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
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 E. Matthews
FROM THE BOARD CHAIR

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
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 I27 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

SPOT 127 KORVA COLEMAN AWARD

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.”
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?

DRAG PERFORMER
CHERDONNA S.
“Cherdonna shows there’s more than one way to be a woman”
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”
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.

THE PATH FORWARD

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”
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.
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 SONNY N.
“Your’re Got Three Jobs? Welcome To Alaska’s ‘Ballard North’.”

HOMELESS ADVOCATES WOMEN IN BLACK
“Silent Vigil Honors Two Killed At ‘Jungle’ Encampment”
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.
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.

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.

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.

**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.
BUSINESS OWNER

CHRIS L.

“Seattle Is Too Expensive For Artists Who Help It Boom”
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.
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.

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

### Statement of Financial Position
#### Fiscal Year Ending June 30

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<td>Endowments (PSPR &amp; UofW)</td>
<td>$3,865,808</td>
<td>$3,959,399</td>
</tr>
<tr>
<td>Property, Plant, &amp; Equipment, Net</td>
<td>$1,524,522</td>
<td>$1,900,544</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$15,444,756</td>
<td>$17,366,817</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
<td>$12,943</td>
<td>$38,002</td>
</tr>
<tr>
<td>Salaries and Benefits Payable</td>
<td>$4,185</td>
<td>$25,777</td>
</tr>
<tr>
<td>Deferred Income</td>
<td>$151,000</td>
<td>$–</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$15,276,628</td>
<td>$17,303,038</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$15,444,756</td>
<td>$17,303,038</td>
</tr>
</tbody>
</table>

### Statement of Activities
#### Fiscal Year Ending June 30

<table>
<thead>
<tr>
<th>Support &amp; Revenue</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual/Listener Support</td>
<td>$7,224,632</td>
<td>$7,352,044</td>
</tr>
<tr>
<td>Business Support/Underwriting</td>
<td>$3,651,627</td>
<td>$4,347,317</td>
</tr>
<tr>
<td>Institutional Support (UW &amp; CPB)</td>
<td>$939,691</td>
<td>$1,023,113</td>
</tr>
<tr>
<td>Other Grants &amp; Contributions</td>
<td>$231,587</td>
<td>$150,574</td>
</tr>
<tr>
<td>Interest &amp; Dividends</td>
<td>$153,401</td>
<td>$202,522</td>
</tr>
<tr>
<td>Ancillary Revenue</td>
<td>$26,228</td>
<td>$26,929</td>
</tr>
<tr>
<td>Ancillary Revenue</td>
<td>$26,517</td>
<td>$74,180</td>
</tr>
<tr>
<td><strong>Total Support &amp; Revenue</strong></td>
<td>$12,305,683</td>
<td>$13,176,679</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$9,945,909</td>
<td>$8,759,891</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$2,903,077</td>
<td>$2,455,282</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$1,110,408</td>
<td>$1,029,232</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$13,959,394</td>
<td>$12,244,405</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$(1,653,711)</td>
<td>$932,274</td>
</tr>
</tbody>
</table>
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.

PHOTOGRAPHERS:
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