



# nwptv

## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I ditched the dish and cut the cable, as I am a big fan of UHF. Keep sending us the strong signal, but since going digital, it's never been better."*

--Berle Figgins Jr , KTNW viewer

**Northwest Public Television's mission is to be a regional source of information, arts, culture and public affairs programming to enhance the quality of life in the communities it serves.**



**Northwest Public Television is a valuable part of Southeast Washington.**

\*Northwest Public Television produces local programs on diverse topics of particular interest in our region.

**In FY 2016, Northwest Public Television provided these key local services:**

\*Event sponsor and participant, supporting educational scientific exploration and family together time.

\*Access to free teacher resources for education.

\*Reports on concerns, interesting events and activities in our region's communities.

**Northwest Public Television local services had impact in the Tri-Cities (Richland-Pasco-Kennewick, WA) and the Palouse (Pullman, WA and Moscow, ID) areas.**

\*By giving a more public forum to topics of concern and debate in our region.

\*Informing viewers about cutting edge research as it develops.

\*Sharing new ideas and diverse perspectives.



## 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

**Northwest Public Television's mission is to be a regional source of information, arts, culture and public affairs programming to enhance the quality of life of our viewers.** Northwest Public Television operates in two primary areas: the "Tri-Cities" region of Richland-Pasco-Kennewick, WA and the Palouse region of Pullman, WA and Moscow, ID.

Northwest Public Television's original station, KWSU, began operations from Washington State University in 1962 and is among the oldest broadcast stations of its kind. When WSU added KTNW Channel 31 (located in the Tri-Cities) in 1987, the television audience immediately doubled. KTNW-TV was established by local community support matched by a U.S. Department of Commerce equipment grant. In addition to analog broadcast in these two service regions, NWPTV delivers three digital program streams, for a total of five separately programmed television stations that carry local and PBS programs, Create, and MHz Worldview. According to 2015 Nielsen records the stations have a possible reach of over 648,000 households combined.

NWPTV offers television and web-based programming which includes localized programs and is a conduit for PBS programming. For example, original NWPTV programs are "xConnectNW" and "Columbia Basin Badger Club". PBS programming to our broadcasting regions brings series such as Great Performances, Nova, Nature, and Kratts Creatures (for kids). Other familiar shows include Curious George, PBS NewsHour, Charlie Rose and The Joy of Painting with Bob Ross.

**Local impact starts at the television set.** Our primary high definition digital channels are delivered via over the air broadcast, satellite TV, and cable. NWPTV delivers a mix of PBS and local programs. Each of our two primary stations are programmed based on audience feedback, reflecting local interests and values. In the Tri-Cities, KTNW programming is responsive to community needs and includes local breaks, programs, interstitials, and hosting. Likewise, KWSU serves the Palouse with programming that is responsive to community needs and with local breaks, programs, interstitials, and hosting. Northwest Public Television brings additional service to the local community through its standard definition secondary channels:

- **Create:** Hugely popular in the Tri-Cities, Create provides the best of instructional and lifestyle programs covering cooking, art, crafts, travel and other home and lifestyle topics.
- **MHz Worldview:**  
International news and information programming of special importance to residents and students in the KWSU/KTNW viewing regions, which hosts two land-grant universities that serve international students and researchers along with U.S. students pursuing international studies and exchanges.

Local programs are key to community impact: they reflect the community's interests and values. Northwest Public Television expanded its community connection to education leaders in both broadcast areas with its participation in the national American Graduate Day special programming in September. In the Tri-Cities (KTNW) local programs were "anchored" by broadcasts of the monthly Columbia Basin Badger Club meetings, where public affairs issues were presented and debated by residents. In the Palouse (KWSU); "On Campus at WSU," featuring research, education, politics and current affairs topics presented by WSU faculty, and visiting experts from around the world; and "xConnect Northwest," a live streamed, online interview program featuring discussions on a broad range of topics with experts in the field were 2016 local programs.

Complementing these featured local productions were several more programs and interstitials that feature local places, people, and businesses. These include:

- **Our Hanford History:** Interstitial pieces presenting the remembrances from residents of the area concerning their association with the Hanford site.
- **Access Northwest:** Interstitial programming highlighting people and activities that make our region special.
- **EarthFix:** News reports from the consortium of stations on ecological issues facing the northwest.
- **Experience WSU:** Short interstitials highlighting breakthroughs in science, technology, education, and the arts.
- **Fly Tying: The Angler's Art:** Produced several years ago, this nationally distributed how-to series continues to be appreciated by fishing hobbyists in our region and beyond.



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- Underwriting spots: 46 spots featured local businesses that supported NWPTV.
- Hanford History Partnership – NWPTV is one of the principle participants in a project to record and archive personal histories of residents involved or impacted by the creation of the Hanford Nuclear site by the federal government. Portions of some of the recordings have been used to create “Our Hanford History”.
- Inside Olympia: produced by TVWashington, this weekly show features in-depth discussions with state leaders.
- Columbia Basin Badger Club: KTNW started its fifth year providing coverage of the club’s meetings. The meetings consist of presentations on topics of local interest by experts in their field followed by questions from the audience.
- On Campus at WSU: Interesting topics and speakers from presentations recorded at Washington State University.

### Local impact goes beyond the television set.

Northwest Public Television is engaged in community events that enhance its ability to meet its mission. In FY 2016, NWPTV participated in the youth-and family-focused

- The annual **Family Expo** as a major sponsor, helping to draw, host, and increase the impact of its *PBS Kids* programs for the 5,000+ attendees at the Tri-Cities event.

NWPTV also reached out to adult viewers

- Hosted a Downton Abbey preview events in partnership with local underwriters, a local church group and our licensing university.



Partnership and participation in the Columbia Basin Badger Club enhances NWPTV’s service to adults in the Tri-Cities.

The NWPTV.org website continues to be improved and offer more online access to program schedules and online programming.

Northwest Public Television impacts college students at WSU’s Edward R. Murrow College of Communications by providing professional experience through internships. NWPTV engaged 6 interns and 2 time-slip employees in FY 2016. They worked in production, editing, public relations and outreach, social media, research, and other duties as assigned. The value of the experience is evidenced by the scholarships gained, awards won, and career success of our interns; many of whom now work in major markets.

### Community Feedback

Northwest Public Television connected directly with 1,618 members in FY 2016, who, in addition to expressing the value they found in programming by contributing funds (average gift >\$130/member), almost always commented on the value of programs and services. NWPTV received an estimated 75 additional comments from viewers; all viewer comments are used to gauge the impact on viewers and guide program selection.

## Tri-Cities Family Expo

More than four thousand parents and children packed the TRAC for the tenth annual Tri-City Family Expo. Northwest Public Television was one of the two day event's major sponsors; and invited "Clifford, The Big Red Dog" to join us, while offering activities for kids. It started as an opportunity for parents to spend time with their children, the event's focus was educational fun.



## Hanford History Interviews

With the creation of the Hanford site as one of the three locations involved in the Manhattan Project during World War II, the Tri-Cities, Washington region was changed forever. This project is to acquire and archive interviews with residents involved with the Hanford Nuclear site.



## MHz Worldview

To fulfill the interests of our diverse population of international students and researchers, Northwest Public Television airs international news, documentaries, films, and mysteries offered through MHz Worldview. International content is presented in English-language or English subtitles, bringing programs and understanding from around the world to American audiences along with a taste of home to many of our international viewers.



## Columbia Basin Badger Club: A Community Forum for Civic Discourse

Each month the Columbia Basin Badger Club invites knowledgeable experts to debate and to answer members' questions on regional topics of interest and concern.

Presented as an exploration of ideas in a spirited format, the Badger Club encourages participants to reflect the club mascot's virtue of tenacity and digging out clear information, while tackling tough issues.

Northwest Public Television began broadcasting meetings of the Badger Club in Spring 2010 on KTNW.

Recent topics have included immigration laws, racism, DUI offenders, Planned Parenthood, the future of our communities, use of Federal lands, charter schools, and the ownership and rights of anthropology discoveries.

### Reach in the Community:

Each meeting hosts between 60 and 120 attendees.

### Partnerships:

Northwest Public Television is more than a "reporter" of Badger Club meetings; it is a partner that exchanges value for mutual benefit. NWPTV receives sponsorship recognition at all Badger Club events and on the web, while Badger Club's purpose and mission is enhanced through broad audience reach.

### Impact and Community Feedback:

Attendance at Columbia Basin Badger Club Forums continues to increase and the membership continues to rise. NWPTV's broadcast expands the impact of each presentation with weekly rebroadcasts.



*"You guys are the best! I can't afford cable, so being able to watch news from around the world over the air is great! It makes this empty apartment feel a lot more like home. Thank!"*

*-Andrew, NWPTV viewer*



**PBS**





2016 LOCAL CONTENT AND SERVICE REPORT  
**SUMMARY**



*“Northwest Public Television is one of the resources that makes the Tri-Cities a great place to live. That’s why we support it.” – Bob, NWPTV viewer*

*Ask This Old House on the Create channel*

Northwest Public Television began as “educational television,” even before the concept of “public television” existed. Now 50 years later, NWPTV continues to focus on education and can do what few organizations can do: serve the widest range of age demographics, from preschoolers to the elderly. 24/7 programming and digital channels let this one medium reach people at any age: mornings and afternoons service the *Curious George* crowd, while middays keep adults creative and informed, and evenings provide thoughtful entertainment.



Northwest Public Television continues to provide programs of interest and value to the economically and culturally diverse audience in our region. From programs without commercials for preschoolers to programs sparking the minds of lifelong learners, the content of this public television service adds to the quality of life for the region.

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**Reaching and teaching  
preschoolers, the elderly, and everyone in between.  
Northwest Public Television provides  
mental stimulation at every age.**

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