



NORTHWEST PUBLIC BROADCASTING

2018 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 Broadcasting'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 Broadcasting is a valuable part of Southeast Washington.

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

In FY 2018, Northwest Public Broadcasting 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 Broadcasting 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 Broadcasting'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 Broadcasting's television service 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 Broadcasting's original television 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. NWPB delivers five, separately programmed, digital program streams, that carry local and PBS programs, Create, and MHz Worldview. According to 2018 Nielsen records, the stations have a possible combined reach of over 651,000 households.

NWPB offers television and web-based programming which includes localized programs and is a conduit for PBS programming. Local NWPB programs include "Access NW" and "Jam with Dan". PBS programming to our broadcasting regions brings series such as Great Performances, Nova, Nature, Independent Lens and Wild Kratts (for kids). Other familiar shows include Curious George, PBS NewsHour, Masterpiece and This Old House.

Local impact starts at the television set. Our primary high definition digital channels are delivered via over the air broadcast, satellite TV, and through cable systems. NWPB 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 Broadcasting 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. MHz Worldview also carries internationally produced mystery themed programs in foreign languages with English subtitles. Viewers comment they enjoy the stories but also enjoy learning about foreign cultures and developing familiarity with foreign languages.

Local programs are key to community impact: they reflect the community's interests and values. Northwest Public Broadcasting expanded its community connection to education leaders in both broadcast areas with its participation in the national American Graduate Day special programming on October 14. This year, the production quality increased and all six AGD pieces had versions that were created to also run on NWPB Radio. The television versions aired periodically as interstitial elements for months after the October event.

On January 25, 2018, NWPB produced a panel discussion in our local studio on the topic of elder abuse. The local program was designed to air immediately following a national documentary, "Elder Abuse and Exploitation." It was designed to build awareness for this seldom talked about topic and provide local residents with resources should they need to deal with it themselves.

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

- **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.
- **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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- Local Underwriting: 40 announcements 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”. 54 residents were recorded.
- Inside Olympia: produced by TVWashington, this weekly show features in-depth discussions with state leaders.
- On Campus at WSU: Presentations with interesting topics and speakers recorded on the campus of Washington State University.



Local impact goes beyond the television set.

Northwest Public Broadcasting is engaged in community events that enhance its ability to meet its mission. In FY 2018, NWPB participated in the youth-and family-focused **Family Expo** as a major sponsor. The station’s booth at the two-day event helped identify the local station as the source of *PBS Kids* programming for the more than 4,000 attendees.

The station worked on developing a social media connection using its Facebook account. This included instigating several Facebook Live events including xConnectNW.

The NWPB.org website continues to be improved and offer more online access to program schedules and online programming. With the transition from Northwest Public Radio and Television to Northwest Public Broadcasting where the two services are blended, the website also was blended to accommodate both services.

Northwest Public Broadcasting impacts college students at WSU’s Edward R. Murrow College of Communication by providing professional experience through internships. NWPB engaged 6 interns and 3 time-slip employees in FY 2018. They worked in various areas such as production, editing, public relations and outreach, social media, and research. The value of the experience is evidenced over the years by the scholarships gained, awards won, and career success of our interns; many of whom now work in major markets.

Community Feedback

Northwest Public Broadcasting connected directly with 1,551 members in FY 2018, who, in addition to expressing the value they found in programming by contributing funds (average gift of \$141/member), almost always commented on the value of programs and services. NWPTV received an estimated 50 additional comments from viewers; all viewer comments are used to gauge the impact on viewers and guide program selection.



Tri-Cities Family Expo

Around 3,500 parents and children packed the TRAC facility in Pasco, Washington for the annual Tri-City Family Expo during the final weekend in January. Northwest Public Broadcasting was one of the two-day event’s major sponsors and offered activities for kids and PBS Kids items including “Pinkalicious & Peterrific” books and activity guides for them to take home. It is designed as an opportunity for parents to spend time with their children. The event’s focus is 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 and family life growing up in the Tri-Cities. This year, the subject of some of the interviews changed to focus on the issue of how the civil rights era impacted life in the Tri-Cities.



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 using 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.





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2018 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Combating Elder Abuse

In February, Northwest Public Broadcasting presented a local discussion about a difficult subject, elder abuse. This was scheduled to follow a nationally distributed program, "Elder Abuse and Exploitation." This documentary estimates that one in ten adults over the age of 60 is a victim of elder abuse. That statistic would mean there are more victims of older adult mistreatment than there are of child abuse and domestic violence combined. The scheduling of these programs was designed to build awareness to this problem in the broadcast region.



Partnerships:

Agencies who deal with the problem locally: Department of Social and Health Services, Alzheimer's Association, Elder Law, and Aging and Long-Term Care were panelists while interested citizens and legislators were in the studio audience. Northwest Public Broadcasting continues to explore community connections to help search for solutions to community problems.

Impact and Community Feedback:

The in-studio audience plus casting on Facebook Live gave the recording energy. NWPB also solicited off site viewers to submit questions for the panelists. For the broadcast, scheduling the national documentary to set up the issue and then directly follow that program with the local production gave the subject context.

"PBS television programs are my choice mostly for evening watching. The nightly news reports covering both sides of important issues is a must."

-Norma, NWPB member



PBS





“I really appreciate the hard work that goes into thoughtful, consistent programming that NWPB provides. Thank you for bringing excellent content to our area.”

– Ashley, NWPB member

Ask This Old House on the Create channel

Northwest Public Broadcasting began as “educational television,” even before the concept of “public television” existed. Over 50 years later, NWPB 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 Broadcasting 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 Broadcasting provides
mental stimulation at every age.**
