

SOUND STORIES.

2017
ANNUAL
REPORT

SOUND VOICES.

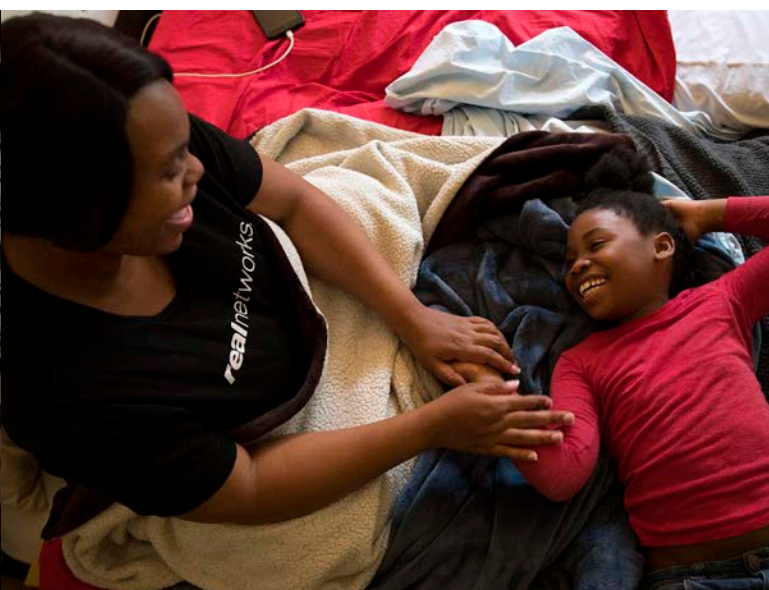


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Left to Right: "Bremerton men (and one woman) bare their tattoos," by Carolyn Adolph & Megan Farmer, Jul. 10, 2017; "As Trump's travel ban loses, Syrian family reunites at Sea-Tac," by Liz Jones, Feb. 9, 2017; "Why you'll see the South Vietnamese flag flying in Seattle," by Thanh Tan, Oct. 31, 2017; "District didn't want us to visit this struggling Seattle school," by Ann Dornfeld, Oct. 18, 2017; "Is Amazon's diversity problem a Seattle neighborhood problem?" by Joshua McNichols, Dec. 15, 2017; "Her landlord raised the rent, so she and the kids slept in their car," by Carolyn Adolph, Jul. 13, 2017



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

KUOW MISSION STATEMENT

FROM OUR PRESIDENT

SOUND STORIES.
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CARYN G. MATHES
PRESIDENT AND
GENERAL MANAGER

AS I REFLECT BACK ON 2017, I THINK FIRST OF THE STORIES THAT DEFINED THE MOMENT—A STAGGERING AND ASTOUNDING ARRAY OF EVENTS THAT GRABBED OUR ATTENTION, SPARKED CONVERSATION AND AT TIMES CHALLENGED OR INSPIRED US IN DIFFERENT WAYS. On the global stage, there was North Korea, the Paris climate agreement and allegations of Russian interference in democratic elections. Nationally, we witnessed Charlottesville, sweeping tax legislation and the rise of #MeToo. And here at home, Seattle toughed it out under four mayors, while our broader region navigated the effects of unprecedented growth.

It's an incredibly thrilling time to be working in public media, a watershed moment for journalists and, more importantly, for the people we serve. Last year we witnessed a news cycle defined by its relentless pace and marked by extraordinary attacks on the free press. Even darker was the phenomenon of unpopular reporting being sullied with the label "fake news" and straight-faced claims to "alternative facts." We've also experienced rapid technological change and a noisier and more crowded media landscape. How was anyone to cut through the din and focus on truth, clarity and understanding?

This question is what made KUOW's work so essential. Our mission: *to create and serve an informed public, one challenged and invigorated by an understanding and appreciation of events, ideas and cultures.* From the stories we told to the range of voices we invited in, KUOW asked new questions, brought new perspectives to light and embraced the heightened sense of urgency about our mission. Our calling is to promote dialogue, to expose truths and to bring people together around sound stories told by sound voices.

Sound Stories. Sound Voices. This is our promise to you. On one hand, it pegs our geographic place, signaling that we'll examine, elevate and celebrate the pioneering, one-of-a-kind spirit of the Puget Sound region. It also upholds our principal medium. Our stories are driven by the singular power of audio and the human voice—intimate, and marked by unmistakable character, texture and dimension. And importantly, it ensures that our editorial approach will always be sound. KUOW will be worthy of your trust, championing the tenets of journalism—ethics, veracity, independence and context. We won't shy away from controversy, nor will we ignore subtext and nuance.

And how did this promise play out in our service to you? For one thing, we continued to focus on local, "outside-in" reporting—handing the mic to the community and bringing you stories that reflect the full range of voices, experiences and ideas that define our region. KUOW's Region of Boom reporting team tracked growth throughout the region and heard from those who have experienced opportunity and others who have felt disruption or displacement. This team also launched *Prime(d)*, a six-episode, pop-up podcast with national appeal that explored the intricacies of Amazon's decision to look for a second headquarters and what it might mean for the people of the city that ultimately wins the bid.

We also expanded audience engagement by getting out into the community and talking with you in person. In 2017, KUOW was present at over 45 events throughout the region, and we produced some of our very own. We took our Listening Tours beyond the city limits and met people in Kent, Bremerton, Marysville and Black Diamond to see how our region's growth is changing and challenging people beyond Seattle. And our "Ask A..." series stayed on track to realizing the kind of change we want to see in the world, pushing towards a more clear-eyed appreciation of the

issues, ideas and people who are different from us. "Ask a Newcomer," "Ask a Cop," "Ask a Trump Supporter," "Ask a Muslim"—these events fostered deeper empathy and understanding via face-to-face conversations.

Further, we continued to think beyond radio, looking for new ways to innovate in the digital realm and deliver content on multiple platforms. In 2017, KUOW launched a robust new app, as well as four podcasts—*terrestrial*, *How's Your Day?*, *Second Wave* and *Prime(d)*. These helped us reach out to new audiences, establish community dialogue that created bridges between different points of view, and provide flexible experiences for our listeners, allowing them to tune in where and when they want.

Sound Stories. We dig deep, moving beyond soundbites, tweets and surface-level analysis. We explore different sides of every story, giving listeners a deep, immersive and multifaceted view. We provide clarity, dimension and truth. We stand with the facts, and we'll continue to put it all on the line for your right to know.

Sound Voices. We invite and engage different perspectives, voices and opinions. We challenge established convention, assumptions, beliefs and biases. Done right, this approach leads to healthy conversation, deeper empathy and understanding, more open minds and stronger community.

You won't want us out of earshot for a minute.

Our deepest thanks, as always, for your support,



Caryn G. Mathes, President and General Manager

KUOW/PSPR BOARD FY 17 ROSTER

- Virginia Anderson
- Norm Arkans
- Mark Ashida
- Shauna Causey
- Nelson Dong
- Colleen Echohawk
- Judy Endejan
- Indranil Ghosh
- Wier Harman
- Chris Higashi
- Steve Hill
- Randy Hodgins
- Hanson Hosein
- Dennis Kenny
- Maryfrances Lignana
- Caryn G. Mathes
- Andy McGovern
- Nicholas Patrick
- Vivian Phillips
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- Jon Schorr
- Haeryung Shin
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- Indranil Ghosh, Vice Chair/
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SOUND STORIES.
SOUND VOICES.

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FROM OUR BOARD CHAIR

SOUND STORIES.
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HAERYUNG SHIN
BOARD CHAIR

AS MY FIRST FULL YEAR AS KUOW BOARD CHAIR COMES TO A CLOSE, I FEEL PROUD OF THE WORK WE'VE DONE, GRATEFUL FOR OUR MEMBERS AND LISTENERSHIP, AND ENERGIZED AND OPTIMISTIC ABOUT WHAT'S TO COME.

You read that right: energized and optimistic. We are a nation and society of varied and complicated interests, yet at our core we are fundamentally idealistic. We thrive on the exchange of ideas and opinions—not only those we already believe in, but also those that challenge us, that spur dialogue and that inspire change.

Especially in this moment of uncertainty and discord in our national conversations, KUOW has the opportunity to lead the way with exceptional content and one-of-a-kind stories that facilitate challenging conversations, lead to greater understanding of issues and create a spark. And as we finish the first “push” year of our strategic plan, it’s truly exciting to see thoughts and ideas translated into action. For example, our plan asked: how do we better serve our region? As the region changes, as we get bigger and become more diverse, as the nation and the world look with renewed interest at what happens here, we at KUOW have had to reexamine the idea of local—*what* is local? *who* is local?—and think hard about how we extend that idea into our storytelling. You’re already seeing the results in compelling content like our coverage of homelessness and growth in the Puget Sound area. And there’s so much more to come.

Our Board of Directors continues to be engaged, energized and growing in our inclusivity and understanding of the challenges of the current media landscape. We’ve welcomed millennials and immigrants, transplants from other cities

and longtime locals, more people of color and voices from across the political spectrum to the table. These voices are clear, distinct and strong, and they are representative of the voices of this place we all call home. It’s a testament to the power and promise of KUOW that we’ve been able to draw such talent, drive and diversity to our team.

When I look around the room at a board meeting or KUOW event, I see what’s possible. I see people who are as driven by and invested in ethical, independent journalism as I am, and as I know you are. I see people who are ready to explore and share new perspectives. I see the current and next generations of supporters—of KUOW and of our region—listening, being heard and connected through stories that make a meaningful impact in our communities and in our lives.

Here’s to that, and to moving forward together.

A handwritten signature in black ink, appearing to read 'Haeryung Shin', with a long, sweeping horizontal line extending to the right.

Haeryung Shin, Board Chair

**PUBLIC RADIO
NEWS DIRECTORS
INCORPORATED**

ENTERPRISE/INVESTIGATIVE

Winner "Upon arrival," by Liz Jones, edited by Carol Smith

SPORTS FEATURE

Winner "Dressed like women warriors, these girls step into their heritage," by Marcie Sillman, edited by Jim Gates

STUDENT SOFT FEATURE

Winner "I was homeless and my life was trash. Then this Seattle family took me in," by April Reyes, mentored by Nina Tran, edited by Jenny Asarnow

BEST USE OF SOUND

Runner-Up "Out of the Jungle," by Joshua McNichols and Kate Walters, edited by Carol Smith and Whitney Henry-Lester

COMMENTARY

Runner-Up "Albinism and me: how my genetic condition makes my ethnicity invisible," by Kamna Shastri, edited by Jenny Asarnow

**SOCIETY OF PROFESSIONAL
JOURNALISTS**

**GENERAL NEWS AUDIO
REPORTING**

Winner "They lost their son and daughter to murder-suicide. Now they're pushing for gun control," by Amy Radil, edited by Jim Gates

Runner-Up "Can the middle class lifestyle my Seattle grandparents had ever be achievable again?" by Emily Fox, edited by Carol Smith

**INVESTIGATIVE AUDIO
REPORTING**

Winner "Out of the Jungle," by Joshua McNichols and Kate Walters, edited by Carol Smith and Whitney Henry-Lester

Runner-Up "Hollow columns holding up I-5, I-405 bridges could implode in major quake," by John Ryan and Carolyn Adolph, edited by Carol Smith

AUDIO NEWS SERIES

Winner "Health of the uniform," by Patricia Murphy, edited by Adam Hochberg

SPORTS AUDIO REPORTING

Winner "Dressed like women warriors, these girls step into their heritage," by Marcie Sillman, edited by Jim Gates

Runner-Up "This is what a concussion sounds like," by Conor Gormally, mentored by Lila Kitaef, edited by Carol Smith

VIDEO NEWS SERIES

Winner "Battle ready: the military's environmental legacy in the Northwest," by Katie Campbell with EarthFix

**RTDNA'S REGIONAL EDWARD
R. MURROW AWARDS**

EXCELLENCE IN INNOVATION
RadioActive Youth Media

FEATURE REPORTING

"I was homeless and my life was trash. Then this Seattle family took me in," by April Reyes, mentored by Nina Tran, edited by Jenny Asarnow

HARD NEWS

"They lost their son and daughter to murder-suicide. Now they're pushing for gun control," by Amy Radil, edited by Jim Gates

NEWS DOCUMENTARY

"Out of the Jungle," by Joshua McNichols and Kate Walters, edited by Carol Smith

NEWS SERIES

"Upon arrival," by Liz Jones, edited by Carol Smith

**KORVA COLEMAN
EXCELLENCE AWARDS**

AUDIO AWARD

Winner "How a sixgill shark got this introverted teen to talk," by Surya Hendry, mentored by Nina Tran, edited by Jim Gates

WEBBY AWARDS

**PODCASTS & DIGITAL
AUDIO—BEST WRITING**

How to be a Girl,
by Marlo Mack, edited by
Jim Gates and Whitney
Henry-Lester

**ADOBE CREATIVITY
SCHOLARSHIPS**

A full scholarship awarded competitively to participants in Adobe Youth Voices-affiliated programs around the world, including RadioActive.

2017 Winners: Noel Gasca, Emerson College; Feven Mekonnen, The Evergreen State College

RECENT
AWARDS

SOUND STORIES.
SOUND VOICES.

// 2017 HIGHLIGHTS

STRATEGIC BUSINESS PLAN UPDATE

IN 2016, WE LAUNCHED OUR FIVE-YEAR STRATEGIC PLAN TO ENSURE WE THRIVE IN THIS RAPIDLY CHANGING MEDIA LANDSCAPE. DURING 2017, WE MADE SIGNIFICANT ADVANCES IN EVERY ONE OF OUR SIX INITIATIVES. KEY HIGHLIGHTS INCLUDE:

SOUND STORIES.
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LOCAL CONTENT

Producing exceptional local news and programming starts with investing in talented reporters, editors and producers. During 2017, KUOW hired its first Chief Content Officer and Photojournalist. We approved hiring two new Editors, an additional Online Editor and a Social Media Strategist. This investment makes possible the compelling content you expect from KUOW.

ORGANIZATIONAL EXCELLENCE

Our newly formed Racial Equity Team ensures that KUOW's racial equity, diversity and inclusiveness values are demonstrated in our actions at the station and beyond. Sponsored by President and General Manager Caryn G. Mathes, the team has already implemented and strengthened diversity policies and practices.



MARKETING

While you may have noticed our new brand identity and tagline—*Sound Stories. Sound Voices.*—we are busy building capabilities to ensure KUOW content and programming are discoverable via emerging channels like smart speakers. During 2017, KUOW hired its first Chief Marketing Officer to expand the impact we are having within our region and beyond.

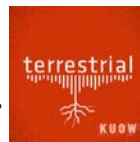


DIGITAL

KUOW continues to grow beyond traditional radio with investments in KUOW.org, social media and our mobile app. During 2017, we also launched four acclaimed podcasts that together garnered more than **one million** downloads.



4/20/17



5/2/17



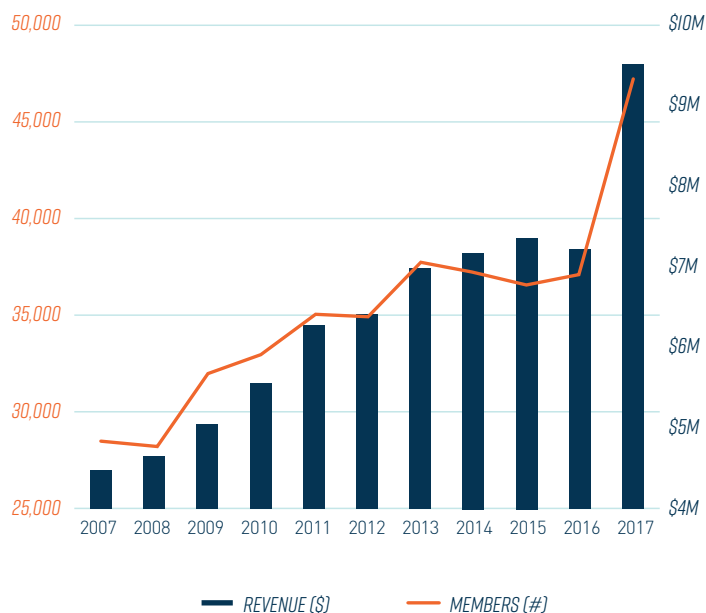
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11/2/17

COMMUNITY ENGAGEMENT

During 2017, we took KUOW into the community and met our audience where they are. We worked on more than 45 events, including an evening of storytelling about what, as a member of the Indian or South Asian community, it means to belong; a conversation about how white people can foster racial justice; and a number of moderated discussions on such pressing issues as the reach of presidential power and the modern free speech movement on college campuses.



REVENUE

During the past ten years, revenue from individual members has more than doubled, from approximately \$4.5 million in 2007 to \$9.5 million in 2017. Your generosity makes our work possible—thank you.

STRATEGIC

SOUND STORIES.
SOUND VOICES.

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BUSINESS

PLAN

UPDATE

// 2017 PROGRAMMING HIGHLIGHTS

ARTS & CULTURE

THE PUGET SOUND AREA ABUNDS WITH ARTISTS, ACTIVISTS, ICONS AND INNOVATORS, AND 2017 OFFERED NO SHORTAGE OF OPPORTUNITIES TO CELEBRATE, EXPLORE AND DISCUSS THEIR WORK. WE LOOKED TO THE PAST AND EXAMINED THE PRESENT, CONNECTING WHERE WE'VE BEEN TO WHERE WE ARE NOW AND WHERE WE'RE HEADED NEXT. HERE ARE SOME HIGHLIGHTS OF KUOW'S ARTS AND CULTURE COVERAGE IN 2017.

FEATURED STORY

HOW SEATTLE'S GANG OF FOUR CHANGED THE ACTIVISM PLAYBOOK

Ruby de Luna, November 5, 2017

When people from different backgrounds join forces around common goals, great things are possible. In November, KUOW's Ruby de Luna shared the story of four activists—nicknamed the Gang of Four—who reached across racial lines in the 1960s and '70s to give voice and power to Seattle's ethnic minorities, changing the activism playbook along the way. While the Gang of Four made its first mark on our region decades ago, the impact of their work in advancing racial equity and coalition building can be felt across communities to this day.



FEATURED REPORTER

MARCIE SILLMAN

Marcie Sillman is an arts reporter who has helped shape KUOW programming since 1985. She has produced and co-created multiple long-running programs; was the local voice of NPR's flagship news magazine, *All Things Considered*, for five years; and produced in-depth audio portraits and documentary series as KUOW's first-ever special projects reporter. Her stories in 2017 continued to cover the faces, changes and history of art and culture in the Puget Sound region.

SOUND STORIES.
SOUND VOICES.

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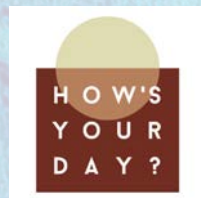
FEATURED EVENT
FRONT ROW CENTER

January – December 2017

This series of nine in-person events, offered in partnership with local arts organizations throughout 2017, invited participants to experience and discuss art together. From live theater to ballet and symphony performances, museum exhibits and more, each event offered connection, conversation and a glimpse into the creative process. It's all part of our ongoing work to bring people together and celebrate the rich and diverse cultures of our region.

"A podcast that perfectly understands the nuances and tragedy of life with both empathy and intelligence. The storytelling will stay with you for days."

— **BOBBY A.**
iTUNES REVIEW



FEATURED PODCAST
HOW'S YOUR DAY?

TELLING YOU A STORY YOU DON'T KNOW FROM A DAY WE ALL REMEMBER.

Hosts: Arwen Nicks and Shane Mehling

Where were you on 9/11? What about when you learned Princess Diana died? Or when Mount St. Helens erupted? Launched in April 2017, *How's Your Day?* revisits iconic events, shifting the focus to a story from someone's life on that day. Innovative, deeply personal narratives add a new dimension to landmark moments in history. These are little-known, first-hand accounts from those who experienced triumphs and tragedies while the world was looking somewhere else.

ARTS

PROGRAMMING:
ARTS & CULTURE

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// 2017 PROGRAMMING HIGHLIGHTS

DAILY NEWS

YOU COUNT ON KUOW TO KEEP YOU INFORMED EVERY DAY. FROM THE NEWS OUT OF WASHINGTON D.C. TO SEATTLE'S MAYORAL RACE, WE DELIVERED THE BIG STORIES OF 2017 WITH A BOLD SENSE OF URGENCY, CURIOSITY AND AN UNFLAPPABLE COMMITMENT TO THE HIGH STANDARDS OF INDEPENDENT JOURNALISM. THESE ARE SOME STANDOUTS FROM OUR DAILY COVERAGE.

SOUND STORIES.
SOUND VOICES.



Top to Bottom: "Trump's latest travel ban met with prayer in Seattle," by Liz Jones, Oct. 19, 2017; "Aloha spirit' is behind Hawaii's fight against Trump's travel ban," by Kim Malcolm & Katherine Banwell, Dec. 5, 2017

FEATURED EVENT

NEWS QUIZ AT THE NEPTUNE THEATRE

May 24, 2017



At KUOW, we like to dive deep into the issues that matter, but we also like to have fun. Last May, Bill Radke hosted a night of entertainment at Seattle's Neptune Theatre that combined both. In front of a sold-out crowd (over 800 in attendance!), we tested contestants' news knowledge and featured several celebrity guests joining in on the quiz action—*Jeopardy!* champion Ken Jennings, writers Sherman Alexie and Lindy West and radio host Luke Burbank (pictured left with Radke).

FEATURED STORY

ROLLER COASTER OF HEARTBREAK AND FURY AT SEA-TAC IN WAKE OF TRUMP ORDER

Liz Jones and Isolde Raftery,
January 28, 2017

We entered 2017 expecting it would be a busy news cycle, and the travel ban got things off to a fast start. Since the day President Trump signed the executive order banning travel from several majority-Muslim nations—and Washington State Attorney General Bob Ferguson filed the first lawsuit against it—our reporters have covered the story. In this piece, Liz Jones and Isolde Raftery reported on the emotional scene at Sea-Tac Airport, describing the disappointment and despair of families awaiting the arrival of loved ones. They also addressed the intense and swift reaction by our community and elected officials, astutely demonstrating how quickly a national event has local ramifications.

“It was moving
and powerful to
hear a personal
story of how a
family in our area
was affected by
the travel ban.”

— **SARA Y.**

EXCERPT FROM
AN EMAIL TO LIZ JONES

FEATURED PODCASTS

THE RECORD AND WEEK IN REVIEW

Host: Bill Radke

Throughout 2017, *The Record* and *Week in Review*—both on-air programs also released as podcasts—continued to put the news into context and dig into important stories. Every Monday through Thursday on *The Record*, host Bill Radke explores ideas and issues that matter most to the Puget Sound through in-depth, candid conversations. On Friday, he and his panel of guests, from community leaders and elected officials to fellow journalists and local personalities, parse and discuss local, state and national news on *Week in Review*, representing the diverse voices and perspectives of our region. Guests this year included Rob McKenna, Kshama Sawant, Sydney Brownstone, Dan Savage and Ijeoma Oluo.



FEATURED HOST

BILL RADKE

Bill Radke hosts *The Record* and *Week in Review* for KUOW. He started with the station in 1985 as a University of Washington student, hosting multiple shows for KUOW, NPR and American Public Media since then. He continued his focus on important issues facing both our region and nation in 2017, collaborating on stories that ranged from technology and Seattle’s homeless crisis to racial micro-aggressions and sexual harassment.

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PROGRAMMING:
DAILY NEWS

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// 2017 PROGRAMMING HIGHLIGHTS

ENVIRONMENT

FROM OUR IN-DEPTH REPORTING TO AN EXCITING NEW PODCAST, KUOW CONTINUED TO DEMONSTRATE LEADERSHIP IN ENVIRONMENTAL COVERAGE. THROUGH OUR OWN PROGRAMMING AND IN PARTNERSHIP WITH THE AWARD-WINNING EARTHFIX NETWORK, WE KEPT YOU UP TO DATE ON THE MOST IMPORTANT ISSUES IN THE PACIFIC NORTHWEST. HERE ARE SOME HIGHLIGHTS OF OUR 2017 COVERAGE.

SOUND STORIES.
SOUND VOICES.

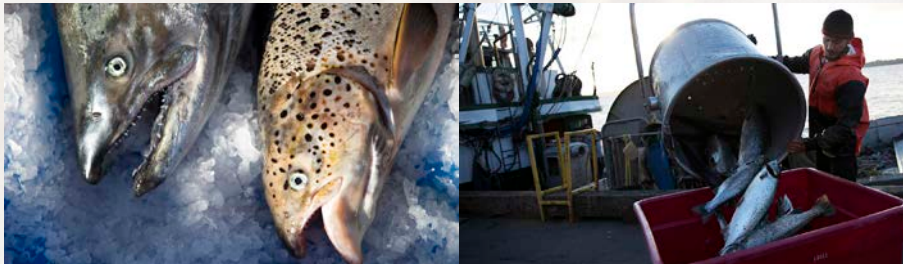
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FEATURED STORY

OFFICIALS TRY TO BLAME ECLIPSE, TIDES FOR ATLANTIC SALMON SPILL IN PUGET SOUND

Courtney Flatt and John Ryan, August 22, 2017

When over 160,000 farmed Atlantic salmon escaped from collapsed net pens off the coast of Cypress Island in August, it posed a major environmental threat to the waters and fish of our region. Courtney Flatt and John Ryan covered this incident closely, investigating its causes, the excuses given by officials and the long-term impacts it could have in our area. Their piece marked the beginning of our comprehensive coverage, including interviews with the Department of Natural Resources and Cooke Aquaculture, the owner of the collapsed pens, as well as an exclusive two-part series on the future of fish farming in the Pacific Northwest.



FEATURED EVENT

IN CONVERSATION WITH SALLY JEWELL

terrestrial | August 30, 2017

This exclusive interview with Sally Jewell, the former U.S. Secretary of the Interior under Barack Obama, brought a packed crowd to the Mountaineers Program Center in Sand Point. In a candid talk with *terrestrial* host Ashley Ahearn, Jewell discussed her time working in the Obama administration, the Bundy occupation of the Malheur Wildlife Refuge, the fight at Standing Rock and Native American rights. She also gave her take on how business and politics impact our environment and the big questions facing federal agencies under the Trump administration.



"It's the most polluting time of the year. Your airline choice could help," by John Ryan, Dec. 21, 2017

FEATURED PARTNER **EARTHFIX**

EarthFix, our partnership with seven local public media organizations, ensures we can deliver timely environmental coverage relevant to our region and beyond. In 2017, we reported on such issues as how a proposed increase in national park entrance fees would affect visitors and the devastation left in the wake of wildfires.

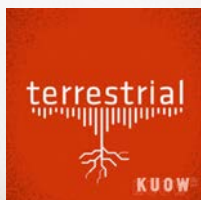
FEATURED PODCAST

TERRESTRIAL

EXPLORING THE CHOICES WE MAKE IN A WORLD WE HAVE CHANGED.

Host: Ashley Ahearn

Host Ashley Ahearn travels the country to bring listeners stories about people making tough choices in the face of environmental transformation. This year, Ahearn covered such topics as composting our bodies and the connection between pollution and racial inequality, and she asked difficult questions about the ethics of having kids in the era of climate change and whether a person who travels by airplane can call herself an "environmentalist."



"A must listen
for anyone who is
environmentally
aware and perhaps
even more important
for those who aren't,
and it's another
win for public
radio-sponsored
podcasting."

- **LPASQUINA**
iTUNES REVIEW

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PROGRAMMING:
ENVIRONMENT

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// 2017 PROGRAMMING HIGHLIGHTS

REGION OF BOOM

AS THE PUGET SOUND REGION SAW FURTHER GROWTH, OUR COVERAGE LOOKED AT NOT ONLY WHAT HAPPENED WITHIN SEATTLE BUT ALSO HOW SHIFTING DEMOGRAPHICS AND RISING COSTS HAVE IMPACTED COMMUNITIES THROUGHOUT THE REGION. HERE ARE SOME STANDOUTS FROM 2017.

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"A robot wrote this headline! Your job is next,"
by Carolyn Adolph, Joshua McNichols &
Posey Gruener, Dec. 21, 2017



FEATURED PODCAST

PRIME(D)

WHAT HAPPENS WHEN AMAZON COMES TO YOUR TOWN?

Hosts: Carolyn Adolph and Joshua McNichols

In September, Amazon kicked off a nationwide competition to find a location for its second headquarters (HQ2). In October, we launched a podcast to provide insight to residents of prospective HQ2 cities, and to take a more in-depth look at how large tech companies transform the fabric of our civic and political life. Through rich conversations, we found out what happens to a place and the people who live there when Amazon comes to town.

"I appreciate the way you ask questions and really seek to get an understanding from the people in the community. It's really important."

— **KARL H.**

EXCERPT FROM AN INTERVIEW WITH CAROLYN ADOLPH

"A homeless man meets the developer who pushed him out. Surprisingly, they like each other," by Joshua McNichols, Sep. 19, 2017



FEATURED STORY

BLACK LIFE IS DRAINING OUT OF SEATTLE, CENSUS SHOWS

Carolyn Adolph, May 13, 2017

We know that dozens of people move to Seattle each day, but who is moving out? And where are they going? In this piece, Carolyn Adolph took a close look at one crucial impact of skyrocketing rents in Seattle—significant migration of African-Americans to South King County. Once forced into particular Seattle neighborhoods by discriminatory housing policies, African-Americans now find themselves being pushed out of the city altogether. This shift makes clear that new growth creates both opportunities and challenges.



Top to Bottom: "Bremerton men (and one woman) bare their tattoos," by Carolyn Adolph & Megan Farmer, Jul. 10, 2017; "Her landlord raised the rent, so she and the kids slept in their car," by Carolyn Adolph, Jul. 13, 2017

FEATURED EVENTS

LISTENING SESSIONS IN FOUR AREAS

In preparation for our Region of Boom team's 2017 coverage of growth and development in the Puget Sound region, we wanted to find out how local neighborhoods outside of Seattle were feeling the impact of the city's increasing population. We gathered small groups in community centers, coffee shops and libraries in Marysville, Black Diamond, Bremerton and Kent to ask residents about the benefits and challenges of growth. Hearing from members of these communities allowed their stories and perspectives to guide our coverage of one of the most pressing local issues of the past year.

FEATURED REPORTERS

CAROLYN ADOLPH AND JOSHUA MCNICHOLS

Carolyn Adolph and Joshua McNichols, members of the Region of Boom team and hosts of *Prime(d)*, cover Seattle's growth and the challenges it presents to our region. In the fall of 2017, after exploring neighboring cities and before tackling Amazon's HQ2, the team focused on the big ideas of Seattle's Housing Affordability and Livability Agenda (HALA): building new housing, bringing poor and middle-income residents into traditionally wealthy neighborhoods, moving middle-income residents into lower-income neighborhoods and strengthening communities.



REG

PROGRAMMING:
REGION OF BOOM

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ION

OF

BOOM

// 2017 PROGRAMMING HIGHLIGHTS

SOUND VOICES

THE VOICES OF THE PUGET SOUND REGION ARE STRONG; THE STORIES AS COMPELLING AND DIVERSE AS THE PEOPLE AND COMMUNITIES TO WHICH THEY BELONG. THE STORIES KUOW PRODUCED IN 2017 AMPLIFIED THESE VOICES MORE THAN EVER, INVITING AUDIENCES TO GATHER, TO LISTEN AND TO BE HEARD. HIGHLIGHTS OF OUR 2017 COVERAGE ARE SHOWN HERE.

SOUND STORIES.
SOUND VOICES.

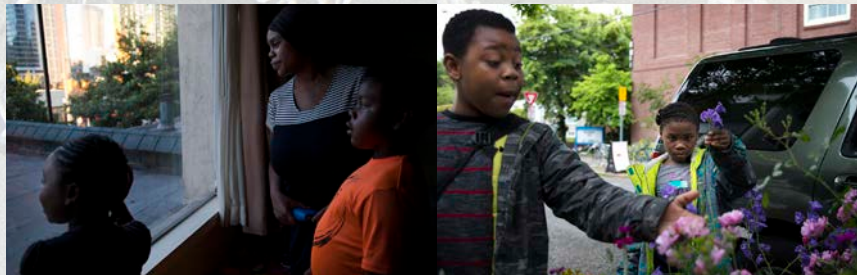
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FEATURED STORY

DISTRICT DIDN'T WANT US TO VISIT THIS STRUGGLING SEATTLE SCHOOL

Ann Dornfeld, October 18, 2017

As Seattle continues to grow, so does the percentage of homeless students in our schools. In October, Ann Dornfeld, a member of KUOW's Race and Equity team, shared how a lack of stable housing impacts kids at Capitol Hill's Lowell Elementary, where 20% of students were homeless at last count. Through conversations with a Lowell fourth-grader, his mom, a former assistant principal and others, Dornfeld explored the complex set of challenges facing homeless students and how some see the district falling short in helping to overcome them.



FEATURED REPORTER

LIZ JONES

Liz Jones reports on immigration and race for KUOW. Her award-winning work covers issues within our region's growing immigrant and refugee populations, as well as stories connected to minority groups with a longer history in the area. Key stories in 2017 included her coverage of Trump's travel ban and the current administration's policy shifts around sanctuary cities, Dreamers and immigration enforcement. In addition to KUOW, Jones' work has been heard on national shows, including *Morning Edition*, *All Things Considered*, *Here & Now*, PRI's *The World*, *Latino USA*, *Marketplace*, and *The Takeaway*.



FEATURED PODCAST

SECOND WAVE

AN AMERICAN STORY THAT BEGINS IN VIETNAM.

Host: Thanh Tan

"Many people see Vietnam as a war, and not a place...it's time to tell our stories." So begins *Second Wave*, a new podcast from KUOW and PRX that launched in September and explores the Vietnamese-American experience. Host Thanh Tan shares stories of her family's escape from South Vietnam, growing up the child of immigrants in Olympia, how the Vietnam War still affects the Vietnamese community to this day and more. Through conversation, memories and stories, Tan shines a light on how place and culture make an indelible impact on us all—wherever we are from.

FEATURED EVENT

"ASK A..." SERIES

This year, KUOW launched the first full season of "Ask A...", a series of person-to-person conversation events. Designed to spark dialogue and the sharing of perspectives, the concept of "Ask A..." is simple: set up conversations between people from a group that's in the news and people who want to learn more about them. They talk one-on-one until all have met, and then everyone gathers for a group discussion and meal. From cops, to Muslims, to immigrants, to Trump supporters and more, "Ask A..." invites people to start talking and keep listening.

"I find this program absolutely fascinating. It helps me see and understand the nuances of life from the perspective of second generation Vietnamese-Americans."

- LOIS P.

WRITING ABOUT *SECOND WAVE*

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PROGRAMMING:
SOUND VOICES

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SOUND STORIES.
SOUND VOICES.

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TODAY'S YOUTH—THE FIRST GENERATION OF “TRUE DIGITAL NATIVES”—ARE SOCIALLY ENGAGED AND ENTREPRENEURIAL, AND THEY WANT TO COLLABORATE WITH US. That's what KUOW's RadioActive program does. We go where young people are—to their schools and neighborhoods—and engage them in hands-on media production so they can tell their own stories. Our vision is a new generation of empowered storytellers and civic leaders, and a world in which youth voices are respected and expected in media.

RadioActive has launched media careers and produced stories garnering such honors as regional Edward R. Murrow awards, Gracie awards and Korva Coleman Excellence awards. The 3.25 RadioActive staff and 10 on-call mentors—most of whom graduated from RadioActive's Intro to Journalism Workshop—have taught audio journalism skills to more than 3,500 teenagers since 2013.

This year, youth producers told stories about experiencing homelessness and finding family, the way Albinism can make a person's ethnicity invisible and what it's like to get a concussion before the first day of school. Each young person in the RadioActive introductory and advanced programs chooses what topics they wish to cover as they create original feature stories and podcasts for KUOW's broadcast and digital outlets.

In 2017, RadioActive offered its flagship Intro to Journalism Workshop to 19 16- to 18-year-olds, at KUOW and at NewHolly in partnership with the Seattle Housing Authority. We offered mobile and “pop-up” community workshops to 432 youth throughout the Seattle area, including incarcerated youth at the King County Juvenile Detention

Center and Echo Glen Children's Center, and refugees from all over the world at Kent Meridian High School in partnership with the Coalition for Refugees from Burma. Dozens of RadioActive graduates engaged in Advanced Producer leadership programs by mentoring other youth, leading community engagement efforts and producing the RadioActive podcast.

RadioActive is a direct reflection of, and leader in, KUOW's commitment to meaningful community engagement. The program creates strong bonds between participating youth and KUOW, planting the seed for future contributors, listeners, members and leaders. In 2017, seven RadioActive alumni worked at KUOW as permanent or temporary staff: Amina Al-Sadi (Producer, *The Record*), Eilis O'Neill (Reporter, *EarthFix*), Angela Nhi Nguyen (Producer, *Second Wave*, Spot News Reporter and Mentor, RadioActive), Ahlaam Ibraahim (Producer, “Ask A...”/Community Engagement), Ann Kane (Producer, *The Record* and Mentor, RadioActive), Chris Otey (Office Assistant, RadioActive) and Kamna Shastri (Mentor, RadioActive). In addition, RadioActive hired six of its recent graduates for ongoing outreach assistant work.

ON THE HORIZON

THERE ARE NO SIGNS THE NEWS CYCLE WILL SLOW DOWN. 2018 IS SHAPING UP, ONCE AGAIN, TO PUT OUR REPORTING TO THE TEST. From national stories like the midterm elections to local ones like public school funding, the stakes are high and our coverage won't slow for one minute.

Here's a glimpse of where we plan to devote our energy:

Smart speaker adoption is already outpacing that of smartphones and tablets. We are working hard to ensure you can easily discover KUOW content on your smart speaker.

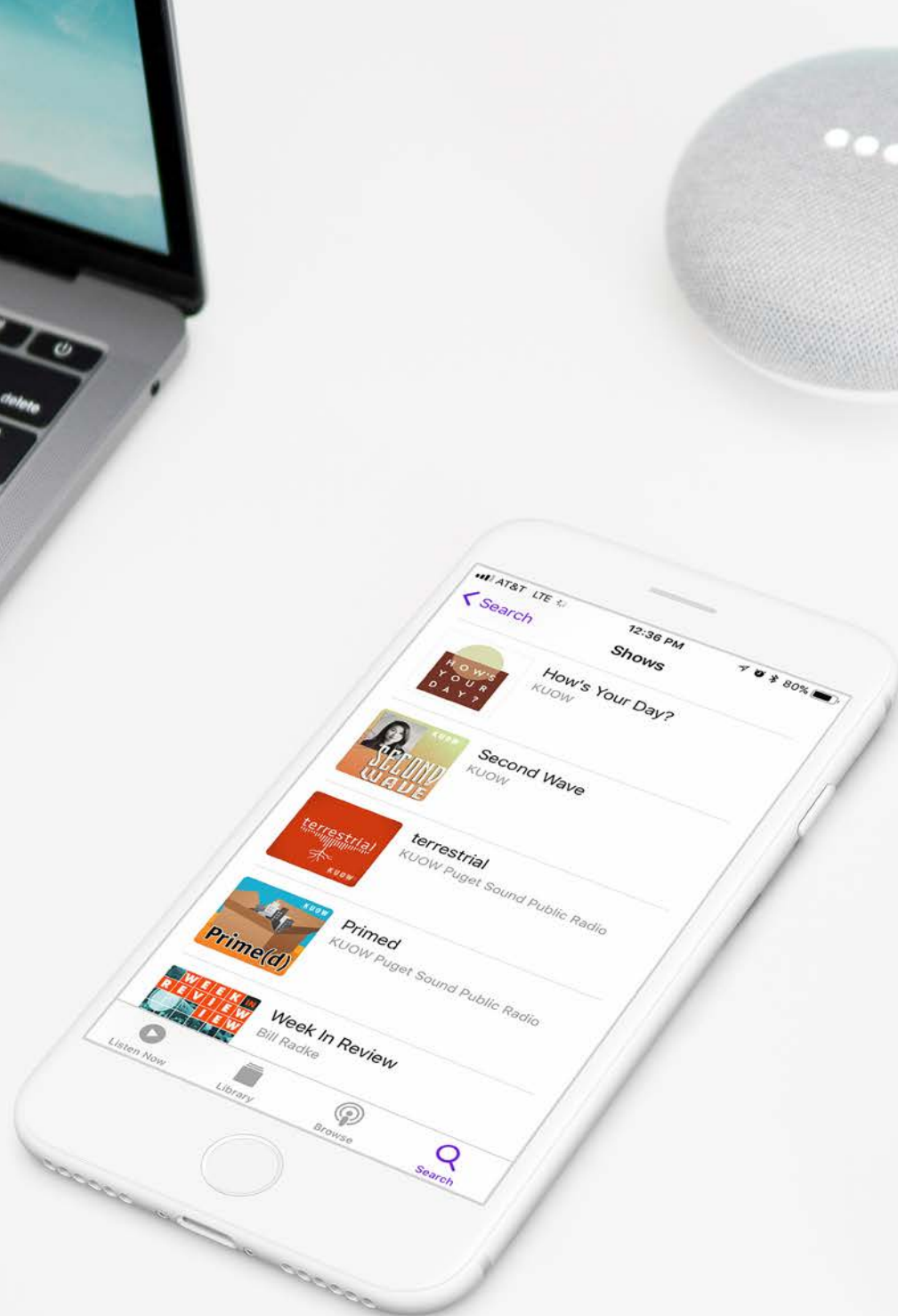
Audiences continue to embrace **podcasts**. We plan to launch new podcasts and relaunch some of your KUOW favorites.

We will continue our commitment to **"outside-in" reporting** by providing more opportunities for you, our audience, to help us identify and create the stories we produce.

From listening parties to debates to *Week in Review* live, we plan to stage more **KUOW events** throughout the Puget Sound region. Learn more at KUOW.org/events.

SOUND STORIES.
SOUND VOICES.

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AUDIENCE

OUR AUDIENCE
GROWTH CONTINUES
TO OUTPACE POPULATION
GROWTH IN THE PUGET
SOUND REGION.

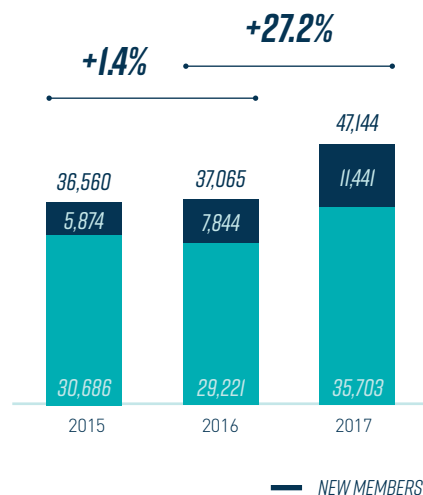
We're fortunate to operate in one of the most active public media markets in the country. Support from our community makes it possible to invest in exceptional content and programming which in turn attracts a larger audience.

SOUND STORIES.
SOUND VOICES.

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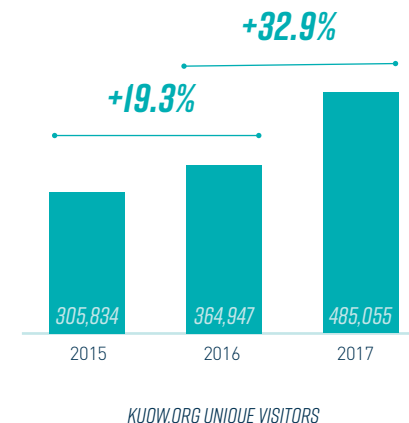
MEMBERS

During 2017, we welcomed more than 10,000 new members and now have more than 45,000 members. Thank you for your support.



DIGITAL

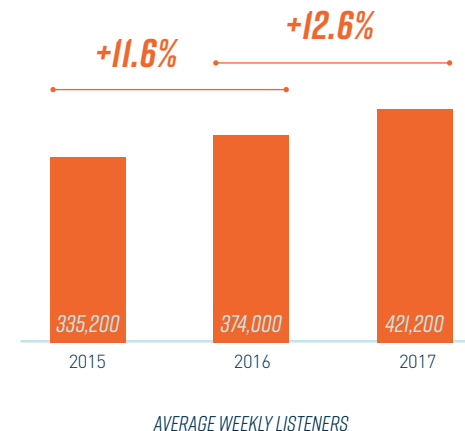
Our average monthly digital audience—defined as the sum of unique KUOW.org visitors, unique listening stream users and podcast users—grew from around 583,000 in 2016 to 772,000 in 2017 (an increase of more than 30%). In fact, just the number of unique visitors to KUOW.org rose by nearly 33% over the 2016 total.



BROADCAST

* **SOURCE:**
SEATTLE-TACOMA METRO,
Cume, Persons 6+,
Mon-Sun, 6AM-Midnight,
January 2017-December
2017, Produced by RRC from
Data © 2017 Nielsen, Inc.

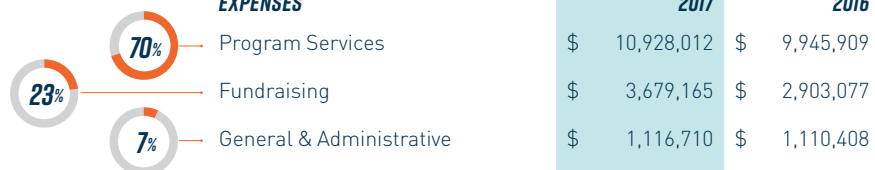
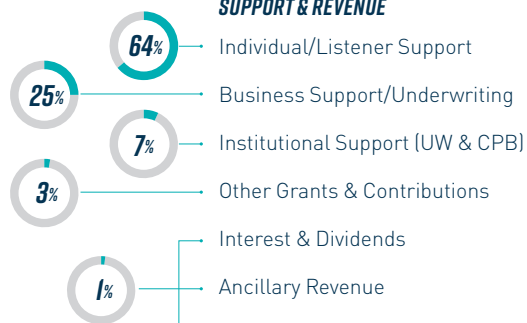
During 2017, KUOW served an average of 421,200 listeners each week, up from 374,000 listeners in 2016 (a 12.6% increase). We maintained an audience share of 6.2%, with listeners averaging 5 hours of listening per week (up from a 3.9% share and 4 hours, 10 minutes in 2016). KUOW tied for second among all local stations in the Seattle-Tacoma Metro market survey of the regional radio audience (up from 8th in 2016).*



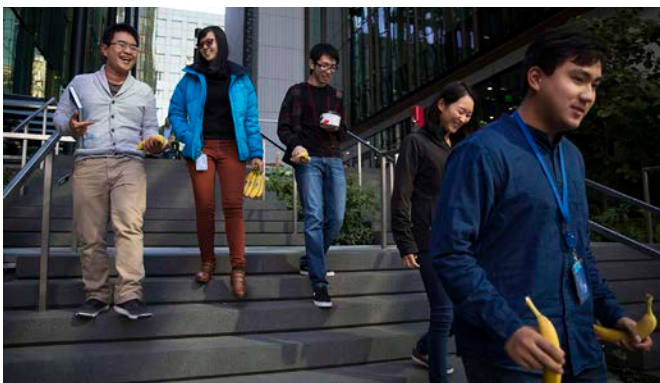
STATEMENT OF ACTIVITIES

FISCAL YEAR ENDING JUNE 30

		2017	2016
SUPPORT & REVENUE			
Individual/Listener Support	\$	9,537,877	\$ 7,224,632
Business Support/Underwriting	\$	3,762,482	\$ 3,651,627
Institutional Support (UW & CPB)	\$	990,113	\$ 939,691
Other Grants & Contributions	\$	425,690	\$ 231,587
Interest & Dividends	\$	159,078	\$ 153,401
Ancillary Revenue	\$	39,364	\$ 26,228
Donated Services & Supplies	\$	46,039	\$ 78,517
TOTAL SUPPORT & REVENUE	\$	14,960,643	\$ 12,305,683
EXPENSES			
Program Services	\$	10,928,012	\$ 9,945,909
Fundraising	\$	3,679,165	\$ 2,903,077
General & Administrative	\$	1,116,710	\$ 1,110,408
TOTAL EXPENSES	\$	15,723,887	\$ 13,959,394
NET OPERATING SURPLUS	\$	(763,244)	\$ (1,653,711)



"Seattle is getting young, fast," by Carolyn Adolph, Dec. 28, 2017



FINANCIALS

STATEMENT OF FINANCIAL POSITION

FISCAL YEAR ENDING JUNE 30

		2017	2016
ASSETS			
Cash	\$	2,542,751	\$ 3,608,845
Investments	\$	6,209,550	\$ 5,635,742
Accounts Receivable	\$	556,197	\$ 396,436
Escrow	\$	-	\$ 350,000
Prepaid Expenses	\$	54,761	\$ 63,403
Endowments (PSPR & UW)	\$	4,271,123	\$ 3,865,808
Property, Plant & Equipment, Net	\$	1,840,735	\$ 1,524,522
TOTAL ASSETS	\$	15,475,117	\$ 15,444,756
LIABILITIES & NET ASSETS			
Accounts Payable & Accrued Expenses	\$	131,251	\$ 12,943
Salaries & Benefits Payable	\$	-	\$ 4,185
Deferred Income	\$	-	\$ 151,000
Total Net Assets	\$	15,343,866	\$ 15,276,628
TOTAL LIABILITIES & NET ASSETS	\$	15,475,117	\$ 15,444,756

SOUND STORIES.
SOUND VOICES.

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KUOW Puget Sound Public Radio is a 501(c)(3) non-profit organization that 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-FM is licensed to the University of Washington.