chair

<sup>1</sup> Source: Arbitron; 1984; Weekly Cume. Cume refers to "cumulative audience," a measure of the number of different persons who listen to a station for at least five minutes during any time period.

<sup>2</sup> Source: Arbitron; PPM; Seattle-Tacoma; Metro; Jul 2012–Jun 2013; Persons 6+; M-Su 6a-12a; KUOW-FM; AQH Share. AQH or "average quarter hour" is a measure of the average number of persons listening to a particular station for at least five minutes during a 15 minute time period.

**KUOW EXECUTIVES**

**Wayne C. Roth**  
President & General  
Manager

**Marcia L. Scholl**  
Assistant General  
Manager

**Jeff Hansen**  
Program Director

**Dane Johnson**  
Operations Director

**KUOW DIRECTORS**

**Karyn Andriesen**  
Director, Individual &  
Foundation Support

**Caroline Dodge**  
Director, Community  
Engagement

**Cathy Duchamp**  
Managing Editor

**John Hill**  
Director, Corporate  
Support

**Arvid Hokanson**  
Assistant Program  
Director

**Elizabeth Hovance**  
Director, Research  
& Analysis

**Janice McKenna**  
Director, Finance  
& Administration

**Jenna Montgomery**  
Director, Digital Media



**KUOW PUGET SOUND PUBLIC RADIO’S MISSION**

is to create and serve an informed public, one challenged and invigorated  
by an understanding and appreciation of events, ideas and cultures.







# LOCALLY PRODUCED PROGRAMS



## WEEKDAY

**Senior Host:** Steve Scher

**Talk Show Producers:** Katy Sewall and Jason Pagano

**Weekdays from 9:00–11:00am**

Each weekday, KUOW's Steve Scher hosted conversations about the local, national and international events and ideas that impact the Puget Sound region on *Weekday*. Regular features included book reviews from Nancy Pearl; Canadian perspectives from *Vancouver Sun* columnist Vaughn Palmer; commentary on economic, business and technology news; and the popular Friday panel discussion on the week's news with Knute Berger, Eli Sanders and Joni Balter. Guests on *Weekday* in FY13 included elected state and local officials, award-winning authors such as Sherman Alexie, Paul Auster, Michael Chabon, Tim Egan, Temple Grandin, Jess Walter and Edward O. Wilson; musicians Kenny G, Buddy Guy, Taj Mahal and Dave Matthews; and public radio favorites Jad Abumrad and Robert Krulwich of *Radiolab*, Ira Glass, NPR President Gary Knell and Paula Poundstone. This past year *Weekday* covered the civil unrest in the Middle East, the U.S. Presidential election, the legalization of same-sex marriage and marijuana in Washington state, police reform in Seattle, local efforts to bring a professional basketball team back to the region, urban development, green technology, interreligious dialogue, mental illness and regular coverage of the legislature in Olympia. *These programs and more are archived at [kuow.org/weekday](http://kuow.org/weekday).*

## THE CONVERSATION

**Senior Host:** Ross Reynolds

**Talk Show Producers:** David Hyde and Arwen Nicks

**Weekdays from 12:00–1:00pm**

In FY13, *The Conversation*, KUOW's daily call-in program, covered local and regional news at noon, Monday through Friday, with interviews and features from KUOW's news staff and reporters from the Northwest News Network (N3). Political coverage dominated the news cycle during the fall of 2012 and early 2013, and *The Conversation* provided continuing coverage of issues decided on the 2012 ballot, including same-sex marriage and recreational marijuana use. Major environmental stories also received in-depth coverage, including the heated debate over efforts to bring new coal terminals to Washington state. Listeners heard many memorable interviews with guests such as Seattle rapper and superstar Macklemore; novelist John Irving; journalists Claudia Rowe, Glenn Greenwald, Lawrence Wright and Ray Suarez; Sub Pop Vice President Megan Jasper; glass artist Dale Chihuly; actor Tom Skerritt; travel guru Rick Steves and clean energy advocate Amory Lovnis.

*The Conversation* launched a new segment in FY13 featuring news from Olympia and produced a special simulcast with Oregon Public Broadcasting (OPB) that included a Portland vs. Seattle "smackdown." And, as always, *The Conversation* featured some robust listener call-ins including: "Your travel horror stories;" "Radio chat roulette;" "What's the weirdest thing you ever saw on public transit?" and "Ask the traffic cop" with Seattle Police officer John Abraham. *Programs are archived at [kuow.org/conversation](http://kuow.org/conversation).*

## KUOW PRESENTS

**Executive Producer:** Megan Sukys

**Producers:** Dave Beck, Jamala Henderson and Jeannie Yandel

**Contributors:** Elizabeth Austen and Sarah Waller

**Weekdays from 2:00–3:00pm, Mon–Thurs 9:00–10:00pm and**

**Saturdays 12:00–1:00pm**

This past year, *KUOW Presents* featured curated local and national human interest stories: people with a unique story to tell or who faced unanticipated events. In FY13, *KUOW Presents* introduced us to a woman whose mother's last-minute decision kept her family alive on the sinking ship, Titanic; a saxophone player who invented a way to keep his famously fickle instrument in tune; and the owner of Seattle's Green Lake Golf Course who almost gave up her business after 30 years. Listeners explored the hidden life of tree roots; met a man suffering from manic-depression who learned to keep himself grounded by inventing his own religion; and got a glimpse of one transgendered person's sense of self through poetry. By including more stories and a wider variety of voices from around the nation and other parts of the world, *KUOW Presents* sought to provide listeners with both information and inspiration. *KUOW Presents stories are archived at [kuow.org/kuowpresents](http://kuow.org/kuowpresents).*

## SPEAKERS' FORUM

**Producer:** Rachel Solomon

**Thursdays from 8:00–9:00pm**

When prominent academic, literary and political figures visit the Puget Sound region to share their work, KUOW is there. KUOW's *Speakers' Forum* airs the most compelling lectures and discussions from these luminaries every Thursday night. This year's speakers included Khan Academy founder Salman Khan, who spoke about new ways to educate and engage students and Tracie McMillan, who worked undercover as a produce clerk at Wal-Mart to learn how food and social class relate. Biographer Robert Merry played "rate the presidents" based on popularity and historical judgment, and Katherine Bolton dispelled some myths about hearing loss based on her own experience of going deaf by the age of 30. Science journalist Virginia Morell explored the complex minds of animals by sharing research on animal traits that were once thought to be unique to humans, and former U.S. Secretary of State Madeleine Albright chronicled her early life in Prague during the Nazi occupation. *Speakers' Forum programs are archived at [kuow.org/programs/speakers-forum](http://kuow.org/programs/speakers-forum).*

## THE SWING YEARS AND BEYOND

**Host:** Amanda Wilde

**Saturdays from 7:00–11:00pm**

Since January 6, 1968, Saturday nights have been filled with music from the 1920s through the 1950s on Seattle's longest-running radio music program, *The Swing Years and Beyond*. This listener favorite broadcasts a blend of jazz, swing and popular song from the first half of the twentieth century. Host Amanda Wilde combines a unique playlist with music history and anecdotes of composers and performers from this era. The KUOW series *Sounds Familiar*, produced by Amanda Wilde and Dave Beck, explores the unknown history behind American popular music, including songs featured regularly on *The Swing Years*. Listeners from all over the region and around the world enjoy the program live and via on-demand streaming archives at [KUOW.org](http://KUOW.org). *Playlists, exclusive artist interviews and past programs are archived at [kuow.org/swingyears](http://kuow.org/swingyears).*

### • 1952

KUOW is established when Dorothy Bullitt donates a radio frequency to the University of Washington. On January 15, KUOW goes on the air.

### • 1967

The Public Broadcasting Act is signed by President Johnson. The Act authorized the creation of the Corporation for Public Broadcasting (CPB), a private non-profit corporation located in the District of Columbia.

### • 1968

*The Swing Years and Beyond*, Seattle's longest-running radio program, goes on the air.

### • 1970

National Public Radio (NPR) is created by KUOW and 76 other charter member stations.





# KUOW NEWS



## KUOW PUGET SOUND PUBLIC RADIO NEWS

**Managing Editor:** Cathy Duchamp

**Senior Editor:** Jim Gates

**Editors:** Phyllis Fletcher and Carol Smith

**Reporters:** Ashley Ahearn, Ruby de Luna, Ann Dornfeld, Liz Jones, Patricia Murphy, Amy Radil, John Ryan, Marcie Sillman, Deborah Wang and Derek Wang

**Newscaster/Reporter:** Sara Lerner

**Producers:** Dave Beck, Jamala Henderson and Jeannie Yandel

**Senior Announcer:** Guy Nelson

**Announcers:** Reiny Cohen, Andy Hurst, Bill O'Grady, Bernard Ouellette, Bill Radke and Rob Wood

The KUOW News staff spends each day covering the most important local and national stories affecting our region, and they continue to distinguish themselves through the quality and depth of their reporting. Notable reports in FY13 included coverage of the 2012 election; the passage of several new Washington state laws including the legalization of marijuana and marriage equality for same-sex couples; oversight measures taken to address use of force by the Seattle Police Department; the plan to build a new professional basketball arena in Seattle; issues with Boeing's 787 Dreamliner; the military hearings of Army Staff Sergeant Robert Bales, accused of killing 16 Afghan civilians; and the investigation of Shell Oil Company's oil containment procedures.

In FY13, KUOW News staff produced several multi-part specials on diverse topics such as Proposition 74; the creation of Washington state's new congressional district; looking back at our local history with the sinking of the I-90 bridge, Namu the killer whale and the Kirkland Little League World Series; and a 13-part series collaboration with *The Seattle Times* about up-and-coming local artists. Several pieces from youth producers from our RadioActive program aired on *Morning Edition*, including the story of a woman living in a van in order to pay for her daughter's college tuition; a profile of a transgender boy; and the challenges of an undocumented student trying to get into college. *KUOW News reports, multi-part series and specials are archived at [kuow.org/news](http://kuow.org/news).*

## KUOW'S EARTHFIX

FY13 marked the second year of EarthFix, the environmental reporting collaboration of KUOW, Oregon Public Broadcasting and other Pacific Northwest public media organizations. With reporters based in Washington state, Oregon and Idaho, the EarthFix team of seven public broadcasters\* examines environmental issues unfolding in the Northwest through multimedia coverage of energy, natural resources, sustainability and scientific research focused on the environment.

In FY13, the EarthFix team, in collaboration with non-profit journalism center InvestigateWest, explored the accomplishments and future challenges of protecting the environment through the Clean Water Act. Among the issues examined were the impact of storm water runoff on the Puget Sound and persistent problems with industrial pollution in Seattle's Duwamish River. Comprehensive coverage of the proposals to export Western coal through



terminals on Puget Sound, the Washington and Oregon Coasts, and the Columbia River were also produced by EarthFix, including the multimedia special “Voices of Coal,” which featured nine diverse perspectives on coal exportation from people across the region with a stake in the debate.

Other noteworthy EarthFix coverage included ocean acidification and its effects on Puget Sound shellfish and a report about Seattle’s Bullitt Center, which is billed as the world’s greenest building. *EarthFix stories are archived at [earthfix.kuow.org](http://earthfix.kuow.org).*

\* KUOW, KCTS 9 Public Television, Oregon Public Broadcasting (OPB), Idaho PublicTV, Boise State Public Radio (BSPR), Northwest Public Radio/TV and Southern Oregon Public TV (SOPTV). EarthFix is funded in part by the Corporation for Public Broadcasting (CPB), with additional support provided by individual contributing members and by the RealNetworks Foundation.

### NORTHWEST NEWS NETWORK (N3)

**Editor:** Colin Fogarty

**Reporters:** Tom Banse, Austin Jenkins, Anna King, Chris Lehman and Jessica Robinson

The Northwest News Network, often referred to as N3, is an innovative collaboration that provides regional news coverage about, and across Washington state, Oregon and Idaho. Now in its tenth year, N3 coverage consists of reports filed from statehouse bureaus in Olympia, WA, and Salem, OR; from news bureaus in Richland, WA, and Coeur d’Alene, ID; and by a roving regional correspondent. In FY13, Northwest News Network reporters covered a wide range of issues, including lessons for the Northwest from the 2011 earthquake and tsunami in Japan; on-going safety issues at the Hanford Site; implementation of Washington’s landmark legalization of marijuana; the impact of immigration policies on Northwest towns; the use of “confidential” drivers licenses from the state of Washington by CIA agents; and a series of reports exploring why Latinos lack political clout in the Northwest. Financial support for the Northwest News Network is provided by KUOW and eight other public broadcast organizations operating 61 stations throughout Washington, Oregon and Idaho. *N3 news reports and series are archived at [kuow.org/archives](http://kuow.org/archives).*

### THE PUBLIC INSIGHT NETWORK

**Public Insight Network Analyst:** Carolyn Adolph

KUOW’s Public Insight Network (PIN) provided a unique conduit between individuals in our community and KUOW reporters and program producers. Individuals participated in the PIN by joining an online network of potential newsroom sources and by responding to regular email queries. PIN members shared their experience and expertise on a variety of issues with reporters and producers who used the network to add depth and insight to their stories. In FY13, KUOW produced 30 news reports and show segments with the help of PIN sources, covering topics such as: the collapse of the Skagit River Bridge; a Seattle vs. Portland comparison segment on *The Conversation*; consequences for DUI drivers; and the consequences of the legalization of marijuana in Washington state. KUOW’s PIN was a partnership with American Public Media.

### • 1971

NPR’s All Things Considered goes on the air in May. “ATC” is one of the longest running radio programs in history.

### • 1978

The KUOW Advisory Board is established to comply with requirements mandated by the CPB.

### • 1981–1983

KUOW loses 75 percent of state funding resulting in layoffs and cuts in programming. Desperate finances at NPR require stations to seek private funding from listeners, sponsors and underwriters.

### • 1985

KUOW tower gets a major power upgrade.



## OTHER SERVICES



### **KUOW.ORG + KUOW2.ORG**

**Director, Digital Media:** Jenna Montgomery

**Web Producers:** Serene Careaga and Morgen Nilsson

**Social Media Producer:** Bond Huberman

KUOW.org underwent a major redesign in October 2012 and became a client of NPR Digital Services. Digital Services assists member stations with digital product development, technology and business support. As a client, KUOW receives training and access to Web publishing tools and metrics. The NPR digital network also makes it easier for KUOW.org to share stories from other stations, networks and NPR.

In FY13, KUOW.org received an average of 402,241 page views per month, which represents a 12 percent increase over the previous fiscal year. The average time on the site jumped from just over 1 minute to just under 3.5 minutes.

KUOW.org partnerships in FY13 include NPR's Local Stories Project and *The Seattle Times 13 For '13*. The NPR Local Stories Project takes local public media stories and shares them via NPR's Facebook page, allowing stations like KUOW the opportunity to present their locally-produced stories to a broader national audience and grow their digital reach. The KUOW–*Seattle Times* collaboration *13 For '13* profiles 13 members of the Seattle area's diverse cultural community who are impacting the region through their work. Each profile is augmented with unique multimedia content on KUOW.org.

In the spring of 2013, KUOW hired a social media producer to showcase KUOW's finest content to social networks, invite listener engagement and to provide social media training and tools for KUOW reporters to use. KUOW guests have been featured on Instagram as they warm up in the Green Room before their interviews — giving listeners a behind-the-scenes glimpse and allowing them to connect with guests directly. Listeners can find and interact with KUOW on Facebook, Twitter and Instagram.

### **KUOW'S SECOND SERVICE—KUOW2**

**Announcers:** Tami Kosch and Jack Walters

KUOW continues to offer expanded, and primarily unduplicated, public radio program options for HD Radio™ and online listeners through our second service, KUOW2. In FY13, listeners to KUOW2 heard new and expanded programming such as NPR's *Here & Now*, *Ask Me Another* and *Wits* (hosted by former KUOW staffer, John Moe), along with perennial favorites such as *Fresh Air*, *Tell Me More* and *Science Friday*. International news sources including Deutsche Welle and CBC Radio One (from the Canadian Broadcasting Corporation) provided insight and an expanded understanding of people and cultures around the world. In March 2013, KUOW2 returned to terrestrial radio when it began broadcasting in Bellingham on 90.7 FM. ***Find the complete program schedule and listen to KUOW2 online at [kuow.org/kuow2](http://kuow.org/kuow2).***



## RADIOACTIVE YOUTH MEDIA

**Program Producers — Youth Outreach:** Jenny Asarnow,  
Nathan Friend and Lila Kitaeff

RadioActive creates a space where youth delight in discovering public radio journalism, and supports young people's growth as media makers by sharing access to public radio's knowledge, skills and institutions. RadioActive participants produce podcasts for KUOW.org and their work was broadcast on KUOW's *Morning Edition*, *All Things Considered*, *Weekday*, *The Conversation* and *KUOW Presents*.

In FY13, RadioActive offered programs for beginners and returning advanced producers. For beginners: a summer workshop at KUOW; a fall workshop at the South Park Community Center; and a spring workshop with Rainier Scholars. Twenty youth participated in these workshops, from high schools throughout the greater Seattle area, and all participants completed feature stories about the topic of their choice. Eighty percent of the youth participants stayed involved in RadioActive as advanced producers, joining more than a dozen graduates from past workshops (2006-2012) in attending weekly meetings for program alumni. In FY13, RadioActive served over 300 youth at one-time "mobile workshops" offered at more than a dozen classrooms and youth-serving organizations in the region.

RadioActive stories were honored with professional journalism awards this year: regional Edward R. Murrow awards for both hard news and feature reporting and a Society for Professional Journalists NW award for best special report. In addition, two RadioActive youth were selected to serve on the Youth Editorial Board for the Public Radio Exchange (PRX). *RadioActive stories and podcasts are archived at [kuow.org/radioactive-youth-media](http://kuow.org/radioactive-youth-media).*

## KUOW PROGRAM VENTURE FUND

The KUOW Program Venture Fund (PVF) features the Puget Sound region through locally-produced reports, documentaries and short audio pieces. Since its inception in 2003, the PVF has provided special support for staff and independent producers to develop new audio projects that tell the stories of our region. The PVF accepts project proposals from producers and reporters three times a year.

Last year the PVF supported *The Mysteries of MS*, a two-part series that explored the possible causes for multiple sclerosis in children, and what doctors and researchers are doing to slow the progress of the disease; a three-part series, *Coming Of Age With Autism*, highlighted the experience of three young adults with autism as they transitioned out of school and into the workforce; and a four-part series, *Yesler Terrace*, explored the social and political history of Seattle's oldest public housing development and reported on redevelopment plans and how relocation efforts are impacting residents. In FY13, the popular series *More Than A Tree* (from 2012) was funded for three more stories, and looked at the role of Pacific Northwest trees in everything from music to religious rituals.

The KUOW Program Venture Fund was initiated with a leadership gift generously provided by Paul and Laurie Ahern, long-time KUOW friends and supporters, and is funded by individual listeners. *For information on the Fund and archived audio visit: [kuow.org/topic/program-venture-fund](http://kuow.org/topic/program-venture-fund).*

• 1995

KUOW becomes a full-time news & information station.

• 1999

KUOW moves to its new University District broadcast center.

• 2000

KUOW / Puget Sound Public Radio (PSPR), a 501(c)3 nonprofit organization, is created.

• 2003

KUOW is a founding partner of the regional news collaboration, Northwest News Network (N3) along with eight other stations.

• 2004

KUOW2 is launched as a second radio service broadcast exclusively on KUOW.org.

## • 2005

KUOW becomes the first public radio station in the region to broadcast KUOW and KUOW2 digitally on two HD Radio™ channels.

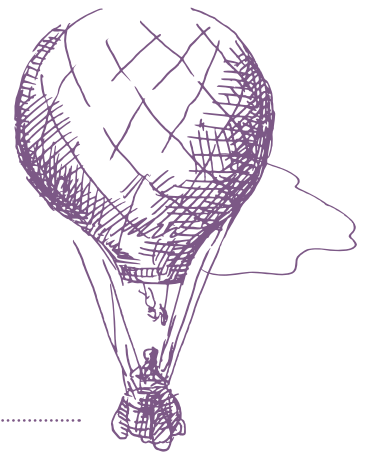
## • 2010

KUOW partners with six northwest public media stations to launch EarthFix, a local journalism collaboration focused on the environment, and funded in part by the CPB.

## • 2012

KUOW's youth media program, RadioActive (once a summer program called Weekday High) becomes a year-round program that trains the next generation of public radio journalists.

# ACQUIRED NATIONAL PROGRAMMING



KUOW is one of the region's most listened to public broadcasting sources for local news, information and cultural programming, and for coverage of national and world events. The integration of our locally-produced reports with acquired programs from independent producers gives listeners thousands of hours of coverage and up-to-the-minute reporting of critical events as they happen locally, nationally and internationally. In FY13, one-third of the station's programming budget was dedicated to the purchase of programs from partners such as NPR, Public Radio International (PRI), American Public Media (APM) and the British Broadcasting Corporation (BBC), and from independent producers through the Public Radio Exchange (PRX). Many of these acquired programs were heard exclusively in our region on KUOW, including *To The Point*, *The Splendid Table*, *On The Media*, *Snap Judgment*, *Day 6* and *The Vinyl Café*. Also broadcast were weekend favorites: *Wait, Wait...Don't Tell Me!*, *Car Talk*, *This American Life*, *A Prairie Home Companion* and *Says You!*

Over the last year, KUOW listeners heard comprehensive reporting and analysis from acclaimed newsmagazine programs, *Morning Edition* and *All Things Considered*. These programs, together with the international perspectives of the BBC's *Newshour* and *The World Today*, provided in-depth coverage of the political conflicts in Syria and Egypt; the effects of climate change around the globe; the 2012 U.S. Presidential election; breaking news of the school shooting in Newtown, CT, and the Boston Marathon bombing; evaluation and implementation of the new health care law in the U.S.; and the national mass surveillance disclosures leaked by former NSA staffer Edward Snowden. *Marketplace* provided context and long-term perspective through their coverage of the budget cutbacks, known as "the Sequestration;" efforts to boost struggling economies in Greece, Italy and Spain; and analysis of the long-term outlook for the economy here at home.

## • 2013

KUOW's professional news staff totals 34 full-time employees, tripling its size in a decade and making KUOW one of the largest radio newsrooms in the Pacific Northwest.



# KUOW AWARDS

*July 2012 – June 2013*

## **SOCIETY OF PROFESSIONAL JOURNALISTS NORTHWEST EXCELLENCE IN JOURNALISM AWARDS**

INVESTIGATIVE REPORTING / **1st Place**, John Ryan (Jim Gates, editor), "Sea Trial Leaves Shell's Arctic Oil-Spill Gear 'Crushed Like A Beer Can,'" revealed problems with Shell Oil's underwater oil-spill equipment.

INVESTIGATIVE REPORTING / **3rd Place**, Patricia Murphy (Jim Gates, editor), "Less Than Honorable: Sexual Assault In The U.S. Military," a three-part series, looked at what is being done to address the problem of sexual assault in the U.S. Military, the role of the commanding officer after an assault is reported and the psychological fallout for victims.

SPOT NEWS / **3rd Place**, KUOW Staff, "Cafe Racer Shooting," was a series of breaking news reports from the KUOW News staff about a fatal shooting at a Seattle café and the subsequent city-wide manhunt for the shooter.

NEWS SERIES / **1st Place**, a joint project by EarthFix, Ecotrope and InvestigateWest "Clean Water, The Next Act" explored the forty-year history and challenges of the Clean Water Act, enacted by Congress to end pollution of the nation's rivers, lakes and bays.

SPECIAL REPORT / **1st Place**, Kamna Shastri, KUOW RadioActive youth producer (Nathan Friend, editor), "Broken Notes," gave a glimpse into the world of a man who cares for broken-down pianos.

## **SOCIETY OF PROFESSIONAL JOURNALISTS SIGMA DELTA CHI AWARD, 1-100 MARKET OR NETWORK SYNDICATION**

INVESTIGATIVE REPORTING / John Ryan (Jim Gates, editor), "Sea Trial Leaves Shell's Arctic Oil-Spill Gear 'Crushed Like A Beer Can'"

## **RADIO TELEVISION DIGITAL NEWS ASSOCIATION REGIONAL EDWARD R. MURROW AWARD**

INVESTIGATIVE REPORTING / John Ryan (Jim Gates, editor), "Flying The Unleaded Skies," investigated why hundreds of thousands of small plane engines still run on health-damaging leaded gas, when most other lead-containing substances have been banned in the U.S.

FEATURE / Sarah Rosenthal, KUOW RadioActive youth producer (Nathan Friend, producer, Jim Gates, editor), "Mom Moves Into Van To Pay For Daughter's Tuition," shared the story of a woman who faced a difficult choice: keep her home, or pay for her daughter's college tuition.

HARD NEWS / Esteli Garcia, KUOW RadioActive youth producer (Jenny Asarnow, producer, Jim Gates, editor), "Undocumented High School Grad Can't Afford College Of His Choice," profiled an undocumented high school graduate who wants to attend the university of his choice, but cannot afford the tuition.

## **SOCIETY OF PROFESSIONAL JOURNALISTS NORTHWEST EXCELLENCE IN JOURNALISM AWARDS: ONLINE**

SPECIAL REPORT/ENTERPRISE / **1st Place**, EarthFix staff, "Coal in the Northwest," examined the complex issues surrounding the debate around proposals to export Powder River Basin coal through Northwest ports.

SPECIAL REPORT/ENTERPRISE / **2nd Place**, a joint project by EarthFix, Ecotrope and InvestigateWest, "Clean Water Act Anniversary," explored the forty-year history and challenges of the Clean Water Act, enacted by Congress to end pollution of the nation's rivers, lakes and bays.

# FISCAL YEAR

2013

KUOW's broadcast region extends across one of the most active public radio listening areas in the country: Seattle, the Puget Sound region and Western Washington. In FY13, KUOW served an average of nearly 419,100 listeners\* each week. These listeners averaged about 4 hours\* of listening per week. KUOW maintained an audience share of 5.1%\* and ranked 2nd\* among local stations in the Seattle-Tacoma Metro market survey of the regional radio audience. KUOW's consistently high ranking in the Seattle-Tacoma Metro market is a reflection of KUOW's relationship with the community it serves and the station's commitment to providing quality public radio programming.

## SOURCES OF APPLIED REVENUE FY13

\$11,054,864

63% INDIVIDUAL SUPPORT:  
\$6,980,723

26% BUSINESS SUPPORT:  
\$2,886,462

9% INSTITUTIONAL  
SUPPORT: \$928,609

2% OTHER SUPPORT:  
\$259,070

## DIRECT EXPENSES FY13

\$11,054,864

69% PROGRAMMING &  
RELATED SERVICES:  
\$7,600,595

24% FUNDRAISING:  
\$2,669,379

7% GENERAL &  
ADMIN: \$754,890

**REVENUE:** Total direct support to KUOW for Fiscal Year 2013 (FY13) was \$12,813,771.\*\*

**INDIVIDUAL SUPPORT:** Revenue from individuals in support of KUOW's broadcast service in FY13 totaled \$6,980,723. Individual support is the single largest source of revenue to the station's operating budget.

**BUSINESS SUPPORT:** The business community and non-profit organizations continued their generous support of KUOW programming this year, with contributions totaling \$4,645,369 in underwriting support.

**INSTITUTIONAL SUPPORT:** The Corporation for Public Broadcasting (CPB) and the University of Washington provided \$928,609 in operating support.

**OTHER SUPPORT:** Additional support for KUOW comes from grant awards from foundations and corporate giving programs, as well as facility rentals and investment interest. In FY13, support to KUOW from these entities totaled \$259,070.

**EXPENSES:** In FY13 the station's total direct operating expenses were \$11,054,864.\*\* Program-related expenditures totaled \$7,600,595 or 69% of all direct expenses in FY13 and continues to be the largest single expenditure KUOW makes each year. Fundraising and administrative expenses remained consistent with the previous year, FY12, at 24% or \$2,669,379, and \$754,890 or 7% respectively.

\* Source: Arbitron PPM Analysis Tool for Target Audience 6+, Mo-Su 6A-12A, Seattle-Tacoma, METRO, July 2012-June 2013

\*\*Excludes indirect, in-kind and capital.



# KUOW IN THE COMMUNITY

## *Media Sponsorships*



KUOW's Media Sponsorship program strives to provide a voice for diverse, thought-provoking ideas, people and experiences within our community. By providing in-kind media sponsorship to local nonprofit organizations and events, KUOW exposes listeners to a variety of cultural, artistic and community experiences throughout the Puget Sound region with the goals of entertaining, promoting discourse and increasing participation in our community. In FY13, KUOW provided media sponsorships to 149 community events, festivals, exhibitions, dance and music performances, lectures, forums and other gatherings. Seventy-six different nonprofit organizations from throughout the Puget Sound region were represented. Sponsorships included on-air announcements, a presence on the "Events" page on KUOW.org and mentions in printed materials. The implementation of KUOW's new events calendar on KUOW.org allowed greater access for local nonprofits to highlight their events through an open calendar submission form at [publicbroadcasting.net/kuow/events.eventsmain](http://publicbroadcasting.net/kuow/events.eventsmain). This past year, recipients included:

4Culture  
A Contemporary Theatre (ACT)  
Artist Trust  
ArtsWest Playhouse and Gallery  
Auburn Symphony  
Balagan Theatre  
Ballet Northwest  
Bellevue Botanical Garden Society  
Book-It Repertory Theatre  
Bremerton Community Theatre  
Broadway Center for the  
Performing Arts  
Burke Museum of Natural History  
and Culture  
Central District Forum for Arts and  
Ideas (CD Forum)  
Centrum Foundation  
Chinatown-International District  
Business Improvement Area  
Copper Canyon Press  
El Centro de la Raza  
Evergreen City Ballet  
Federal Way Symphony  
Fremont Abbey Arts Center  
Frye Art Museum  
Future of Flight Foundation  
GreenStage  
Historic Flight Foundation  
Humanities Washington  
Jack Straw Productions  
Museum of History & Industry  
(MOHAI)

National Film Festival of Talented  
Youth (NFFTY)  
National Geographic Society  
Nordic Heritage Museum  
Northwest African American  
Museum (NAAM)  
Northwest Folklife Festival  
On the Boards  
One Reel  
PCC Farmland Trust  
Pacific Northwest Ballet  
Port Townsend Film Festival  
Rainbow City Band  
Rainier Chamber Foundation  
Richard Hugo House  
Seattle Arts & Lectures  
Schack Art Center  
Seattle Center - Festal  
Seattle Children's Theatre  
Seattle Indian Health Board  
Seattle Jewish Film Festival  
Seattle Latino Film Festival  
Seattle Opera  
Seattle Public Theater  
Seattle Repertory Theatre  
Seattle Shakespeare Company  
Seattle Tilth  
Sevdah North America, Inc.  
Shoreline Solar Project  
Shoreline-Lake Forest Park  
Arts Council

Seattle International Film Festival  
Simpson Center for the  
Humanities  
StoneDance Productions  
Thalia's Umbrella  
The Anunnaki Project  
The Grand Cinema  
The Seattle Gilbert & Sullivan  
Society  
The Story People of  
Clallam County  
Theatre Puget Sound  
Three Dollar Bill Cinema  
Twelfth Night Productions  
University of Washington  
Chamber Dance Company  
University of Washington  
Graduate School  
University of Washington  
World Series  
Velocity Dance Center  
Washington Center for the Book  
at The Seattle Public Library  
Washington FIRST Robotics  
Washington State  
Historical Society  
Wing Luke Museum of the Asian  
Pacific American Experience  
Wing-It Productions  
Women in Film Seattle



PUGET SOUND  
PUBLIC RADIO

**KUOW**

**94.9**

kuow.org

**KUOW/PUGET SOUND PUBLIC RADIO**

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