



Local Content and Services Report (FY17)

- 1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.**

KUOW's vision for the future seeks to expand on our legacy of publishing first-rate storytelling and to leverage a diverse range of voices from the community we serve.

Local Coverage

KUOW's intent is to be the finest possible provider of news from both within and beyond our region. By 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.

Improving our content involves increasing our understanding of what our current and potential audience is looking for and how well KUOW is addressing those expectations. We are increasing our reporting capacity outside of Seattle, especially in south Puget Sound. We are also providing ongoing training to our content team giving opportunities to expand their horizons and improve their output.

Digital Platform Transformation

The future of media is online. Our intent is to establish KUOW as a major influential digital news presence. KUOW must evolve from masters of terrestrial radio to also becoming fluent at attracting audiences and building communities through our website and social media networks. We are making a substantial investment to accomplish this including building a robust platform of digital technologies, training our existing staff to be conversant in new media platforms, building out a team of digital specialists, and creating an analytic platform for assessing user behaviors and preferences so that we can continuously improve our content.

Building A Diverse Audience

The "story of us" has to be the story of all of us to achieve relevance and resonance and to reach into populations heretofore un-served. Attracting a diverse audience requires a selection of voices representative of our community and the hiring of non-traditional personas to make and manage our content. It will also require training of existing staff in new ways of representing a broader citizenry. Our marketing and community outreach will work to engage those who might not traditionally have found their path to KUOW.

Civil Discourse

The intent of KUOW's community engagement initiative is to combine the power of a Town Hall with the bullhorn capacity of KUOW's on-air and digital channels. We seek a more interactive and more personal engagement with the community we serve, driven by face-to-face interactions, ongoing relationships, and an active role in facilitating connections and shared understandings. This



is radically different from traditional journalism that is more often “separate” from the community in which it operates.

KUOW seeks to become a more pervasive “convener of choice” throughout the Puget Sound region. We are increasing the number of events at which we are present and establishing an ambassador team of community connectors. In addition, KUOW has increased investment in our ground-breaking RadioActive Youth Media program so that it may serve greater numbers and achieve its full potential.

Setting The Standard

The impact of journalism on our community is extraordinarily difficult to measure and prove. However, research can be conducted to determine whether individuals are affected by the news KUOW provides. Did a person discuss or share a story with friends? Vote differently? Get involved? Change their behavior? Do they believe that the information we have provided is representative, accurate and useful?

KUOW is embarking on a multi-year program of research to determine our impact and how to increase it over time. This will be ground breaking work: This type of research is performed by very few media organizations and our intent is to influence the entire news industry’s understanding of how to improve the social impact of its content and reporting.

Through community engagement events and outreach we are striving to create more personal connections for both local and non-local news.

- 2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you’re connected across the community and engaged with other important organizations in the area.**

Partnering With The Community At Large

During 2017, we expanded audience engagement by getting out into the community and talking with our audience in person. KUOW was present at over 45 events throughout the region 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.

Listening Tours

In preparation for our Region of Boom team’s 2017 coverage of growth and development in the Puget Sound region our reporters and producers wanted to find out how local neighborhoods outside of Seattle were feeling the impact of the city’s increasing population. They went beyond the city limits and gathered small groups in community centers, coffee shops and libraries in Kent, Bremerton, Marysville and Black Diamond 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.



<http://kuow.org/post/we-spent-month-reporting-bremerton-heres-what-we-learned>
<http://kuow.org/topic/black-diamond>

Ask A.....

In an effort to get people to break out of their echo chambers and make connections with others in their community, KUOW launched a series of person-to-person conversation events we call 'Ask A....'.

The concept is simple: Get 8 people from a group that's in the news and set up conversations with 8 people who want to know more about the group. They each have one-to-one conversations until all have met. Then we have a group discussion and continue the conversations over a meal.

During 2017 KUOW hosted 7 Ask A.... events; Ask a Muslim (April 2, 2017); Ask a Trump Supporter (April 30, 2017); Ask an Immigrant (July 22, 2017); Ask a Transgender Person (August 25, 2017); Ask A Cop (September 16, 2017); Ask A Newcomer (November 19, 2017).

In 2018 planned Ask A....events include Ask a Gun Owner, Ask a Muslim (in collaboration with the Muslim Association of Puget Sound), and Ask a Foster Parent.

<http://kuow.org/term/ask>

Local Wonder

Local Wonder is an experiment in a different method of collaborative storytelling. Using social media and on air promos, KUOW's Local Wonder team asks the community "What do you wonder about Seattle, the Puget Sound region or its people?" Reporters 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.

Topics covered in 2017 included "Has Seattle always been so progressive?" (Jan 2017); "What is the role of philanthropy in Seattle?" (May 2017); "What was Washington state like during the last ice age?" (August 2017); "What do San Juan islanders do with their trash?" (August 2017); and Are Seattle drivers really so terrible? (September 2017).

<http://kuow.org/term/local-wonder>

Front Row Center

This series of nine in-person events in partnership with local arts organizations (including Seattle Repertory Theatre, ACT Theatre, Pacific Northwest Ballet and Book-It Repertory Theatre), invited participants to experience and discuss art together. Participants get a glimpse of why and how an artist creates work, and hopefully gains a greater appreciation for the rich and diverse cultural community in our region.

<http://kuow.org/term/front-row-center>



- 3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.**

Ask A...

The Ask A... events have been successful in opening a civil discourse to gain understanding of different perspectives. We worked with researchers at the University of Washington to design a valid scientific survey of participants' attitudes and understanding of the group they met at "Ask A ..." events. All participants in the 2017 events completed the survey. With one exception, the results showed statistically significant increases in understanding and empathy toward each group right after the events. Surprisingly, these results held up three months *after* the events.

Working with a local design firm we have assembled a list of best practices for a tool kit that's available to other public media outlets, churches, schools, social service groups and businesses that want to host their own "Ask A ..." events.

https://www.youtube.com/watch?time_continue=1&v=DseVoXa5FPA

Region of Boom

During 2017 our region navigated the effects of unprecedented growth. The KUOW news room responded with the creation of its 'Region of Boom' enterprise reporting team. The Region of Boom team focus on 'outside-in' reporting brought stories that reflected the full range of voices, experiences and ideas that define our region.

"I appreciate the way you ask questions and really seek to get an understanding from the people in our community. It's really important." –Karl H. Excerpt from an interview with Carolyn Adolph.

- 4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.**

Immigration and Race Reporting

KUOW reporter, Liz Jones regularly reports on immigration and race. 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.

Second Wave

Second Wave is a new podcast from KUOW and PRX that launched in September 2017 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.

RadioActive

RadioActive, KUOW's youth media program, continues to lean in to youth outreach, expanding into neighborhoods that are underserved by traditional media and working even harder to get more diverse voices onto the airwaves.

Storywallahs

Storywallahs lets anyone sign up for a chance to tell a five-minute story that relates to that event's theme. Or just come listen to great stories told by folks from the Indian and South Asian community. Storywallahs is now a regular semiannual event.

5. Assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding continues to help us move forward with many community engagement projects. Our Community Engagement team continues to grow with a Director of Community Engagement, a Community Engagement Executive Producer and a new Community Engagement Producer hiring planned for early 2018.

New podcasts and programming initiatives have allowed us to focus on local, "outside-in" reporting – handing the microphone to the community and producing stories that reflect a full range of voices, experiences and ideas that define our region.