



# THE STORY OF US

**KUOW ANNUAL REPORT 2015**

A portrait of Caryn G. Mathes, a Black woman with long dreadlocks, smiling. The image is partially obscured by a large orange rectangle on the left and a dark grey rectangle on the right.

## CARYN G. MATHES

PRESIDENT

**THE STORY OF US** Whether you've lived in the Puget Sound region for a few months or you've been around for decades, there's no doubt your life is touched in some way every day by the incredible, exciting changes we're witnessing in Western Washington. When I had the chance to join KUOW just over two years ago, I was thrilled by the idea of coming to a region that's always looked outward and has long had its arms open to newcomers. One constant in our short history is that we've always welcomed individuals seeking a place to dig in and make incredible things happen. Yet with every wave of newcomers, with every moment of change, we witness dramatic shifts in our cultural fabric. Some of the changes are welcome; others are more difficult. And it's hard not to ask: *What knits us together in these times of change? Despite our differences, where do we find points of connection and understanding?*

There's nothing more powerful than good storytelling. Especially in moments of change like we're currently experiencing. Stories help ground and connect us like nothing else can. Sharing our stories with each other—not just the stories about when we're feeling our happiest or on our best behavior, but also stories that reveal our worries and heartaches—instills empathy. And a little empathy goes a long way these days. It's the glue that holds society together. It's where we find a shared sense of meaning and purpose.

At KUOW we uncover and tell the stories that define us as a region—the unique tales about the men and women who make this area the dynamic, pioneering, eclectic and wonderful place it is. And one of the things I'm most proud of is that at KUOW we tell these stories from the citizen level—that is, from the ground up. It's one thing to report “on” something. It's quite another to hear stories straight from the mouths of not just our friends and neighbors, but also from those with whom we might not always see eye to eye. There's no surer way to cut straight to the heart and soul of our region, to find common ground, and to uncover the common themes that knit us together.

Forget that old adage that there's two sides to every story. Often, there are dozens. We make it our responsibility at KUOW to explore as many facets of each and every story out there. We have to resist the temptation to reduce things to black and white; two sides; either/or. Our job in public media is to help you see nuance, to reveal points of tension, to stir emotion and to celebrate common ground. And one of the most effective ways to do this is through layered, compelling stories.

...“content” is not to be mistaken  
for journalism.

We stand behind the standards  
of journalism—behind the  
training, the codes of conduct,  
the ethics, and the deep dive.

An example: it can be overwhelming to hear reporting day in and day out about mass tragedies—thousands dead in an earthquake or tsunami; hundreds of thousands of people leaving Syria to seek refuge far from home. But when we hear stories about courageous individuals on a personal journey—say walking away from war, towards a better, more promising life—that’s where we find emotional resonance. That’s where hearts open and minds change.

There’s an important point to all of this. Journalistic storytelling is a craft. We live in a time when anyone with an iPhone and a blog can create and disseminate content. And as important and exciting as that can be, “content” is not to be mistaken for journalism. At KUOW, we stand behind the standards of journalism—behind the training, the codes of conduct, the ethics and the deep dive necessary to achieve layered, multifaceted storytelling predicated upon uncovering truths. It takes courage to be a truth-teller. I’m proud of our reporters and producers and everyone else at this station for their quest for truth, knowledge and understanding. They’re helping to make our community stronger and our city a better place to live.

As our region continues to change—and it will—KUOW can become a mechanism through which people become and stay connected. We need bridges to one another. KUOW is here to build them. Here’s a promise: You can count on KUOW to ground you; to connect you to your city, your neighbors and the world. We know we’re doing our job if we can draw you in with riveting stories that hold you and keep you coming back for more. And it’s our responsibility to make sure you don’t miss the larger meaning and the lasting impact inherent in these stories. There’s a special power in moving from being informed to possessing deep understanding. Understanding is a prerequisite to lasting change.

That’s the story of us. We hope you’ll continue to come along for the ride. And thank you as always for your support.

*Caryn J. Mathes*

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# KUOW PUGET SOUND PUBLIC RADIO

## JUDY ENDEJAN

### BOARD CHAIR

Just this morning, before I sat down to write this letter, I spent a few hours answering phones as part of our most recent fundraising drive. It's one of my absolute favorite things to do. The chance to talk directly with our devoted listeners and supporters, to hear from them directly, is a joy and a privilege. We hear from people from every neighborhood and every walk of life. I'm struck by both their altruism and their insatiable curiosity about their region.

The Puget Sound region is the nirvana of public broadcasting in the United States. And the support members of the community demonstrate, year in and year out, is a source of pride—both for our listeners and for us here at KUOW. I heard it on the phones this morning. Our listeners understand that KUOW is their station and that we're telling their stories.

I'm so excited to have stepped up as board chair at this amazing institution. And I want to thank my predecessor Joan Enticknap for her years of leadership and service. These are exciting days at KUOW. Caryn Mathes just completed her first full fiscal year as our president and general manager and she's brought a new dynamism and energy to a station that was already going strong when she first walked through the door. She's active, connected and a forward-thinker. As public media continues to evolve, as we continue to look for ways to attract more and more diverse listeners, it takes

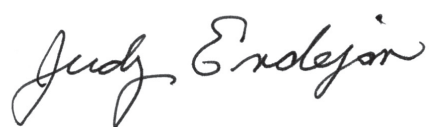
KUOW Puget Sound Public  
Radio's mission is to create and  
serve an informed public, one  
challenged and invigorated by an  
understanding and appreciation  
of events, ideas and cultures.

this kind of leadership to move things forward. Our job as KUOW's governing board is to support Caryn in getting us there.

The board itself is a committed, interested and engaged group of individual thinkers and doers. We strive more and more to make sure the board is representative of the Puget Sound community. We feel a sense of stewardship for this region and we feel the weight of our responsibility all the more because of the changes happening in our communities.

Speaking of which, KUOW is Puget Sound's public radio station. We take that point seriously, and our outreach efforts do and must continue to reach beyond Seattle's city limits. You'll continue to see us out there—from the South Sound to the islands and over to the Cascades. And we'll work our hardest to expand our news coverage into uncharted waters and get stories out there on as many platforms as possible.

I want to share a sweet story, something that happened while I was answering the phones this morning. A newcomer to Seattle, a man named Abraham, called in to make a donation. He recently arrived here from Morocco and he gave KUOW a modest amount. He took care to mention that he wanted to give more and that someday, when he is making more, he will. About a half hour later, another gentleman called in and gave a gift in honor of Abraham's story. And there's the spirit of our community in microcosm—KUOW is where we all come together to connect with this region and support each other.



**BOARD OF  
DIRECTORS FY15**

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Vivian Phillips  
Susan Ward Potts  
Jon Schorr

Thank you to **Christian Halliburton** and **Allan Steinman** (past Chair) who concluded their service as KUOW Puget Sound Public Radio Board Members in Fiscal Year 2015 (FY15) and Fiscal Year 2014 (FY14), respectively.

# The Story of Us

As the media becomes more fractious and more sensational, many of you are looking for inspiration and searching for common ground. At KUOW, we've been thinking a lot about how we can change the tenor, tone and perspective of local news.

One thing we've been particularly focused on is the story of us. We've decided to hand the mic to members of our communities. Because when we hear stories from every corner of our region—and when we hear those stories in the authentic voices of the people who are living them—we can change the way we understand one another.

In the past year, we've invested in programming, digital platforms and new initiatives that put you at the center of the story—the story of us. Take “Local Wonder.” Ask us a question about Seattle or the Puget Sound and we'll venture out for the answer. You'll read more about “Local Wonder” in the pages that follow, but perhaps the most thrilling thing about this series is not only do the questions come from you, but you also have a voice in what subjects are explored, you help shape the exploration itself, and we arrive at the answers together. It's a true community endeavor, and anyone who wants to come along for the ride is more than welcome to join us.

“Growing Pains,” a KUOW beat that examines a region in the throes of change, takes a close look at how these changes challenge us and ultimately strengthen us as a community. It's our way of striving to tell a full and complete story about what's happening in the region. We're here to give a voice to everyone; to make it easier for anyone who chooses to call the Puget Sound home to be part of the story. And this means all comers—especially new immigrant and emerging communities.



We'll keep asking, exploring and inviting **you** to be part of the story.

We continue, a decade on, to invest in RadioActive, KUOW's youth media program. It's more important now than ever to train the journalists of tomorrow, since many of the traditional training pipelines are gone or are disappearing. We're committed to providing young people in our communities with the tools to uphold journalistic excellence, to tell the stories of us in a compelling and authentic manner.

If we continue to tell engaging, dynamic stories and push them to make them available on multiple services, we can reach deeper into every pocket of this fascinating region. Whether through our terrestrial coverage, podcasts, digital media, social media and events, we're inviting you in.

The story of us is a global story. In all our local coverage, we strive to link what's happening here at home to what's going on out there in the world. We have a unique opportunity to change the way the world thinks about the Pacific Northwest. How can we be a harbinger for change, reaching far beyond the mountains and the Sound?

We'll keep asking, exploring and inviting you to be part of the story. And we love hearing from you. Stay in touch at [programming@kuow.org](mailto:programming@kuow.org).





**Do Pacific  
Northwesterners  
Have An Accent?**

# KUOW'S LOCAL WONDER

**Is the Seattle  
Freeze a  
Real Thing?**



**Why Are There  
So Few  
Mosquitoes  
in Seattle?**

**Hey Bridge Tender!  
Why Do You Keep  
Raising The Bridge?**

Here's how it works. Listeners submit questions to KUOW, asking us anything they want to know about our region. Every other month, we pull three interesting, timely and attainable questions and put them back to the listeners to vote on which they most want to see us explore. Then we put a reporter on the beat and get to work.

In the past year we've answered questions such as: *Do Pacific Northwesterners have an accent?*; *What are some of Seattle's urban legends?*; *Why are mosquitoes relatively scarce in these parts?*; and *What, exactly, sits at the murky bottom of Lake Washington?* The answers are illuminating and surprising, and these pieces have become some of KUOW's most viewed online content.

Across KUOW—and the news industry in general—there's a hunger for the unknown, for interesting and unusual stories. The relentless chase and competition in the traditional news cycle dictate what stories are explored and which are ignored. "Local Wonder" gives us the time, space and permission to explore topics we might not normally.



One of FY15's crowning achievements was the expansion of "Local Wonder," a new program that uncovers compelling and unexpected stories about our region—all driven by the curiosity and interests of KUOW listeners.

The hyper-local focus of this feature is hugely important. It's part of our commitment to turn the mic outward and give our listeners ownership in the station in a brand new way. Our listeners are now participating in the creation of original local content. And looking ahead, it's our goal to have the people submitting the questions come along for the ride and become part of the investigation with us.

One more important point about "Local Wonder": it's truly helping break barriers, both within our newsroom and between the listener community and the station itself. Internally, our newsroom and social and digital media teams are working more collaboratively than ever before, thanks in part to the launch of "Local Wonder." And as for the ever-evolving relationship between KUOW and our listeners, well—you're challenging us through "Local Wonder." Sometimes the questions you choose aren't the ones we might have expected or chosen ourselves, and that's a really good thing. In pursuing what you want to hear about, the stories that directly touch your lives, you're opening us up to new ideas.



**What's on the  
Bottom of Lake  
Washington?  
Planes, trains  
and...**

What happens when you give teenagers the tools and the training to become the media makers of tomorrow?



# KUOW's Radio Active

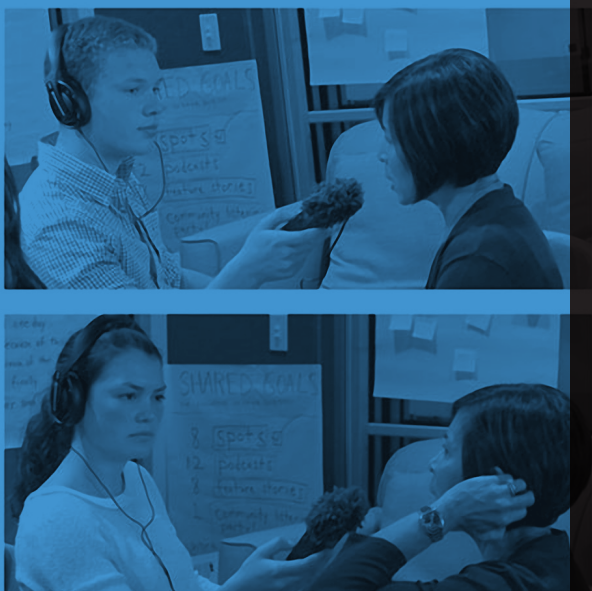


**Producers:** Jenny Asarnow and Lila Kitaeff

On one hand, we're opening young minds to the power of rich storytelling. Yet it's also a golden opportunity to train tomorrow's journalists in ways that maintain the excellence and rigid standards that have defined the news business—and public radio, in particular—for centuries. As those standards continue to erode elsewhere—in the blogosphere, or in the relentlessly fast-paced culture of much of commercial media—it's more important than ever to train the standard-bearers of the next generation of journalism.

This is why we invest in RadioActive, KUOW's youth media program. Many of the traditional training pipelines for journalists have disappeared. So we're proud to offer a program that continues to thrive and grow, combining education, encouraging community engagement, and producing award-winning content all year long. RadioActive gives 16–18 year olds throughout the Puget Sound the opportunity to learn the ins and outs of making media and telling our stories.

This year, RadioActive extended its reach even further. We created workshops for LGBTQ youth at Camp Ten Trees. And we worked with incarcerated youth at the King County Youth Corrections Center.



Young people in RadioActive continue to produce award-winning work and garner recognition, including:

- A National Murrow Award for “Seattle Catholic Students Form Underground Clubs For LGBTQ Youth” by Katherine Sims, Nina Tran and Rachel Lam.
- Two RadioActive alums chosen as New Voices scholars
- One RadioActive alum chosen to participate in NPR Next Generation Radio Project
- One winner of the Adobe Youth Voices scholarship
- One of the most shared stories in the history of kuow.org—“Why This Teen Stopped Hiding Her Dad’s Abuse”

We’ll continue to lean in to youth outreach in the coming year, expanding into neighborhoods that are underserved by traditional media and working even harder to get more diverse voices onto the airwaves. Along the way, we’re educating a new generation and introducing them to the electrifying and transformative power of journalistic storytelling.

## CONNECTING OUR REGION WITH THE WORLD

KUOW airs some of the best national and international news, information and cultural programming from independent producers from around the world.

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).

### Content Providers

NPR  
PRI  
BBC  
APM  
PRX  
CBC  
And more!

### Flagship Programs

*A Prairie Home Companion*  
*Vinyl Café*  
*Morning Edition*  
*All Things Considered*  
*This American Life*  
*The Moth*  
*Wait, Wait...Don’t Tell Me!*

### Places To Listen

94.9FM KUOW  
90.3FM KQOW–Bellingham  
1340AM KQOW–Tumwater  
KUOW.ORG  
KUOW1  
KUOW2  
KUOW3  
KUOW4 HD

## KUOW'S NEWSROOM

**Managing Editor:** Cathy Duchamp

**Senior Editor:** Jim Gates

**Editors:** Carol Smith, Derek Wang

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

**Host:** Bill Radke

**Producers:** Jason Pagano, Rob Wood

**Senior Announcer:** Guy Nelson

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

The KUOW Newsroom spends each day covering the most important local and national stories from our region. Notable reports in FY15 include:

- "Portrait of a Homeless Family: 17 months, 25 Moves"
- "Two Indias, Near and Far"
- "Goodbye, America: Frustrated, A Young Immigrant Returns to Mexico"
- "Landslide Safety All Over the Map in Washington"
- "Rail Workers Raise Doubts about Safety Culture as Oil Trains Roll On"

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

## ONLINE CONTENT KUOW.ORG

**Director, Digital Media:** Jenna Montgomery, Gil Aegerter (Interim Director March–June 2015)

**Online Editor:** Isolde Raftery

**Social Media Producer:** Bond Huberman, Sara Richards (Interim Social Media Producer March–June 2015)

**Web Producer:** Kara McDermott

KUOW.org continues to grow. In FY15, we had an average of 257,715 unique monthly visitors—a 37% increase over FY14. New online offerings include an expansion of "Local Wonder", which relied on user submitted questions to help us generate compelling local stories, and "The Seattle Story Project," a collection of first-person reflections published online.

Notable exclusive, web-only content and stories from FY15 include:

- "The Seattle Story Project" (Editor–Isolde Raftery): essays, stories told on stage, photos and zines by individuals from around our local community
- "Seattle Schools With Most Unvaccinated Students Are In Wealthier Neighborhoods"
- "Labor Intensive: High C-Section Rates"
- "Rent Too High? Compare Seattle's Neighborhoods"

*The stories listed above, and other web-only content can be viewed at [kuow.org/archives](http://kuow.org/archives).*

# CONNECTING WITH AN

## SPEAKERS FORUM

**Producer:** John O'Brien

When prominent academic, literary and political figures land in the Puget Sound, KUOW's Speakers Forum is there to make sure you have the opportunity to hear a range of diverse and electrifying lectures and discussions from these visiting luminaries.

Featured guests from FY15 included Judy Blume, Atul Gawande, Robert Reich and Dr. Cornel West.

*Speakers Forum is archived at [kuow.org](http://kuow.org).*

## WEEK IN REVIEW

**Host:** Bill Radke

**Producer:** Jason Pagano

*Fridays from 10–11am*

This round-up of the week's local news stories features a rotating panel of journalists, writers and community stakeholders discussing the issues facing our region. FY15 panelists included Crosscut's Knute Berger, writer Sherman Alexie, PRI's Live Wire host Luke Burbank, and Al Jazeera journalist Tonya Mosley, among others.

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

## THE SWING YEARS AND BEYOND

**Host:** Amanda Wilde

*Saturdays from 7pm–12am*

*The Swing Years and Beyond* features popular music from the 1920s through the 1950s, including familiar favorites and lesser-known gems. Host Amanda Wilde serves up a mix of jazz, swing, ballads, blues, show tunes and bebop, showcasing the relationships between these various musical styles. The program also brings the personalities, history and popular culture of the time into the light, helping listeners connect with the enduring nature of a uniquely American art form.

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



## NORTHWEST NEWS NETWORK (N3)

**Editor:** Phyllis Fletcher

The Northwest News Network (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.

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

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

## THE RECORD

**Hosts:** Ross Reynolds, Marcie Sillman

**Executive Producer:** David Hyde

**Managing Producer:** Todd Mundt

**Producers:** Amina Al-Sadi, Keva Anderson, Hannah Burn, Posey Greuner, Andy Hurst, Arwen Nicks, Jason Pagano, Jeannie Yandel, Kate O'Connell Walters

*Monday–Friday from 12pm–1pm*

*The Record* is a daily, locally-produced news magazine that delivers a distinct mix of local, national and international stories. Because of its unique format, *The Record* helps our listeners connect their stories with what's happening on national and international stages. It's timely, informative and often unexpected.

Notable guests from FY15 include former Congressman Barney Frank, choreographer William Forsythe, political strategist David Axelrod, authors Joyce Carol Oates and Jane Smiley, Washington State Justice Mary Yu, and Senator Patty Murray.

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

# ENGAGED REGION

## EARTHFIX

**KUOW Reporter:** Ashley Ahearn

Now in its fourth 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 examines the environmental issues happening right here in the Northwest, with a focus on energy, natural resources, sustainability and scientific research.

This year, EarthFix took a close look at the coal export trade, the effects of the Elwha River dam removal, and the politics behind the Duwamish River.

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

## BACK TO BASE AND MILITARY SERVICE, IN AND AFTER THE UNIFORM

**KUOW Reporter:** Patricia Murphy

In FY15, KUOW engaged in two new military coverage collaborations: "Back To Base," a collaboration between NPR and seven public radio stations around the country, which chronicles the lives of America's troops where they live, and "Military Service, In and After the Uniform," which explores issues important to military members and their families. In addition to KUOW, participating public radio stations include WUNC in Chapel Hill, N.C., and KPCC in Pasadena, CA.

One of KUOW's first stories for the "Military Service" collaboration made a significant impact in FY15...with a little help from Comedy Central's *The Daily Show* with Jon Stewart. Patricia

Murphy's story, "'We Can't Help You': The Message to Rural Vets About Health Care," was picked up by *The Daily Show* in March 2015 as part of a segment highlighting the shortcomings of the Veterans Affairs' (VA) Veterans Choice Program, a \$15 billion program that allows veterans to receive health care services from an outside provider if they live 40 miles or more from a VA facility. Patricia's story revealed that if you live 38 miles from a VA approved provider as the crow flies, but it takes you hours to get there because of the unique terrain of where you live—such as in the ferry-bound San Juan Islands—you were denied coverage by the VA. After the story aired on *The Daily Show*, the VA amended their 40 mile policy.

*KUOW's military stories, including our reporting for the "Back to Base" and "Military Service" collaborations are archived at [kuow.org/archives](http://kuow.org/archives).*



# Community Engagement



## THE RECORD

We took *The Record* live to South Lake Union at the Center for Wooden Boats, to discuss the city's most rapidly changing neighborhood. We met some of Seattle's newcomers and younger residents, and got to hear first hand about some of the issues that matter most to them.

## WEEK IN REVIEW LIVE

We took *Week in Review Live* to each of the city's new city council districts, starting in West Seattle at the Youngstown Cultural Center. And we heard from residents in each district about how they view the new council district structure, what they think of their candidates, and what they think the biggest priorities are for the city.



Last year, we made a promise that we were going to be on the ground in our communities much more often. After all, it's hard to share our stories if we're not out there—listening to what you're interested in, concerned about and celebrating.

This year brought more events, more engagement and more live remotes than ever before.

### STORYWALLAHS

We turned “Emerging Communities” Reporter Liz Jones’ series “Two Indias: Near and Far,” into a storytelling event for the South Asian community, with “StoryWallahs”—a “Hinglish” word meaning “storytellers.” The theme for the evening was “Misunderstood” and over 200 people came out to hear the stories of Puget Sound’s South Asian community.



### DEATH DINNER

We also created original content through strategic partnerships with others in the community. For example, we produced a “Death Dinner” with *The Record*’s co-host, Ross Reynolds. We threw a dinner party in the KUOW’s performance studio, and invited members of the hospice and palliative care community to join us for an in-depth discussion about the importance of proactive conversations around the difficult topic of dying. We videotaped the dinner and shared it as a resource for others to create their own dinners so we can continue these challenging, but important conversations.





# 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 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 FY15, we forged media sponsorships with:

- |                            |                              |                             |
|----------------------------|------------------------------|-----------------------------|
| 4Culture                   | Intiman Theatre              | Seattle Theatre Group       |
| A Contemporary Theatre Inc | Jack Straw Cultural Center   | Seattle Tilth               |
| Arab Center of Washington  | King County Library System   | Shoreline-Lake Forest       |
| Arts Council of Snohomish  | National Geographic Live     | Park Arts Council           |
| County dba. Schack         | Nordic Heritage Museum       | StoneDance Productions      |
| Art Center                 | Northwest Film Forum         | Stroum Jewish               |
| Balagan Theatre            | On the Boards                | Community Center            |
| Book-It Repertory Theatre  | One Reel                     | Tasveer                     |
| Broadway Center for        | Pacific Northwest Ballet     | The Center for Wooden Boats |
| the Performing Arts        | Pacific Science Center       | The Story People of         |
| Burke Museum               | PCC Farmland Trust           | Clallam County              |
| Chinatown-International    | Port Townsend Film Festival  | The Talented Youth,         |
| District Business          | Renton Civic Theatre         | dba NFFTY                   |
| Improvement Area           | Sea Mar Community            | Three Dollar Bill Cinema    |
| City of Bellevue           | Health Centers               | University of Washington    |
| Copper Canyon Press        | Seattle Art Museum           | UW World Series             |
| Design in Public           | Seattle Arts & Lectures      | Velocity Dance Center       |
| El Centro de la Raza       | Seattle Center               | Washington Center for       |
| Flying House Productions   | Seattle Children's Theatre   | the Book at The Seattle     |
| Fremont Abbey Arts Center  | Seattle Indian Health Board  | Public Library              |
| Frye Art Museum            | Seattle Latino Film Festival | Washington State            |
| GreenStage                 | Seattle Public Theater       | Historical Society          |
| Harlequin Productions      | Seattle Repertory Theatre    | Wing Luke Museum            |
| Henry Art Gallery          | Seattle Shakespeare          | of the Asian Pacific        |
| Hugo House                 | Company                      | American Experience         |
| Humanities Washington      |                              | World Affairs Council       |



# KUOW Awards

JULY 2014 to  
JUNE 2015

## NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS

### Latino Issues, Radio/Online Audio Journalism

"Goodbye America," by Liz Jones

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

### Feature

1st place – "What's On The  
Bottom Of Lake Washington?  
Planes, Trains, And...," by Sarah  
Waller, edited by Jim Gates  
Investigative Reporting

1st place – "Who's Buying the  
Washington State Senate?" by  
John Ryan, edited by Carol Smith  
2nd place – "Rail Workers Raise  
Doubts About Safety Culture  
As Oil Trains Roll On," by Ashley  
Ahearn and Tony Schick, edited  
by Jim Gates

### News Series

1st place – "Two Indias, Near  
And Far," by Liz Jones, edited by  
Carol Smith

2nd place – "No Time For Play,"  
by Ann Dornfeld, edited by  
Carol Smith

3rd place – "Seattle Nurse Risks  
Everything To Smuggle AIDS  
Drugs," by Jessica Partnow,  
edited by Carol Smith

### Spot News

1st place – "Mudslide Witness:  
There Were 'Belongings All Over  
The Road,'" by Phyllis Fletcher,  
edited by Carol Smith

2nd place – "Ferguson  
Protesters In Seattle Express  
Hope, Worry, Anger," by Liz Jones,  
edited by Carol Smith  
3rd place – "Shell Casings On  
The Carpet: Students Describe  
SPU Shooting Scene," by KUOW  
Staff, edited by Carol Smith

### General News

3rd place – "Seattle Catholic  
Students Form Underground  
Clubs For LGBTQ Youth," by  
Katherine Sims, Rachel Lam  
and Nina Tran, edited by  
Jenny Asarnow

### Special Report

3rd place – "An Autistic Teen's  
Guide To Impersonating Michael  
Jackson," by Meghan O'Kelley,  
edited by Lila Kitaeff and  
Carol Smith

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

### Investigative Reporting

3rd place – "Landslide Safety  
All Over The Map," by John Ryan  
and Tony Schick, edited by  
Carol Smith

## ALLIANCE FOR WOMEN IN MEDIA FOUNDATION'S GRACIES

### Outstanding Interview Program or Feature

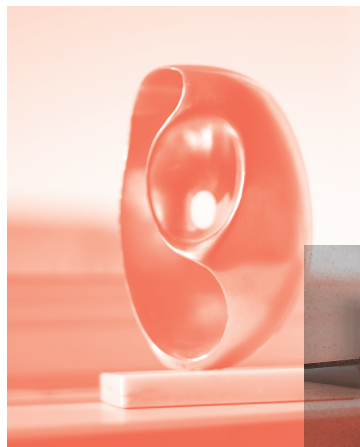
"'Gamergate' Is Just A Microcosm  
Of Sexism," by Marcie Sillman  
and Hannah Burn, edited by  
Jeannie Yandel

### Outstanding Reporter/ Correspondent

Liz Jones

### Outstanding Documentary

"Seattle Nurse Risks Everything To  
Smuggle AIDS Drugs," by Jessica  
Partnow, edited by Carol Smith



KUOW's award-winning stories  
are archived at [kuow.org/awards](http://kuow.org/awards).



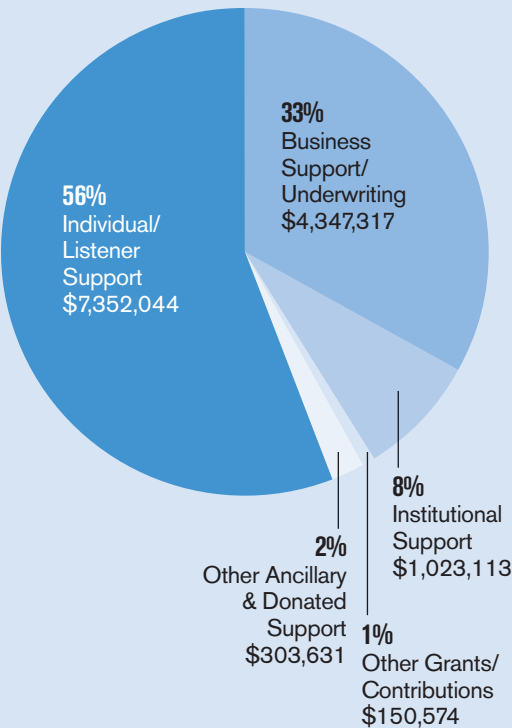
# FISCAL YEAR 2015

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 FY15, KUOW served an average of nearly 311,800 listeners\* each week. KUOW maintained an audience share of 4.2%\* this past year, with listeners averaging more than 4:45 hours\* of listening per week. KUOW ranked 8th\* among all local 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.

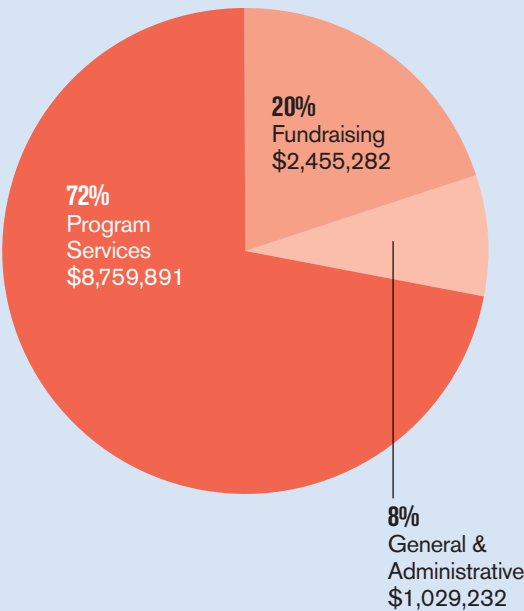
### FY15 SUPPORT AND REVENUE

Total: \$13,176,679



### FY15 EXPENSES

Total: \$12,244,405



\*Source: Nielsen PPM Analysis Tool for Target Audience 6+, Mo-Su 6am-12am, Seattle-Tacoma, METRO, July 2014-June 2015.



In FY15, KUOW served an average of nearly 311,800 listeners\* each week.

## STATEMENT OF FINANCIAL POSITION

Fiscal Year Ending June 30

ASSETS	2015	RESTATED <sup>1</sup> 2014	INFO ONLY PRIOR
Cash	\$ 5,061,606	\$ 4,270,703	\$ 4,270,703
Investments	\$ 5,765,731	\$ 7,505,770	\$ 7,505,770
Accounts Receivable	\$ 612,417	\$ 673,951	\$ 673,893
Contributions Receivable	—	—	\$ 696,668
Prepaid Expenses	\$ 67,120	\$ 42,014	\$ 42,014
Endowments (PSPR & UofW)	\$ 3,959,399	\$ 1,889,517	\$ 1,889,517
"Property, Plant, & Equipment, Net"	\$ 1,900,544	\$ 2,335,448	\$ 2,335,448
<b>Total Assets</b>	<b>\$ 17,366,817</b>	<b>\$ 16,717,403</b>	<b>\$ 17,414,013</b>
<b>LIABILITIES AND NET ASSETS</b>			
Accounts Payable & Accrued Expenses	\$ 38,002	\$ 64,177	\$ 64,177
Salaries and Benefits Payable	\$ 25,777	\$ 427,820	\$ 427,820
Total Net Assets	\$ 17,303,038	\$ 16,225,406	\$ 16,922,016
<b>Total Liabilities and Net Assets</b>	<b>\$ 17,366,817</b>	<b>\$ 16,717,403</b>	<b>\$ 17,414,013</b>

## STATEMENT OF ACTIVITIES

Fiscal Year Ending June 30

	Unrestricted Operating Fund	Unrestricted Operating Fund	
SUPPORT & REVENUE	2015	RESTATED 2014	INFO ONLY PRIOR
Individual/Listener Support	\$ 7,352,044	\$ 7,070,830	\$ 7,189,677
Business Support/Underwriting	\$ 4,347,317	\$ 4,655,237	\$ 4,655,237
Institutional Support (UW & CPB)	\$ 1,023,113	\$ 881,592	\$ 881,592
Other Grants & Contributions	\$ 150,574	\$ 237,810	\$ 237,810
Interest & Dividends	\$ 202,522	\$ 225,827	\$ 225,827
Ancillary Revenue	\$ 26,929	\$ 25,354	\$ 25,354
Donated Services & Supplies	\$ 74,180	\$ 64,432	\$ 64,432
<b>Total Support &amp; Revenue</b>	<b>\$ 13,176,679</b>	<b>\$ 13,161,082</b>	<b>\$ 13,279,929</b>
<b>EXPENSES</b>			
Program Services	\$ 8,759,891	\$ 8,594,791	\$ 8,594,791
Fundraising	\$ 2,455,282	\$ 2,638,634	\$ 2,638,634
General & Administrative	\$ 1,029,232	\$ 900,389	\$ 900,389
<b>Total Expenses</b>	<b>\$ 12,244,405</b>	<b>\$ 12,133,814</b>	<b>\$ 12,133,814</b>
Net Operating Surplus	\$ 932,274	\$ 1,027,268	\$ 1,146,115

<sup>1</sup>The financial statements for the year ended June 30, 2014, have been restated due to a change in accounting principle related to the recognition of revenue related to contributions regularly made on a monthly basis without a specific ending date. In prior years, KUOW treated these gifts as unconditional promises; however in 2015, KUOW elected to change its accounting principle to recognize the donations as each payment is made—a recurring donation, rather than an 'unconditional promise.' FY14 reflects the impact of this change.

“You can count on KUOW  
to ground you; to connect you  
to your city, your neighbors,  
and the world.”

—Caryn G. Mathes, KUOW President

KUOW Puget Sound Public Radio  
is a 501 (c) 3 non-profit organization  
which was formed in 2000 for the purpose of supporting  
and governing KUOW, with responsibility for the oversight  
of the station's management, fundraising, finances and strategic  
planning activities. KUOW is licensed to the University of Washington.

#### KUOW/PUGET SOUND PUBLIC RADIO

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