

NORTHWEST Public Television

2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

KWSU  KTNW
Public Television

*"We do enjoy your programming—
everyday—all the way from Classical
Stretch to Charlie Rose..."*

- Amy, 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 2014, 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 interesting concerns, 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.

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 readily 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 2010 Federal Communications Commission records the stations have a possible reach of 760,000 viewers combined.

NWPTV offers television and web-based programming which includes localized programs and is a conduit for PBS programming. For example, one of the most popular original NWPTV programs is "Fly Tying: The Angler's Art". PBS programming to our broadcasting regions brings series such as Great Performances, The Roosevelts, Nature, and Wild Kratts (for kids). Other familiar shows include Sesame Street, PBS Newshour, Charlie Rose and The Joy of Painting with Bob Ross.

Local impact starts at the television set. On our primary high definition digital channels delivered over the air, 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:** 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. In the Tri-Cities (KTNW) local programs were "anchored" by broadcasts of the monthly Badger Club meetings, where public affairs issues were presented and debated by residents. In the Palouse (KWSU), "On Campus at WSU" and "Experience WSU" were the 2013 flagship local programs, featuring research, education, politics and current affairs topics presented by WSU faculty, and visiting experts from around the world.

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

- **At Issue:** Explores a variety of topics impacting viewers in the Palouse and Columbia-Basin regions of Washington State.
- **Murrow Interviews:** Periodic productions of professional interviews with high-profile world leaders and journalists. These productions are available through web streaming after being aired.
- **Experience WSU:** Short interstitials that highlight breakthroughs in science, technology, education, and the arts.
- **xConnectNW:** a live, streamed, online interview program launched in November 2014. It features discussions on a broad range of topics with experts in the field.

- Access Northwest: Interstitial program segments focusing on activities and people who impact our region.
- Underwriting spots: 49 spots featured local businesses that supported NWPTV.
- Ask the Governor: produced by KCTS, this program gives viewers the opportunity to ask the governor questions live on the air.
- 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 interstitial segments.
- Inside Olympia: produced by TVWashington, this weekly show features in-depth discussions with state leaders.
- Columbia Basin Badger Club: KTNW started its fourth 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 2014, 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 event in partnership with local underwriters and a local theater group.



Partnership and participation in the Columbia Basin Badger Club enhances NWPTV's service to adults in the Tri-Cities. We have rebuilt our website using the PBS Bento system. It has been completed. Currently we offer:

- The Murrow Interview – an innovative series of conversations with influential figures and news makers from across the United States and beyond
- Links to xConnectNW, PBS and MHz Worldview for online streaming.

Northwest Public Television impacts college students at WSU's Edward R. Murrow College of Communications by providing professional experience through internships. NWPTV engaged 12 interns in FY 2014. 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 1,698 members in FY 2014, who, in addition to expressing the value they found in programming by contributing funds (average gift >\$100/member), almost always commented on the value of programs and services. NWPTV received an estimated 200 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 eighth annual Tri-City Family Expo. Northwest Public Television was one of the event's major sponsors; as well as inviting "Super Why" to join us, while hosting popular activities. It started as an opportunity for parents to spend time with their children, the event's focus was educational fun. "Hands on" science was brought to life by the Pacific Science Center.



MHz Worldview

To fulfill the interests of our diverse population of international students and researchers, Northwest Public Television airs international news, documentaries, films, mysteries, and sports 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.

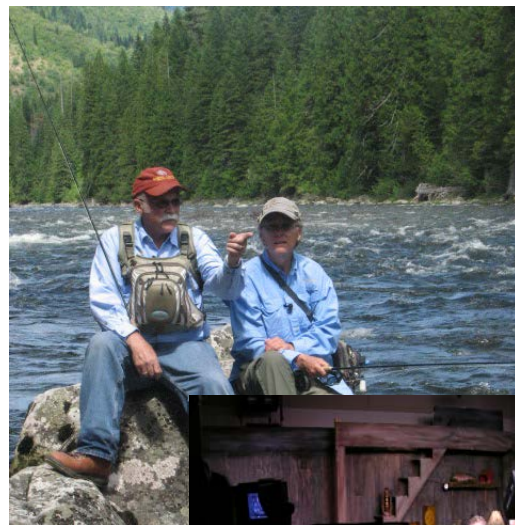


Fly Tying: The Anglers' Art

This popular series has many enthusiastic fly tying fans in our region, and across the U.S. and Canada. Season six premiered in the spring of 2013 with 13 episodes. The series was released nationally in the fall of 2014 through the National Educational Telecommunications Association.

"I learned to tie flies while stationed in Idaho back in 1998 and gave it up for about 8 years. Leroy Hyatt and the late Dr. Englebretson were/are the best mentors anyone could ask/wish for."

- Viewer



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 debtor's prison, climate change carbon tax, gang problems, religion and health care, and the use of drones.

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, viewer



PBS



**NORTHWEST
Public Television**

create[®]



*P. Allen
Smith's
Garden Home
on the Create
channel*

“Thank you, thank you . . . It’s good to learn something new especially at almost 83.”

– Florence, KWSU viewer



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.

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