

2016 ANNUAL REPORT


PUGET SOUND STORIES

KUOW.ORG
94.9



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BY HELPING PEOPLE ENRICH THEIR PERSONAL
TRUTH THROUGH THE EYES OF OUR COMMUNITY, KUOW
WILL WORK TO BIND US TOGETHER WITH COMMON
UNDERSTANDING RATHER THAN REND US APART.

KUOW VISION STATEMENT

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**KUOW/PUGET SOUND PUBLIC
RADIO BOARD MEMBERS**

SERVING BETWEEN JULY 1, 2015 TO JUNE 30, 2016

Norm Arkans
Mark Ashida
Katharine Barrett
Shauna Causey
Nelson Dong
Jon Eastlake
Colleen Echohawk
Judy Endejan
Joan Enticknap
Pam Keenan Fritz
Indranil Ghosh
Wier Harman
Chris Higashi
Steve Hill
Dennis Kenny
Ben Klasky
Maryfrances Lignana
Caryn G. Mathes
Vivian Phillips
Scott Poepping
Susan Potts
Susan Queary
Jon Schorr
Haeryung Shin
Robert Stokes

EXECUTIVE COMMITTEE

Chair: Judy Endejan
Vice Chair: Haeryung Shin
Secretary: Dennis Kenny
Treasurer: Jon Schorr
President: Caryn G. Mathes
Development: Indranil Ghosh
Finance/Audit: Jon Schorr
Governance: Dennis Kenny
Strategic Planning co-chair: Mark Ashida
Strategic Planning co-chair: Haeryung Shin

FROM OUR PRESIDENT

PRESIDENT &
GENERAL MANAGER
CARYN G. MATHES

WHEN I FIRST ARRIVED AT KUOW THREE YEARS AGO, THERE WAS ELECTRICITY IN THE AIR, THAT ANTICIPATORY EXCITEMENT ABOUT YET-TO-BE-DEFINED CHANGE.

All around, there was a desire to try new things, an appetite to be bold, and a devotion to occupy a more central place in the lives of the people who call the Puget Sound home. All of us—KUOW’s board, leadership, our staff—agreed: now was the time. And we began asking *what kind of company do we want to be? Who do we need to be?*

It was clear even then, before a presidential election year that would ask us to evaluate our purpose and promise, that we needed to become a different kind of media enterprise. Let’s own it: none of us has truly reaped the rewards of digital media’s promise to elevate understanding and empathy in ways that bring us closer together. In many ways, having access to a whole universe of information (and misinformation) has led many to self-curate, to stick closer to our tribes, falsely assured by the familiar voices and perspectives in the echo chambers of our own creation.

We can’t let this become the norm. We in the media have a responsibility inherent in

our calling. Journalism can and should hold the fabric of society together, not push us further apart. So, as we thought about what kind of company we needed to be, we were energized by the idea that KUOW has not just the opportunity but an obligation to turn the tide away from anger and isolation; to uphold and celebrate empathy, connection and understanding. We realized that we can be a light that leads people towards different points of view and helps them see the bigger picture. We can speak truth to power and promote civility as an essential value. We decided the consequences of standing still are far scarier than going for it—thinking big, reaching higher, going bold. *And now is the time.*

So we rolled up our sleeves and we got to work. In the last fiscal year, we set out on an exciting journey, taking steps to push ourselves in a new direction. It started with the decision to pursue the acquisition of KPLU after Pacific Lutheran University decided to divest itself of public radio. Our interest in KPLU was always to preserve a vital public radio asset for the listening public. And though that journey turned out differently than we expected, the end result was a win for our community. Thanks to the generosity of KPLU’s listeners, a necessary public radio voice lives on as KNKX. Along the way, we at KUOW

threw open our doors and invited in different constituent groups. We asked for your feedback and we listened. Hearing from our communities meant we could retool, redirect and reimagine what we are and what we can be. Hearing from you galvanized us. And while some of the feedback was hard to hear, all of it sharpened our thinking and quickened our pace.

We worked side by side with consultants on a strategic business plan that lays out a solid road map to exciting new growth, opportunity and sustainability in the coming years. We worked side by side with another group on an articulation of the story at the core of the KUOW brand, as well as a new expression of our brand identity—one that reflects the organization we’ve become and pushes us toward what we aspire to be. And we worked side by side with partners on a strategic re-envisioning of our programming, one that will ensure we’re delivering local, resonant stories across multiple platforms. The sum of these efforts puts KUOW on an exciting new path, one you’ll read more about in the pages that follow.

Nearly 50 years ago, on the eve of signing the Public Broadcasting Act of 1967, President Lyndon Johnson gave a speech that was eerily prescient. In it, he said this: *“At its best, public [media] would help make our Nation a replica of*



the old Greek marketplace, where public affairs took place in view of all the citizens. But in weak or even in irresponsible hands, it could generate controversy without understanding; it could mislead as well as teach; it could appeal to passions rather than to reason."

And later... *"So today we rededicate a part of the airwaves—which belong to all the people—and we dedicate them for the enlightenment of all the people."*

That's the real promise and potential inherent in our work, isn't it? To keep the conversation out of weak and irresponsible hands. To dedicate this space to the enlightenment of all people. To be a marketplace of ideas. And we think it starts with bringing people together around story. If we can get you to sit with us for a while, to listen to someone else's triumphs and tribulations... that's powerful. Yet our work isn't done simply if

people are listening. Are we moving your heart, challenging your thinking, broadening your field of vision? That's what KUOW aims to do. And we're going for it with a new mindset, a new approach, and a new attitude.

In the end, this is all about you—our listeners, our donors and our community. We love hearing from you about how we've introduced you to people, perspectives and places that you might never have heard of or thought about. And we're thrilled at how game you are to try new things with us. Our relationships with all of you will fortify our success over the long haul. So we'll look to you to help guide and shape our editorial agenda, a move that flies in the face of decades of newsroom philosophy—one that was predicated upon the idea that those in the media were somehow the "real" keepers of truth. In contrast, our approach

will ensure you're hearing your stories, your voices, and that others are listening to your truths. Engagement with our communities will continue to be a driving practice. We'll be out there—on digital platforms and out in our neighborhoods—sharing and listening.

To quote Lyndon Johnson's speech one final time: *"We have important things to say to one another."*

As always, we thank you for your support. We can't wait to have you by our side as we move forward.

Caryn G. Mathes

FROM THE BOARD CHAIR

BOARD CHAIR
JUDY ENDEJAN



WHAT AN INCREDIBLE YEAR TO ROUND OUT MY SERVICE AS CHAIR OF THE KUOW/PUGET SOUND PUBLIC RADIO BOARD.

Fiscal Year 2016 (FY16) was marked by exciting new initiatives and investments that will help reshape KUOW in the best interests of our listeners and residents all around the Puget Sound region. In the

last year, we developed a new strategic plan, revamped the KUOW brand and audited our programming and content. Through it all, we looked at KUOW's future through a hyper local lens, asking how can we better serve our communities and give voice to the broadest possible range of people.

One huge takeaway from the effort to acquire KPLU last year was that it showed us how passionately the Puget Sound community feels about public radio. I think people care so much about public radio because they feel so passionately about our region. What happens here—in civic life as in politics; in business and the environment; in art and culture and

innovation—matters to them. And our calling in public radio is to be responsive to what matters most to the community; to tell stories that reflect their concerns and their commitments.

So in everything we do—from programming to community engagement—we're committed to localism. The stories we hear on programs like Region of Boom, Local Wonder and *RadioActive* are gems that help us deliver on our responsibility to be the place where people come together to better understand and connect to their neighbors and the region. And we're working hard to become more visible, reaching out through engagement and events and listening to your concerns and ideas. We want to be a vital partner going forward, helping you navigate the region and the changes we're seeing all around us.

This board has been willing to walk the talk, and I'm proud of what we've done together. We haven't been afraid to make investments where we've seen opportunities for return. Over the past few years, we've invested the station's resources wisely, thoughtfully and often boldly in a more vibrant future. Under the leadership of Caryn Mathes, we've begun to pursue a more dynamic path, one focused on innovation, engagement and a commitment to local issues and local voices. Our new

business plan outlines specific milestones and financial benchmarks that will help us get there. It'll guide us as we continue to make strategic investments in KUOW's future.

I love public radio passionately. Public radio fills a critical role other media doesn't, or can't, because of both our freedom from commercial interests and our responsibility to our communities. KUOW tells us stories we couldn't hear anywhere else. It's imaginative, creative, inventive and inspiring. Like our listeners, I trust KUOW deeply. It truly is the public's voice. And though I may be leaving my role as board chair, I'll always fight for public radio—for its funding; for its sustainability; for the important place it occupies in our civic dialogue. To be able to serve KUOW in this role was an honor, truly one of the most exhilarating experiences of my life.

Judy Endejan

JULY 2015–JUNE 2016
FY16

RECENT AWARDS

PUBLIC RADIO NEWS DIRECTORS ASSOCIATION (PRNDI)

FEATURE

1st place "Why Is There So Much Prostitution On Aurora Avenue In Seattle?," by Posey Gruener, edited by Jim Gates

SPORTS

1st place "The Surprising Place Where Some Seahawks Fans Gather," by Joshua McNichols, edited by Derek Wang

SPOT/DAILY NEWS

2nd place "Guess Who's Helping Seattle Homeless Veterans? Syrian Refugees," by Liz Jones, edited by Carol Smith

SOCIETY OF PROFESSIONAL JOURNALISTS

GENERAL NEWS REPORTING

2nd place "In Auburn, 911 Wants To Know If You're A Veteran," by Patricia Murphy, edited by Adam Hochberg

3rd place "Using White Privilege To Fight Racism: A Young Activist's Dream," by Paul Kiefer, edited by Lila Kitaeff and Carol Smith

NEWS SERIES

2nd place "Seattle's Homeless: No End In Sight," by John Ryan and Jeannie Yandel, edited by Carol Smith

SPECIAL REPORT

1st place "Why This Teen Stopped Hiding Her Dad's Abuse," by Noel Gasca, edited by Lila Kitaeff and Jenny Asarnow

2nd place "Why Is There So Much Prostitution On Aurora Avenue In Seattle?," by Posey Gruener, edited by Jim Gates

SPORTS REPORTING

1st place "The Surprising Place Where Some Seahawks Fans Gather," by Joshua McNichols, edited by Derek Wang

SPOT NEWS REPORTING

3rd place "International District Mourns Shooting Victim Donald Chin," by Liz Jones, edited by Carol Smith

SPOT 127 KORVA COLEMAN AWARD

"Overcoming Hurdles To Be First In His Family To Go To College," by Angela Nguyen, mentored by Lila Kitaeff, edited by Jenny Asarnow

RTDNA'S STUDENT MURROW AWARDS

OVERALL EXCELLENCE - AUDIO

"Why This Teen Stopped Hiding Her Dad's Abuse," by Noel Gasca, mentored by Lila Kitaeff, edited by Jenny Asarnow

RTDNA'S REGIONAL EDWARD R. MURROW AWARDS

CONTINUING COVERAGE

"Arctic Drilling," by John Ryan, edited by Carol Smith. This award is shared between KUOW and

KUCB-Unalaska for reporting done in Seattle and Alaska.

SPORTS

"Overcoming Hurdles To Be First In His Family To Go To College," by Angela Nguyen, edited by Jenny Asarnow

ALLIANCE FOR WOMEN IN MEDIA FOUNDATION'S GRACIES

FEATURE

"Why These Seattle Writers Launched #ShoutYourAbortion," by Jeannie Yandel and Allie Ferguson

Grand Winner: Portrait/Biography

"Why This Teen Stopped Hiding Her Dad's Abuse," by Noel Gasca, mentored by Lila Kitaeff, edited by Jenny Asarnow



THEATRE ARTIST **VALERIE C.**
"She's a theater legend. But still often the only black person in the room."



// *PUGET SOUND STORIES*

DRAG
PERFORMER

CHERDONNA S.

"Cherdonna shows there's more
than one way to be a woman"

*BY THE TIME THIS ANNUAL REPORT
LANDS IN MAILBOXES THROUGHOUT
THE PUGET SOUND REGION,*

some of you will have already noticed that
KUOW has a distinctive, dynamic new look.

Our new brand identity is a reflection of the
organization we've become and it pushes us
towards the energetic, transformative and
resonant organization we aspire to be. But
"brand" is more than the way an organization
looks. So we spent much of last year uncovering
and articulating the story at the core of KUOW.
What is our shared purpose? What do we stand
for? What do people become part of when they
join us? Why do we get up and do what we do,
day in and day out?



ACTIVIST **NESTORA S.**
 "Rendon Grandma Back From Mexican
 Prison: 'Thank God It's Over'"

People have always come together around story. Story is where we make sense of the world, pass along memory and tradition, share ideas and build understanding. We've gathered around fires, assembled in circles; we've bathed in the TV twilight late at night and gossiped in the break room in the morning. Story grabs our attention and carries us elsewhere. It shapes our beliefs and behaviors; influences and alters culture and history.

Story brings and holds people together like nothing else can.

As much of the media distracts us with the fractious and sensational, so many are searching for common ground and crave a

place for sense making. In many ways, much of today's media has squandered its promise. Conversations are increasingly more black/white; if you're not with us you're against us. And it's entirely possible for anyone who chooses to do so to walk through the day without bumping into an idea they disagree with. When so much in the media exploits the things that stratify and separate us—what is remembered, or even gets heard?

KUOW is a place for sense making. We're a nexus point, a central place to hear the stories that make up the dynamic, pioneering, one-of-a-kind character of our region. We are the place to come together around stories that reflect the diversity of experience and astounding range of voices here in the Puget Sound.

These incredible stories: They can be ordinary yet extraordinary, benign yet consequential. They hypnotize, electrify; they fascinate and provoke. Sometimes they sadden, or strike a bit too close to home. At their very best, they rattle the cage, awakening us to new ways of seeing and understanding the region and the world. And as this region changes at breakneck speed, these stories orient us, bringing together both native and newcomer around shared aspirations and ambition, and instilling a sense of wonder and pride about our region and our neighbors.

Truth, clarity and understanding are part of the promise. And sometimes that means venturing to places other media might avoid. But our job is not to play it safe. We're agent provocateur—never afraid of difference, controversy or quarrel. We'll be fearless in speaking truth to power. And we'll embrace complexity. We feel it's our job to bring the intricacies and nuance of everyday life into the light. Our credibility rests upon the idea that we're here to provoke questions, incite dialogue, expose truths and bring people together.

KUOW is where the people of our region come together around sound stories—to listen and to be heard.

HOMELESS ADVOCATE **SHARON J.**

"Worried about her homeless friends, Seattle area woman built housing project out of noodles"



// THE PATH FORWARD

ONE OF THE IMPORTANT, EXCITING UNDERTAKINGS WE BEGAN LAST YEAR WAS DEVELOPING A STRATEGIC BUSINESS PLAN.

This plan gives us a road map that will help us operationalize the principles inherent in KUOW's DNA—bringing people together around first-rate storytelling, sounding a diverse range of voices, and upholding the tenets of serious journalism. Our vision for the future promotes connection and understanding among a broad community of listeners—old and young, right and left, urban and suburban, and all racial and cultural backgrounds.

We've identified five priorities that will help get us there.



ACTORS

**MELISSA K., GABE S.,
CASSIE K., & ALIYA M.**

"Halo 5's Midnight Release Draws
A Crowd In Seattle"



LOCAL COVERAGE

We aim to be the finest possible provider of news from both within and beyond our region. In doing so, we hope to enable our audience to be better citizens of the world and participants in our local community. We intend to push hard with ever better local coverage: deeper reporting, more research, broader reach, and to establish emotional connections that resonate and connect us together.

This means we'll need a better understanding of what our current and potential audiences are

looking for, as well as benchmarks for how we're meeting those expectations. We'll also need to increase our reporting capacity outside of Seattle, specifically in the south Sound. And we'll need to invest in our content team with ongoing training and new opportunities to expand their horizons and improve their output.



PEDESTRIAN ACTIVIST **RICHARD D.**

"Move Seattle Levy Has Its Winners And Losers"



PROTESTERS

"Demonstrators Serenade President Xi's Hotel Window With Chants"

These investments will help KUOW create the best content around global trends, regional issues, neighborhood changes and personal interactions.

DIGITAL PLATFORM TRANSFORMATION

The future of media is online. And our intent is to establish KUOW as a major and influential digital news presence. To accomplish this, we must evolve from masters of terrestrial radio and become experts at attracting audiences and building communities through our website and social media networks. It'll require us to build a robust platform of digital technologies, train our existing staff to be conversant in new media platforms, build out a team of digital specialists, and create an analytic platform for assessing user behaviors and preferences so that we can continuously improve our content.

BUILDING A DIVERSE AUDIENCE

In the previous section of this report, we talked about the importance of producing stories that reflect the diversity of experience and astounding range of voices in the Puget Sound region. We're prepared to walk the talk. We have the ambitious goal of building the most diverse audience of any public news provider in the country—crossing age, race, points of view and representing the entire Puget Sound region. While this initiative has the potential to increase our audience by upwards of 20%, the real purpose is to build bridges and understanding across generations and to give voice to our multicultural community.

READ KUOW'S FULL STRATEGIC BUSINESS PLAN AT KUOW.ORG/BUSINESSPLAN

FIRE CHIEF **JAMES K.**
"Seeking Firefighters To Watch Over King County's 'Highway Of Death'"



STRENGTHENING COMMUNITY THROUGH CIVIL DISCOURSE

We've got our sights set on a more interactive, more personal engagement with the community we serve—one driven by face-to-face interactions, ongoing relationships and taking an active role in building bridges and understanding. We'll create a space for dialogue that spans political, cultural and geographical divides, introduce our communities to new voices and perspectives, and build connections between the public and KUOW content producers and on-air personalities. Getting there means KUOW will be even more present out in the community at events and through digital channels.

SETTING THE STANDARD

Journalism is facing a crisis of reputation—because expediency, politics or profit tend to set the agenda. We believe journalism has a role to play in not just informing our citizenry, but moving people to action: Did a listener discuss or share a story with her friends? Did he vote differently? Get involved?

We're embarking on a multi-year research initiative to assess our impact and determine how to increase it over time. This will be groundbreaking work. It's research that is performed by very few media entities. Our intent is to influence the industry and inspire other news organizations to improve the social impact of content and reporting.



REFUGEE
RABAH S.

"These Syrian refugees feel at home in Seattle but worry for those left behind"

// STRATEGY THROUGH STORY



REFUGEE **SONNY N.**
"You've Got Three Jobs? Welcome
To Alaska's 'Ballard North'"



HOMELESS ADVOCATES **WOMEN IN BLACK**

"Silent Vigil Honors Two Killed
At 'Jungle' Encampment"



LIGHT RAIL RIDERS **BELLA B. & ERIK N.**
 “Light Rail Benefits Don’t
 Reach Some Seattle Homeless.”

*AT THE HEART OF OUR NEW BRAND STORY
 IS THE IDEA THAT KUOW CAN BE A PLACE*

where residents and entire communities come together to share stories and to awaken new ways of seeing and understanding each other and the region. We achieve this through robust and compelling programming—incredible, multidimensional stories that embrace the diversity and complexity of our communities and introduce you to the people who call this place home.

Our strategic priorities are a guiding light as we continue to develop new content: creating broad and deep local coverage, reaching a diverse audience, strengthening community through discourse, and setting a standard for exemplary journalism.



REALTOR **KELLEY M.**
"Who's That Neighbor In The Box House?"

ASK A MUSLIM

One simple way to build empathy and understanding is by listening to each other. So, as part of what will become an ongoing series to open up new ways of thinking about other cultures, we launched Ask a Muslim. We paired Muslim community members with non-Muslims, encouraging them to do something very simple: talk, listen and be heard.

It went like this: non-Muslims had six minutes to ask questions about what it means to be a Muslim in our culture. They were encouraged to ask anything they wanted to know, even things they may have been afraid to ask. The guidelines were posted on the wall: trust, honesty and being open-minded. The conversations themselves were so rich and compelling, it was often difficult to get people to move on to the next chair. After the one-on-one exchanges, we discussed as a group about what people had learned. And then we celebrated together by enjoying a communal lunch.

Everyone who attended got a chance to learn more about the diverse range of personalities and opinions within our Muslim community. And many attendees agree they want more. Going forward, we'll use the "Ask a..." forum as an opportunity to connect communities and promote understanding.

REGION OF BOOM

One of KUOW's promises as our region changes is to be a place that brings together both native and newcomer—exploring the cost of this rapid change while instilling a sense of wonder and pride about our neighbors and our region.

Region of Boom was launched to help do just that. This series begins with a place on the map—a place that's being reshaped or transformed by the forces affecting our region. We've traveled throughout Seattle and beyond, to places like Kenmore, Shoreline and Marysville. By digging deep into these communities and talking to the people we meet along the way, Region of Boom explores what we're giving up for growth and uncovers what we're getting back in return.

And we want to hear from you. Our Region of Boom project was set up so you can tell us about a change in your neighborhood. Tell us about the disappearing places you'll miss most, or let us know how you think our region is changing for the better.



PREACHER
JON M.

"Who offers help in the Jungle?
Almost nobody."



THE JUNGLE

The Jungle is the unofficial name for a sprawling, persistent homeless encampment underneath Interstate 5. It's estimated that last year, 400 people were living in tents under a three-mile stretch of freeway.

Through an ongoing series of reporting, online forums and in-person events, KUOW explored deep inside one of the most hotly debated pieces of land in Seattle. The Jungle included an intimate look at the people who live inside the camp—their stories told in their voices.

Through months of coverage, we aimed to shed light on what systems created the Jungle, what caused it to persist, and what solutions it suggests in the city's efforts to reduce homelessness. The series took a bold, empathetic look at a complex systemic issue, putting a human face on one of our community's top priorities.



HALO 5 FANS **JULIAN Y. AND ANGIE H.**
"Halo 5's Midnight Release Draws A Crowd In Seattle"

RADIOACTIVE

What happens when you give teenagers the tools and training to become the media makers of tomorrow? RadioActive is KUOW's youth media program, offering intensive radio workshops for 16–18-year-olds throughout the year. Students learn all about radio journalism—audio recording and editing, interviewing, writing for broadcast and speaking on the air. They apply these skills by creating stories on topics of their choice.

This year, teen reporters explored white privilege and racial guilt in a conversation between musician Macklemore and their young audience. They took a look at serious issues like teen suicide and mental illness, they looked inside Seattle's diverse neighborhoods, and they explored the art of flirting. And through powerful storytelling, they answered questions like *what's it like to be young and queer in Seattle?* and *what can school administrators and students learn from each other?*

On one hand, RadioActive is opening young minds to the power of storytelling. Yet it's also a unique opportunity to meet one of KUOW's key strategic goals: training the journalists of tomorrow in a way that upholds the core tenets of our industry: excellence, truth and rigid standards.



// SOUND VOICES

WEEK IN REVIEW

HOST: Bill Radke

PRODUCER: Amina Al-Sadi, Jason Pagano
Fridays from 12 Noon to 1* p.m. and again
Friday 7–8 p.m.

Bill Radke and a rotating panel of reporters, writers, policy experts and politicians make sense of the news through a Seattle and Puget Sound lens. Notable FY16 panelists include Congresswoman-elect Pramila Jayapal, former Washington State GOP chair Chris Vance, writer Ijeoma Oluo, writer Gyassi Ross, novelist Sherman Alexie, former state Attorney General Rob McKenna, Knute Berger (Crosscut), Joni Balter (Seattle Channel/KCTS), Erica C. Barnett (The C is for Crank), Washington Policy Center's Paul Guppy and former Seattle mayor Mike McGinn.

**Week in Review moved from 10 a.m. to 12 Noon on November 20, 2015.*

BUSINESS OWNER

CHRIS L.

"Seattle Is Too Expensive For
Artists Who Help It Boom"

ERIC



BALLARD AUDIENCE WEEK IN REVIEW LIVE
 "Ballard: 'Now I Don't Know What You Would Call It'"

THE SWING YEARS AND BEYOND

HOST: Amanda Wilde
 Saturdays from 7 p.m.–12 a.m.

The Swing Years And Beyond features popular music of the 1920s–1950s, from familiar favorites to lesser-known gems. A mix of Jazz, swing, ballads, blues, show tunes and bebop showcases the relationships between these various musical styles. The program highlights the personalities, history and popular culture of the time through music and explores the enduring nature of this uniquely American art form.

KUOW'S NEWSROOM

MANAGING EDITOR: Cathy Duchamp
MANAGING PRODUCER: Todd Mundt
SENIOR EDITOR: Jim Gates
EDITORS: Carol Smith, Derek Wang
REPORTERS: Carolyn Adolph, Lisa Brooks, Paige Browning, Ruby de Luna, Ann Dornfeld, Jamala Henderson, Liz Jones, Joshua McNichols, Patricia Murphy, Amy Radil, John Ryan, Marcie Sillman, Deborah Wang
HOST: Emily Fox, Kim Malcolm, Bill Radke
PRODUCERS: Katherine Banwell, Caroline Chamberlain, Jason Pagano, Rob Wood
SENIOR ANNOUNCER: Guy Nelson
ANNOUNCERS: 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 from our region. Notable reports in FY16 include: "A Syrian Refugee Family's First Hours in Seattle," "A Man Shouts Racial Slurs in a Seattle Starbucks and the Silence is Deafening," "Seattle Kids Have Lower Polio Vaccination Rate Than Rwanda," "Trump's Rhetoric Splits Washington State's Delegation," "The Most Republican Block in Seattle," "If These Walls Could Talk" and the "Taxing Matters" Series.

SPEAKERS FORUM

PRODUCER: John O'Brien
 Prominent political, literary and academic speakers

In FY16, *Speakers Forum* featured talks by Marcus Green, Lindy West, Eli Sanders, Peggy Orenstein, Senators Cory Booker and Bernie Sanders, Ignite Seattle, Sandbox Radio, Humanities Washington's *Think & Drink*, Smoke Farm and The Ampersand series. The Seattle area hosts many great events, and we're honored to add them to our growing archive at kuow.org.

HAIR STYLIST KRISTY N.

"Seattle considers forcing developers to build affordable housing, or pay"





JUNGLE RESIDENT **JACOBO P. JR.**
"Yes, I live in the Jungle.
And so do 400 other people."

ONLINE CONTENT KUOW.ORG

DIRECTOR, DIGITAL MEDIA: Jenna Montgomery

ONLINE EDITOR: Isolde Raftery

SOCIAL MEDIA PRODUCER: Bond Huberman

WEB PRODUCER: Kara McDermott

KUOW.org continues to grow, with an average of 296,294 unique monthly visitors—a 15% growth from FY15. Our *Local Wonder* series now includes web-only stories, and Seattle Story Project (Editor–Isolde Raftery) continues with personal essays and commentary. Our top story of the year was "Man shouts racial slurs at a Seattle Starbucks. The silence is deafening."

BACK TO BASE AND THE AMERICAN HOMEFRONT PROJECT

REPORTER: Patricia Murphy

In FY16, KUOW continued our 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 "The American Homefront Project" which explores issues important to military members and their families. In addition to KUOW, participating public radio stations included WUNC in Chapel Hill, N.C., and KPCC in Pasadena, CA. During this fiscal year, Murphy reported on emerging health issues in the veterans population related to brain damage from blast injuries. Our reporting also drew attention to the problems faced by disabled incarcerated veterans who, because of paperwork delays at the Veterans Administration, leave prison impoverished and in debt to the VA. We also followed the incorporation of transgender service members by the Department of Defense.

LOCAL WONDER

Local Wonder solicits questions from our community and then listeners vote on the question that they want KUOW to cover. Reporters will investigate the story and present it on air and online. *Local Wonder* is guided by listeners and their curiosity about Seattle, our region and the people who live here. What do you wonder about Seattle, the Puget Sound region or its people?

KUOW JAZZ

LAUNCHED APRIL 18, 2016

PROGRAM DIRECTOR: Steven Williams

KUOW Jazz is a comprehensive expression of the art form, covering all of the bases from the instantly recognizable trumpet of Louis Armstrong to the groundbreaking fusion of Esperanza Spalding, and everything in between. Available for streaming 24 hours a day, seven days a week at kuow.org, via the KUOW app and on KUOW HD Channel 2.

EARTHFIX

KUOW REPORTER: Ashley Ahearn

Now in its fifth 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 uncovered illegal e-waste dumping by a Seattle company in Hong Kong. Reporters took a close look at the ballot initiative to tax carbon emissions in Washington, a controversial proposal to build a methanol plant in Tacoma, and the rise of civil disobedience protests against oil and coal trains in the Northwest. The team also broke the news of the first sighting of harmful invasive green crabs in Puget Sound.

NORTHWEST NEWS NETWORK (N3)

EDITOR: Phyllis Fletcher

The Northwest News Network, or N3, is a collaboration of public radio stations that broadcast in Washington, Oregon and Idaho. N3 reporters Tom Banse, Austin Jenkins, Anna King, Chris Lehman and Emily Schwing 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 stations include KUOW Puget Sound Public Radio, Oregon Public Broadcasting, KNKX, Spokane Public Radio, Northwest Public Radio, KLCC, Jefferson Public Radio, Coast Community Radio, KBCS, KSVR and KWSO.

NATIONAL PROGRAMMING

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

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
1349AM KQOW Tumwater
KUOW.ORG
KUOW1
KUOW2 HD
KUOW3 HD (Ended April, 2016)
KUOW4 HD (Ended April, 2016)
KUOW Jazz (Added April, 2016)

COMMUNITY ENGAGEMENT

KUOW'S PROMISE TO CONNECT WITH AND REFLECT LOCAL INTERESTS, TO BUILD A MORE DIVERSE AUDIENCE

and to promote civil discourse can't happen unless we're on the ground interacting with our communities. The past year took us to new parts of the city, giving us the chance to hear directly from you about what matters most. Through events, community engagement and live remotes, we got the chance to see new perspectives and bring clarity to a range of ideas.

STORYWALLAHS

For the second annual StoryWallahs event, we teamed up with Pratidhwani Tasveer and the Seattle South Asian Film Festival to present a collection of stories that explored the theme of Coming Home. The discussion ranged in topics like the difficulties of moving from South Asia to Seattle, to broader questions like "what does the word 'home' mean to you?"

STORYCORPS

We loaded up the *StoryCorps* trailer and took it to Seattle's New Holly neighborhood. More than 250 people came by to record conversations with their family and friends, which ranged in topic from social activism to adoption to dealing with the prospect of death.

FRONT ROW CENTER

Our book-club-for-the-arts series with Marcie Sillman traveled to more places than ever before to explore the vibrant and diverse Seattle art community. This year, Front Row Center led discussions on variety of exhibitions, performances and mediums—from *The Children's Hour* at Intiman Theatre to Lydia R. Diamond's fabulous performance "Stick Fly."

ELEPHANT IN THE ROOM

Executive producer of Community Engagement Ross Reynolds helped us understand what it means to be a Republican in 2016. With input from Republican Senatorial candidate Chris Vance, former Republican Attorney General of Washington Rob McKenna, State Representative Matthew Manweller and morning host at 570 KVI and political activist John Carlson, Reynolds helped facilitate an important conversation about a changing Republican party.

UNCAUCUS

One of our election year programs took us to bars across the city for happy-hour-like discussions that focused on the issues—NOT the candidates. These free events, hosted by Ross Reynolds and Humanities Washington's Zaki Barak Hamid, mixed fun with education by including trivia, unofficial voting and deeper discussion into campaign talking points in the agenda.



INTERNATIONAL STUDENT **MAIN.**
"Aurora Bridge Crash: International Students Far From Family, But Not Alone"

JULY 2015–JUNE 2016
FY16

MEDIA SPONSORSHIP

KUOW's media sponsorship program connects us with the local community while helping non-profits reach more people throughout the Puget Sound region. Media sponsorships also turn us outward into the community and into their cultural events, festivals, exhibitions, performances, lectures and forums. We're reaching out to more diverse communities, to traditional partners and to newly-formed organizations. We want to give our listeners new cultural experiences, while introducing them to our community partners. This is a great opportunity for KUOW to be reaching new audiences who may not be familiar with us, or who might not engage with us regularly. Media sponsorships help us achieve our goals of connecting with local communities, promoting discourse, and diving into our dynamic, engaged region.

4Culture	Civilization	Museum of History and Industry	Seattle Latino Film Festival
ACT Theatre	Columbia City Gallery	Northwest Folklife	Seattle Out & Proud, dba Seattle Pride
Alzheimer's Association	El Centro de la Raza	On The Boards	Seattle Repertory Theatre
Association for Women in Communications	Fremont Abbey Arts Center	Pacific Northwest Ballet	Seattle Shakespeare Company
Book-It Repertory Theatre	Frye Art Museum	PCC Farmland Trust	Seattle Tilth
Broadway Center for the Performing Arts	Gender Diversity	Pickford Film Center	Spaceworks Tacoma
Burke Museum	Ghost Light Theatricals	Port Townsend Film Festival	Strawberry Theatre Workshop
City Arts Magazine	GreenStage	Pratidhwani	Stroum Jewish Community Center
	Holocaust Center for Humanity	Sea Mar Community Health Centers	Tasveer
	Hugo House	Seattle Arts & Lectures	TEDx
	Jack Straw Cultural Center	Seattle Globalist	The Art of Alzheimer's
	Meany Center for the Performing Arts	Seattle Housing Authority	The Talented Youth, dba NFFTY
	Museum of Glass		Three Dollar Bill Cinema
			Town Hall
			University Heights Center
			University of Washington
			Vedic Cultural Center
			Washington Center for the Book
			Wing Luke Museum
			Youth in Focus

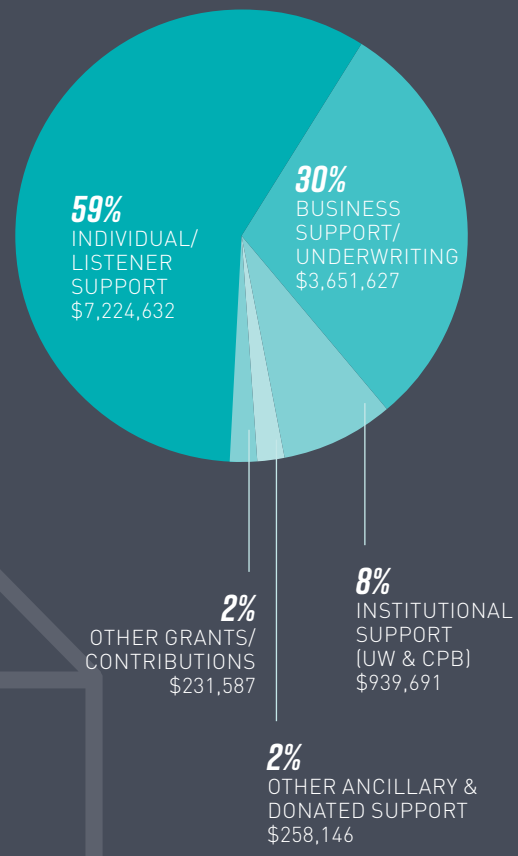
FISCAL YEAR 2016 FINANCIALS

KUOW BROADCASTS IN ONE OF THE MOST ACTIVE PUBLIC RADIO LISTENING REGIONS IN THE COUNTRY:

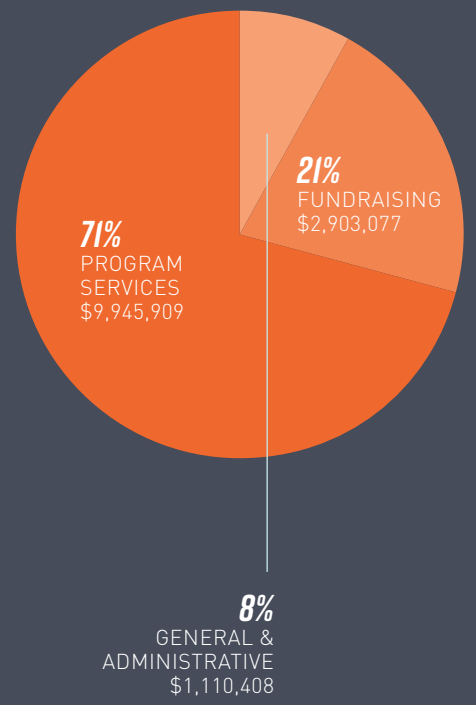
Seattle, the Puget Sound region and Western Washington. In FY 16, KUOW served an average of nearly 348,100 listeners each week. KUOW maintained an audience share of 3.9% this past year, with listeners averaging more than 4:10 hours of listening per week. KUOW ranked 8th among all local stations in the 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.

**Source: Nielsen PPM Analysis Tool for Target Audience 6+, Mo-Su 6am-12am, Seattle-Tacoma, METRO, July 2015-June 2016.*

FY16 SUPPORT AND REVENUE
TOTAL: \$12,305,683



FY16 EXPENSES
TOTAL: \$13,959,394



STATEMENT OF FINANCIAL POSITION

FISCAL YEAR ENDING JUNE 30

ASSETS	2016	2015
Cash	\$ 3,608,845	\$ 5,061,606
Investments	\$ 5,635,742	\$ 5,765,731
Accounts Receivable	\$ 396,436	\$ 612,417
Escrow	\$ 350,000	\$ -
Prepaid Expenses	\$ 63,403	\$ 67,120
Endowments (PSPR & UofW)	\$ 3,865,808	\$ 3,959,399
Property, Plant, & Equipment, Net	\$ 1,524,522	\$ 1,900,544
TOTAL ASSETS	\$ 15,444,756	\$ 17,366,817
LIABILITIES AND NET ASSETS	2016	2015
Accounts Payable & Accrued Expenses	\$ 12,943	\$ 38,002
Salaries and Benefits Payable	\$ 4,185	\$ 25,777
Deferred Income	\$ 151,000	\$ -
Total Net Assets	\$ 15,276,628	\$ 17,303,038
TOTAL LIABILITIES AND NET ASSETS	\$ 15,444,756	\$ 17,303,038



SNOHOMISH COUNTY EXECUTIVE
DAVE S. AND HEWITT
 "Everett Wrestles With Sound
 Transit's 25 Year Timeline"

STATEMENT OF ACTIVITIES

FISCAL YEAR ENDING JUNE 30

SUPPORT & REVENUE	2016	2015
Individual/Listener Support	\$ 7,224,632	\$ 7,352,044
Business Support/Underwriting	\$ 3,651,627	\$ 4,347,317
Institutional Support (UW & CPB)	\$ 939,691	\$ 1,023,113
Other Grants & Contributions	\$ 231,587	\$ 150,574
Interest & Dividends	\$ 153,401	\$ 202,522
Anciliary Revenue	\$ 26,228	\$ 26,929
Anciliary Revenue	\$ 78,517	\$ 74,180
TOTAL SUPPORT & REVENUE	\$ 12,305,683	\$ 13,176,679
EXPENSES	2016	2015
Program Services	\$ 9,945,909	\$ 8,759,891
Fundraising	\$ 2,903,077	\$ 2,455,282
General & Administrative	\$ 1,110,408	\$ 1,029,232
Total Expenses	\$ 13,959,394	\$ 12,244,405
TOTAL LIABILITIES AND NET ASSETS	\$ (1,653,711)	\$ 932,274

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PHOTOGRAPHERS:

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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.