



# A MEASURE OF OUR YEAR'S GROWTH

2014 ANNUAL REPORT TO  
CONTRIBUTORS

**KUOW**  
**94.9**  
kuow.org  
**npr**





# PUBLIC RADIO'S



**CARYN G. MATHES**  
*President*

**SOMETIMES, I HAVE TO WONDER** what's going on out there. Think about the cacophony in the media today. "Real" housewives come to blows, trading indignities and reducing each other to screams or tears. Pundits talk over each other—24/7—in fits of manufactured outrage. Blogs trumpet opinion and many of us won't look away, even when we know we should, from the endless string of contempt and disrespect in the comments section. So much in commercial media exploits the things that stratify and separate us. What truly gets heard, or even remembered? What sparks the sort of dialogue that changes hearts and minds, or that inspires empathy and leads us along the path to common ground?

At KUOW, we strive every day to give you that kind of content—stories that illuminate and inspire, that are shared and remembered. Recently on my way home from a late night at work, I tuned into KUOW to keep me company for the ride. Moyers & Company was doing this terrific tribute to Maya Angelou. I got home, pulled into the garage, and I couldn't get out of the car. I was captivated. My heart was full. I wanted to cry and I wanted to laugh. There I was having this incredibly private moment in my car. And before I could take myself inside, I tweeted about what I had just heard so my friends and followers could tune in and become as excited and inspired as I had.

"Radio" has become shorthand for different types of content playing out upon new and different platforms, yet it's always been a very unique companion media. On one hand, it has a sort of immediacy and character that you just can't get with other media. Radio gives people the rare opportunity to really tune in and reflect. Yet it's also a highly social and interactive medium that brings us together. It provides us a way to build instant community and a shared humanity. To be able to create content like that—stories that stop listeners dead in their tracks, stories they must share with each other—is really incredible.

When I landed in Seattle in January, 2014, to take the helm as President and CEO of KUOW, I was fortunate to walk into a station that is thriving, stable and healthy. This is a station with a large and loyal audience and donor base, one that has long been a national player in the industry. And it's a station

# UNIQUE PROMISE

that embraces change and innovation, much like the great city it serves. Seattle has long been globally focused, its culture shaped by trailblazers and its citizens tethered to a global community. Such a place nourishes and demands a forward thinking ethos.

We recently completed a new strategic plan that gives us a road map to a stronger, more vital future and that helps us fulfill our public service even more effectively. The plan gives us specific strategies for preserving and enhancing the quality of journalism. It will help us find optimal ways to deploy in the digital realm. It provides a strategy for strength and resiliency in the future. And most importantly, it provides a clear path towards engaging more people. We asked and answered: how can we have more impact in the community, how can we tell more people's stories, how can we be more places? In the coming months and years, people are going to see a lot more of us out there. We'll be inviting you in more than ever before.

You see, KUOW answers the call for an informed and engaged citizenry that has always been part of the American tradition. Today, you can get your information in a lot of different places. In fact, you can travel around different media and never bump into an idea with which you don't already agree. We're trying to be the antidote to that. We want to offer our listeners a full field of vision, to look at the issues facing us today and provide background, history and context. We want to encourage empathy and understanding. We want to bring people together around a shared sense of purpose.

In many ways, much of today's media has squandered its promise. Our role isn't to exploit the technological might of a particular device or medium. And our public service isn't fulfilled simply by the consumption of our product, no matter how good it might be. At the heart of what we do is the ability to illuminate. To bring complexity and nuance into the light, allowing people to think, discuss, connect and make good decisions. KUOW helps diffuse the noise, clear some space, and hold people. When people ask me why it's important to support public radio, this is what I tell them. And it's why, after more than thirty years in this business, I'm still here.

Thank you for supporting KUOW in this calling.



**Caryn G. Mathes**  
KUOW Puget Sound Public Radio  
President and General Manager

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## JOAN ENTICKNAP

### *Board Chair*

#### **AS I LOOK BACK ON FISCAL YEAR 2014**

(FY14), it's with excitement and a bit of awe. We've had some incredible developments this year that will take KUOW—already known as one of the nation's top public radio stations—and move us towards an even more dynamic and sustainable future. The changes honor our mission, part of which is to touch, inform and inspire as many parts of the community as we can.

For KUOW's Board and leadership, a top priority is to become even more connected to every facet of the Puget Sound community. It's no longer enough for a radio station to be a place where audiences set the dial and sit back and listen passively. As our city grows, and as people become busier than ever before, we've been looking for new ways to engage—to give people a voice, to bring them together, and to connect them with issues, decision makers and opinion leaders. Just a few years ago, KUOW had no community engagement department. Now, we have leadership in this area and the whole team is dedicated to forging new partnerships and connecting with our community through live remote broadcasts, events and social media. We're looking at how we can engage more people online and develop online tools that will create a more informed public. There is a lot of momentum here and we'll continue to enhance and magnify what we're doing in the coming years.

Last January, we welcomed our new President and General Manager, Caryn Mathes to KUOW. Caryn came to us after nearly ten years at WAMU in Washington D.C., another top public radio station in the country. She'll build upon the strong legacy left behind by our former General Manager, Wayne Roth, and continue to broaden our appeal and reach in ways that are in line with the way people are listening and engaging

today. Caryn will be central to our outreach efforts and to increasing KUOW's profile. One of her strengths is that she loves getting out into our neighborhoods, getting to know people throughout our communities, and helping to make new connections and deepen existing relationships. She brings a hugely collaborative work style—listening, learning and working closely with the staff and Board. She understands the nuances of storytelling and has an innate sense for what draws and holds listeners. We're thrilled to have her at KUOW.

Other exciting developments include an expansion of our youth program, RadioActive, marking a commitment by the Board to give it even greater visibility so we can engage the next generation of KUOW supporters and media professionals. You can read more about RadioActive on page 13, where you'll also meet Amina Al-Sadi, a RadioActive alumna and one of the current producers of *The Record*, which is part of our exciting new daytime lineup.

Finally, we've seen growth in listenership and had yet another strong year in fundraising. I want to thank every listener and every member for your continued support. Every time I volunteer during a pledge drive, I'm inspired by your commitment and reminded that anyone can chip in and be part of what we're doing here. We appreciate every effort you make. Thank you for being an essential part of the KUOW community.

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





# KUOW

**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.

## EXECUTIVE DIRECTORS

**Wayne C. Roth**

President & General Manager

In FY14: July 1, 2013–October 31, 2013

Ex Officio

**Caryn G. Mathes**

President & General Manager

In FY14: January 2, 2014–Present

Ex Officio

## BOARD OF DIRECTORS FY14

**Joan Enticknap**

Chair

**Judy Endejan**

Vice Chair

**Ben Klasky**

Treasurer

**Haeryung Shin**

Secretary

**Norm Arkans**

Ex Officio

Katharine Barrett

Shauna Causey

Nelson Dong

Jon Eastlake

Susan Feeney

Pam Keenan Fritz

Indranil Ghosh

Christian Halliburton

Wier Harman

Chris Higashi

Dennis Kenny

Maryfrances Lignana

Mark Mennella

Scott Poepping

Susan Potts

Jon Schorr

**Allan Steinman**

(past Chair)

# A DYNAMIC RESPONSE TO A CHANGING WORLD

## **AS ANY REGULAR LISTENER**

**KNOWS,** KUOW made big changes to our daytime programming last September. KUOW moved away from the extended, long-form, caller-driven format that had defined public radio for decades. Now, in the morning (and afternoon) drive times, we've interspersed the best of our local content within the national programming, giving listeners local, regional and national coverage as a connected whole. In the afternoon, we launched *The Record*, which provides a mix of local, national and international content. This new approach complements our existing local initiatives, such as the reports and features from KUOW's Newsroom, EarthFix, the Northwest News Network (N3), *Speakers Forum* and *The Swing Years and Beyond*. It all adds up to even more local content, now distributed throughout the day so that more listeners are able to hear it.

A couple of years ago, we asked ourselves *what is a news magazine?* Editorially, it should be a mix of local, national and international content. People in the Puget Sound are global

citizens. As much as they're invested in our region, we recognize that they want to understand how they are connected to the world and, in turn, how the world connects to them.

When curating content, KUOW passes story ideas through a set of criteria to make sure we're delivering stories that are compelling, memorable, inspiring and provocative. Does the idea challenge commonly held beliefs? Does it answer big questions or tell us new things about the familiar? Does it explain the news? Does it provide local context around national or international stories? We look to newsmakers and thought leaders, but we also strive for the unexpected, such as personal narratives from unknown neighbors that give listeners a glimpse into the undiscovered corners of our community.

KUOW seeks to create a more informed public, to stimulate dialogue, to challenge listeners to think about issues from different perspectives. We're most successful—and, importantly, have the greatest impact—when we reach the broadest aggregation of that listening public.



The more people listening, the wider and more diverse the discourse. KUOW will strive to reach deeper into our community to make sure we've got diversity—of age, socio-economic status, race and ethnicity, geography and mindset—so we can challenge each other with ideas and promote greater understanding.

KUOW's broadcast region—the Puget Sound and Western Washington—is a region defined by innovation. Consequently, we owe it to the community to be innovators ourselves. KUOW's intent is to be a vital cultural institution for decades to come. We can only achieve that by honoring our commitment to local programming and community engagement, which is why we now provide a format that reflects the way people listen today. We'll continue to be relevant into the future by creating not only smart radio, but by investing in a quality digital experience—and by opening our doors and getting out into our community, engaging as many people as possible in a multi-way conversation about our city and our world.

## DOES THE IDEA CHALLENGE COMMONLY HELD BELIEFS? DOES IT ANSWER BIG QUESTIONS OR TELL US NEW THINGS ABOUT THE FAMILIAR?



**Tim Maass**

@t\_maass

First time living abroad I have been able to stream @KUOW!! This makes me so happy. Sounds like home : )

1:34 PM - 10 Feb 2014



# CONNECTING WITH AN ENGAGED REGION

## THE RECORD

**Hosts:** David Hyde, Ross Reynolds, Steve Scher, Marcie Sillman

**Producers:** Amina Al-Sadi, Keva Andersen, Hannah Burn, Posey Greuner, Andy Hurst, David Hyde, Arwen Nicks, Jason Pagano, Jeannie Yandel

*Monday–Friday from 12pm–2pm [Sept 2013–May 2014], 12pm–1pm [June 2014–present]*

*The Record* is a daily, locally-produced newsmagazine that delivers a dynamic mix of local, national and international stories that seek to inform, delight and inspire. A news-driven vehicle, *The Record* responds to what is going on in our region. It brings our listeners analysts and personalities who can best tell the story as it is developing, providing timely coverage of local news and events. Importantly, it also helps listeners make connections between what's happening on national and international stages and what's going on right here at home. Notable guests in FY14 include former President Jimmy Carter, authors Maria Semple and Salman Rushdie, and documentarian Ken Burns.

*Past broadcasts of local features of The Record are archived at [kuow.org/record](http://kuow.org/record).*

## THE SWING YEARS AND BEYOND

**Host:** Amanda Wilde

*Saturdays from 7–11pm*

Seattle's longest-running radio music program, *The Swing Years and Beyond* broadcasts a blend of jazz, swing and popular songs 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.

*Playlists, exclusive artist interviews and past programs are archived at [kuow.org/swingyears](http://kuow.org/swingyears).*

## SPEAKERS FORUM

**Producers:** John O'Brien, Rachel Solomon

*Thursdays from 9–10pm*

When prominent academic, literary and political figures are speaking in the Puget Sound region, KUOW is there. Every Thursday night, KUOW's *Speakers Forum* airs a wide range of diverse and fascinating lectures and discussions from these luminaries. This year's speakers included Marjora Carter, talking about her work in urban revitalization. Associate Justice Sonia Sotomayor lit up Town Hall and our airwaves with her candor, humor and wisdom. Tony Kushner spoke of his dramatization of the history of the AIDS epidemic, *Angels In America*. And General David Irvine held a seldom-heard discussion about the repercussions of U.S. policies regarding the torture of detainees.

*Speakers Forum programs are archived at [kuow.org/programs/speakers-forum](http://kuow.org/programs/speakers-forum).*



**Jordan Skates**

@jordanskates247

I am addicted to KUOW

10:26 AM - 2 Jul 2014



## KUOW'S NEWSROOM

**Managing Editor:** Cathy Duchamp

**Senior Editor:** Jim Gates

**Editors:** Phyllis Fletcher, Carol Smith, Derek Wang

**Reporters:** Carolyn Adolph, Lisa Brooks, Ruby de Luna, Ann Dornfeld, Jamala Henderson, Liz Jones, Sara Lerner, Kim Malcolm, Patricia Murphy, Amy Radil, John Ryan, Deborah Wang

**Host:** Bill Radke

**Producers:** Jason Pagano, Rob Wood

**Senior Announcer:** Guy Nelson

**Announcers:** Reiny Cohen, Tami Kosch, Bill O'Grady, Bernard Ouellette, Gregg Porter, Jack Walters

The KUOW Newsroom spends each day covering the most important local and national stories that affect our region, and they continue to distinguish themselves through the quality and depth of their reporting. Notable reports in FY14 include:

- Living with Risk: Oso Landslide Response and Recovery
- It's Legal: Building the Pipeline for Marijuana Sales in Washington State
- Intimidation at Work: Farmworker Harassment in Washington State
- When Elderly Go Missing: Dementia and Wandering Challenges Police
- The Big Reset: Jobs Recovery in the Puget Sound Region

*KUOW News reports, multi-part series and specials are archived at [kuow.org/news](http://kuow.org/news).*

## EARTHFIX

**KUOW Reporter:** Ashley Ahearn

EarthFix examines environmental issues unfolding in the Northwest through multimedia coverage of energy, natural resources, sustainability and scientific research. Noteworthy EarthFix coverage in FY14 included a deep look at the region's coal export proposals; "Inside the Box," a joint project with InvestigateWest that examined portable school rooms in our public schools and their impact; and ongoing coverage of the debate over coal and oil train terminals and transportation. Now in its third year, EarthFix is a public media collaboration between nine partners: Oregon Public Broadcasting, Idaho Public Television, KCTS 9 Seattle, KUOW Puget Sound Public Radio, Northwest Public Radio and Television and Southern Oregon Public Television.

*EarthFix stories are archived at [earthfix.kuow.org](http://earthfix.kuow.org).*

## ONLINE CONTENT KUOW.ORG

**Director, Digital Media:**

Jenna Montgomery

**Online Editor:** Isolde Raftery

**Social Media Producer:**

Bond Huberman

**Web Producer:** Kara McDermott

KUOW.org experienced significant growth this year, with an average of 176,899 unique monthly visitors—

a 27.8% increase over FY13. New online offerings included the introduction of "Local Wonder," where listeners are asked to submit questions about the Puget Sound region. Submissions are then narrowed down to three finalists and online users vote for their favorite. The winning topic is developed into a story, featuring both on-air and online-specific content. FY14 stories included "Is the Seattle Freeze a Real Thing?" and "Why Are There So Few Mosquitoes in Seattle?" An online editor joined the team in October 2013, a first for KUOW. The online editor curates and edits our top stories and contributes web-only feature stories. KUOW's website, [KUOW.org](http://KUOW.org), continued to support live streaming, podcasts, on-demand listening and KUOW's apps for smartphones and tablets. KUOW's social media was present on a variety of platforms, including Twitter, Facebook, Instagram, YouTube, Google+ and more.

Notable exclusive, web-only stories from FY14 include:

- A Peek Inside Seattle's Remaining Communes
- Photos Down Under: A Light Beams From Puget Sound
- The Real Soccer Moms: Elite Women Players Return After Giving Birth
- Slideshow: Lactation Rooms Around Seattle (And Beyond)
- Why Seattle Public Library Surrendered Its Gun Ban



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## NORTHWEST NEWS NETWORK (N3)

The Northwest News Network, or N3, is a collaboration of public radio stations in Washington, Oregon and Idaho. N3 reporters Anna King, Tom Banse, Austin Jenkins, Chris Lehman and Jessica Robinson present stories about the issues that matter to the region ranging from the Pacific Coast to the Northern Rockies, with special attention to the sometimes forgotten, overlooked or surprising places in between. National news networks like NPR and distributors like PRI frequently pick up original N3 stories. In FY14, Olympia Correspondent Austin Jenkins was named one of the best state capitol reporters in America by *The Washington Post*.

Northwest News Network partner stations include KUOW Puget Sound Public Radio, Oregon Public Broadcasting, Boise State Public Radio, KPLU, Spokane Public Radio, Northwest Public Radio, KLCC, Jefferson Public Radio, Coast Community Radio, KCUW and KWSO.

*N3 news reports and series are archived at [kuow.org/archives](http://kuow.org/archives).*

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## PROGRAM VENTURE FUND

The KUOW Program Venture Fund (PVF) looks at 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 both in-house 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.

Notable FY14 stories included Rosette Royale's "An Olympia Family Comes To Terms With Their Trans Child;" Kara McDermott & Dominic Black's "Washington State Ferries: Born From A Rates War;" Jeff Emtman's "The Fish Wars: Fighting As Northwest Salmon Run Dry;" and Tonya Mosley's "Black in Seattle."

The KUOW Program Venture Fund was initiated with a leadership gift generously provided by Paul and Laurie Ahern, long-time KUOW friends and supporters. Additional funding is provided 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)*

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## WEEK IN REVIEW

**Hosts:** Bill Radke, Steve Scher

**Producer:** Jason Pagano

*Fridays from 10–11am*

This weekly round-up of local news stories features a rotating panel of journalists, writers and other local luminaries discussing the issues that face our region. FY14 panelists included Crosscut's Knute Berger, The Stranger's Eli Sanders, longtime Seattle columnist Joni Balter and many others.

*For more information, archived audio and to subscribe to the podcast visit: [kuow.org/programs/week-review](http://kuow.org/programs/week-review).*





**Ann E. Goos**

@AnnGoosWSU

Listening to media talent talking about the week of focus (and sorrow) on our Seattle media @KUOW Thank you for great public service.

10:21 AM - 21 Mar 2014





# CONNECTING OUR REGION — WITH — THE WORLD

**KUOW CONTINUES** to air some of the best national and international news, information and cultural programming from independent producers around the globe. In the Puget Sound region, many acquired programs are heard exclusively on KUOW. The integration of this content with our locally-produced reports gives listeners thousands of hours of coverage of the most critical issues and events of our time.

KUOW purchases programs from partners like NPR, Public Radio International (PRI), American Public Media (APM), the British Broadcasting Corporation (BBC), and from independent producers through the Public Radio Exchange (PRX).



PLACES TO LISTEN

1340AM  
KQOW

kuow.org  
ONLINE

94.9FM  
KUOW

KUOW1  
HD

CONTENT PROVIDERS

NPR

PRI

BBC

APM

PRX

CBC

+more

FLAGSHIP PROGRAMS

*A Prairie Home Companion*

*Morning Edition*

*All Things Considered*

*This American Life*

*Vinyl Café*

*The Moth*

*Wait, Wait... Don't Tell Me!*

HD RADIO

KUOW1

KUOW2

KUOW3



**Reuven Carlyle**

@ReuvenCarlyle

"@KUOW: Washington vied for Tesla 'gigafactory' worth thousands of jobs <http://bit.ly/1pmklq2> " It's true, we gave it a shot.

9:51 AM - 28 Jul 2014



KUOW COMMITMENT

# RadioActive<sup>KUOW</sup>

**Producers:**

Jenny Asanow, Lila Kitaeff

## RADIOACTIVE 2014 BY THE NUMBERS

2	REGIONAL EDWARD R. MURROW AWARDS
1	LOCAL SOCIETY FOR PROFESSIONAL JOURNALISTS AWARD
1	KORVA COLEMAN EXCELLENCE AWARD
14	STORIES FEATURED IN KUOW'S REGULAR PROGRAMMING
119	APPLICATIONS
35	YOUTH PRODUCERS
20	YOUTH GRADUATED FROM INTRODUCTORY WORKSHOPS
22	PODCASTS
53	FEATURE STORIES
33	SCHOOLS/ORGANIZATIONS VISITED THROUGH OUTREACH EVENTS
95	YOUTH REACHED THROUGH OUTREACH EVENTS

### THIS YEAR MARKS THE TENTH ANNIVERSARY OF

**RADIOACTIVE**, KUOW's leading-edge youth program that bridges our commitment to compelling content with our education and community engagement efforts. Under the guidance of KUOW producers, RadioActive gives select young people throughout the Puget Sound the opportunity to become familiar with public broadcasting and to become media makers themselves by producing their own stories. Students learn everything from story development to scripting, interviewing, voice work, editing and more. Their stories are then broadcast online as podcasts and occasionally on KUOW's on-air programs.

RadioActive opens the doors to public radio and gives young people life-changing skills and resources that can help down the road in school and in their careers. It provides them with mentorship and connections they might not find elsewhere, opening the doors to new possibilities. It helps build confidence and provide an experience of community. Ultimately, RadioActive teaches young people to think critically, to dig deep and examine a story from multiple perspectives—skills that are invaluable in a twenty-first century, global city like Seattle.




We recently sat down with Amina Al-Sadi, a RadioActive alumna, who is now working for KUOW as a full-time producer with *The Record*. She shared a bit about her experience with RadioActive and her thoughts about radio and storytelling.

#### Did you always know you wanted to be in radio? I

always wanted to be a writer. I loved storytelling. When I was 15 or 16, I was in the car with my parents and heard a story on *This American Life* about a Muslim girl. It was right after 9/11. She lived in an East Coast town, and talked





IRA GLASS, HOST OF *THIS AMERICAN LIFE*, PALS AROUND WITH THE RADIOACTIVE TEAM

about how her life completely changed after the attacks. It was moving to me emotionally. I could really relate to her. It was one of my biggest fears, that that would happen to me as well. A radio story did this to me, and I thought, *this is what I want to do, make radio like this.*

That's the thing about radio. It's very intimate. There's something about hearing another person's voice, and how you can hear their emotion and the way that sound can trigger memories and put you in a very specific place.

**How was your experience with RadioActive?** It's such a cool program. On my second day in the program, they took us to Pike Place Market and said "go up to strangers and ask them these questions about the seventh Harry Potter book." I was a really shy person, so when they had us just go for it I was petrified. But after I warmed up it was the coolest experience. I think that's when everything changed for me. I could

walk up to a complete stranger and talk to them. It was a complete confidence boost.

And we put together our own stories—every afternoon, four days a week for a few hours each day. We would pitch stories and KUOW would work with us to get them into a radio piece. They taught us everything about making good radio—how to write for radio, how to log tape, how to edit.

**What would you say to someone thinking about a career in radio and why this kind of storytelling is relevant?** Information is everywhere and it's easier than ever to propagate. At KUOW, we want to tell quality stories. People are still endlessly curious, and so are we, and we like to help answer some of those curiosities. Our job is still so important because we're bringing people perspectives that they don't just want, but they need. We still hold ourselves to high standards. It's valuable to work in a place that values accuracy, connection, timeliness—and the truth.

# TURNING OUTWARD



## ENGAGEMENT WILL CONTINUE TO BE A MAJOR FOCUS FOR US IN THE YEARS TO COME.

Watch for more listening parties, forums, news trivia quiz nights, “First Friday Soundchecks” and signature events like KUOW Live at Benaroya Hall. We look forward to meeting more of our current listeners and establishing relationships with new listeners.

**KUOW'S COMMITMENT TO THIS REGION** doesn't stop with the locally-produced programming that defines our terrestrial broadcast and our web-based journalism. In an effort to listen to more voices and reach more people in our community, we plan to step out into local neighborhoods more often.

As part of our engagement effort in FY14 we produced events and live remote broadcasts from neighborhoods throughout Seattle, such as in Pioneer Square and Georgetown. By taking our shows out into the community, we're gaining a better understanding of what listeners are thinking about and we hope to give them a sense of ownership in the station.

KUOW's social media platforms provide a ripple effect for our reporting, allowing listeners to revisit and share content after it's broadcast. Through social media, we engage listeners by promoting content, capturing their feedback, sparking more discussion, and sharing a peek inside KUOW to give them a behind the scenes look at the work we do. Social media also allows us to listen for breaking news, identify new story ideas, and find potential sources.

Social media also allows our listeners to contribute to our reporting in new and exciting ways. Last year, when a gunman opened fire at the Los Angeles International Airport, we noticed a Seattle resident tweeting from the scene. We were able to incorporate her thoughts and observations into our reporting, lending a distinctly local lens to a national story. There are countless other ways listeners not only connect with KUOW via social media, but contribute to the conversation in ways that add texture and depth to our reporting.



**Solveig Whittle**

@shadesofsolveig

@kuow Now THAT was journalism at its finest. The story by Anna King about Darrington was excellent.  
<http://ow.ly/3m5WVe>

2:58 PM - 23 Jun 2014



# KUOW IN THE COMMUNITY

**KUOW'S MEDIA SPONSORSHIP PROGRAM** is a meaningful way for us to connect with the local community while helping other non-profits reach more people throughout the Puget Sound region. Media sponsorships allow us to align the station with a diverse array of nonprofit organizations, community and cultural events, festivals, exhibitions, performances, lectures and forums. In doing so, we expose our listeners to new cultural experiences and communities, and we introduce them to our community partners. We also get to reach new audiences who may not be tuning in to KUOW regularly—or who might be unfamiliar with the station. Media sponsorships help us achieve several important goals, including entertaining our audiences, promoting discourse, and increasing our community engagement. In FY14, we forged media sponsorships with:

4Culture	Medieval Women's Chorus	Seattle Tilth
A Contemporary Theatre Inc. (ACT)	Museum of History & Industry (MOHAI)	Shoreline-Lake Forest Park Arts Council
Arboretum Foundation	Nature Consortium	SIFF
Arts Council of Snohomish County dba Schack	Nordic Heritage Museum	Spectrum Dance Theatre
Auburn Symphony Orchestra	Northwest African American Museum (NAAM)	Stroum Jewish Community Center
Bainbridge Performing Arts-Theatre	Northwest Film Forum	The Moth Seattle StorySLAM
Balagan Theatre	Northwest Folklife	The Story People of Clallam County
Book-It Repertory Theatre	On the Boards	The Talented Youth, dba NFFTY
Broadway Center for the Performing Arts	One Reel	Theatre Puget Sound
Burke Museum	Pacific Northwest Ballet	Three Dollar Bill Cinema
Chinatown-ID Business Improvement Area	Pacific Science Center	Town Hall Seattle
CityClub	PCC Farmland Trust	University of Washington-Graduate School
Copper Canyon Press	Port Townsend Film Festival	UW World Series
El Centro de la Raza	Rainier Chamber Foundation	Velocity Dance Center
Evergreen City Ballet	Richard Hugo House	Washington Center for the Book at The Seattle Public Library
Foundation for International Understanding Through Students (FIUTS)	Sea Mar Community Health Centers	Washington State Historical Society
Frye Art Museum	Seattle Art Museum	Wing Luke Museum of the Asian Pacific American Experience
GreenStage	Seattle Arts & Lectures	World Affairs Council
Historic Flight Foundation	Seattle Center Festál	
Humanities Washington	Seattle Children's Theatre	
Jack Straw Productions	Seattle Indian Health Board	
	Seattle Repertory Theatre	
	Seattle Shakespeare Company	

# FISCAL YEAR 2014

KUOW is fortunate to broadcast in one of the most active public radio listening regions in the country: Seattle, the Puget Sound region and Western Washington. In FY14, KUOW served an average of nearly 344,100 listeners\* each week. KUOW maintained an audience share of 4.4%\* this past year, with listeners averaging more than 4:15 hours\* of listening per week. KUOW ranked 6th\* among all local stations and 1st\* among the news and information stations in the Seattle-Tacoma Metro market survey of the regional radio audience. KUOW's consistently high rankings 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.

\*Source: Nielsen PPM Analysis Tool for Target Audience 6+, Mo-Su 6am-12am, Seattle-Tacoma, METRO, July 2013-June 2014.

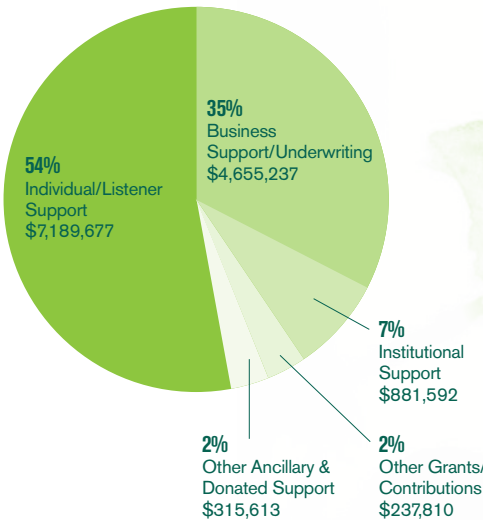
## STATEMENT OF FINANCIAL POSITION

Fiscal Year Ending June 30

ASSETS	2014	2013
Cash	\$ 4,270,703	\$ 3,289,069
Investments	\$ 7,505,770	\$ 6,391,967
Accounts Receivable	\$ 673,893	\$ 613,561
Contributions Receivable	\$ 696,668	\$ 577,821
Prepaid Expenses	\$ 42,014	\$ 24,156
Endowment held by UofW (interest and investments)	\$ 1,889,517	\$ 1,630,298
Property, Plant & Equipment, Net	\$ 2,335,448	\$ 2,712,264
<b>Total Assets</b>	<b>\$ 17,414,013</b>	<b>\$ 15,239,136</b>
LIABILITIES AND NET ASSETS		
Accounts Payable & Accrued Expenses	\$ 64,177	\$ 120,752
Salaries and Benefits Payable	\$ 427,820	\$ 423,891
Total Net Assets	\$ 16,922,016	\$ 14,694,493
<b>Total Liabilities and Net Assets</b>	<b>\$ 17,414,013</b>	<b>\$ 15,239,136</b>

## FY14 SUPPORT AND REVENUE

Total: \$13,279,929



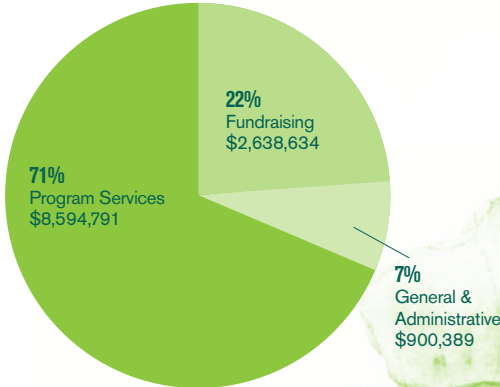
## STATEMENT OF ACTIVITIES

Fiscal Year Ending June 30

	Unrestricted Operating Fund		Unrestricted Operating Fund	
SUPPORT & REVENUE	2014		2013	
Individual/Listener Support	\$ 7,189,677	54%	\$ 6,980,723	54%
Business Support/Underwriting	\$ 4,655,237	35%	\$ 4,645,369	36%
Institutional Support (UW & CPB)	\$ 881,592	7%	\$ 936,673	7%
Other Grants & Contributions	\$ 237,810	2%	\$ 272,768	2%
Interest & Dividends	\$ 225,827	2%	\$ 115,326	1%
Ancillary Revenue	\$ 25,354	0%	\$ 24,194	0%
Donated Services & Supplies	\$ 64,432	0%	\$ 57,430	0%
<b>Total Support &amp; Revenue</b>	<b>\$ 13,279,929</b>		<b>\$13,032,483</b>	
EXPENSES				
Program Services	\$ 8,594,791	71%	\$ 7,694,986	69%
Fundraising	\$ 2,638,634	22%	\$ 2,717,889	24%
General & Administrative	\$ 900,389	7%	\$ 780,195	7%
<b>Total Expenses</b>	<b>\$12,133,814</b>		<b>\$11,193,070</b>	
Net Surplus (Deficit)	\$ 1,146,115		\$ 1,839,413	

## FY14 EXPENSES

Total: \$12,133,814





# KUOW AWARDS

JULY 2013 TO JUNE 2014

## NATIONAL ASSOCIATION OF BLACK JOURNALISTS

### 2014 SALUTE TO EXCELLENCE AWARD

"Black In Seattle" by Tonya Mosley,  
edited by Phyllis Fletcher

## RADIO TELEVISION DIGITAL NEWS ASSOCIATION UNITY AWARD

### HONORING OUTSTANDING ACHIEVEMENT IN THE COVERAGE OF DIVERSITY

"Black In Seattle" by Tonya Mosley,  
edited by Phyllis Fletcher

## RADIO TELEVISION DIGITAL NEWS ASSOCIATION REGIONAL EDWARD R. MURROW AWARDS

### SPORTS

"Seattle Underwater Hockey Team Headed  
For Nationals," by Sarah Waller

### HARD NEWS

"Fighting Foreclosure: Home Is Where  
The Bank Says It Is," by Kendra Hanna  
(RadioActive Youth Media)

### WRITING

"Lifelong Smoker Goes Into Extra Innings  
In His Fight Against 'Mr. C,'" by Madeline  
Ewbank (RadioActive Youth Media)

## SOCIETY OF PROFESSIONAL JOURNALISTS NORTHWEST EXCELLENCE IN JOURNALISM AWARDS

### GENERAL NEWS REPORTING / 1ST PLACE

"Farm Worker Harassment Draws Increased  
Scrutiny," by Liz Jones

### NEWS SERIES / 2ND PLACE

"Coal in the Northwest," by Ashley Ahearn

### SPECIAL REPORT / 1ST PLACE

"Missing Person Cases Involving Dementia  
Challenge Police," by Ruby de Luna

### SPECIAL REPORT / 3RD PLACE

"Macklemore's 'Thrift Shop' Changes Teens'  
Shopping Habits," by Varun Dhananjaya  
(RadioActive Youth Media)

### SPOT NEWS REPORTING / 3RD PLACE

"33 Women Arrested During Immigration  
Rally—including Mayor McGinn's Wife,"  
by Liz Jones

## SEATTLE WOMEN IN JAZZ

### 1ST ANNUAL AMANDA WILDE INSPIRE AWARD

Amanda Wilde, *The Swing Years  
and Beyond*



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DEAD IN THEIR TRACKS.  
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MUST SHARE WITH  
EACH OTHER.”**

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**Design** Quesinberry and Associates, Inc. | **Printing** Trade Printery

**Photography** Michael Clinard, Nick Danielson, Ethan Sobotta, Luke Woods