We live in an age when journalism and communication are perhaps more critical than at any other time in our nation’s history. Social media and the web have significantly changed how we communicate and consume news and information.

As new methods of communication continue to transform our world, public broadcasting is more important than ever. Informed, well-rounded citizens are the result of conversations with family, friends, and neighbors, often ignited by the story they heard on the radio or the program they watched on TV—or, increasingly, the tweet, post, or video they happened across on the web. The role public media plays in stoking and framing those conversations cannot be understated. Thankfully, Northwest Public Broadcasting is up to the challenge.

Working side-by-side for more than 50 years, radio and TV have combined with our digital platforms to bring the most engaging programming to as many Northwest residents as possible. Serving the public as a source of powerful stories, original news, cultural experiences, and provocative ideas, we exist to entertain the community and enlighten the citizens of our region. Our mission and vision for the future are all the more potent with the power of ONE. One name, one brand, one coordinated effort: Northwest Public Broadcasting.

For NWPB, fiscal years 2017 and 2018 were productive ones. From harnessing technology to improve our classical music service to increasing regional news reporting to expanding our reach on new platforms, NWPB renewed its commitment to strengthening and growing our regional public broadcasting service.

And the region took notice: We earned our largest audience yet.

To remain dedicated to this important work, we need your support. The future of public broadcasting means continuing to invent new ways to reach more people, retaining steadfast staff dedicated to upholding journalistic excellence as well as educating the next generation, and delivering the best public service to our region.

We take this responsibility seriously—and we know we couldn't do it without you. Thank you.

Bruce Pinkleton, Dean
Edward R. Murrow College of Communication

Marvin Marcelo
General Manager
Northwest Public Broadcasting

Kerry Swanson
Station Manager, Radio
Northwest Public Broadcasting
ENGAGE, ENLIGHTEN, ENTERTAIN: OUR MISSION

The mission of Northwest Public Broadcasting is to be a trusted source of quality content. We are dedicated to enriching our community by sharing and creating distinctive programs which engage, enlighten, and entertain.

NWPB reaches more than 3.6 million people throughout Washington state and parts of Oregon, Idaho, and British Columbia. Approximately half our audience receives public radio broadcast signals exclusively through NWPB. Internet streaming services, PBS Passport, smartphone apps, and smart speakers all deliver NWPB programs to growing audiences every day.

Northwest Public Broadcasting is a service of the Edward R. Murrow College of Communication and its stations are licensed to Washington State University. Meetings of the Board of Regents of WSU are announced at regents.wsu.edu.

ONE NAME. ONE BRAND. ONE EFFORT.

232,092 NWPB.org visitors since launch
2,490 Average monthly app users
1,170,000 Users reached on Facebook
6,949 Passport qualified members
195,400 Weekly radio listeners
650,660 Households with TV access
CLASSICAL MUSIC ON NWBP HAS CHANGED A LOT IN THE LAST FEW YEARS. BEHIND THE SCENES, WE’VE BEEN UPGRAADING AND STREAMLINING.

Our focus has been to harness technology to best serve listeners, ease the challenges of seamlessly broadcasting from two distant studios, and ensure that classical music across the Northwest is strong for the future.

One of NWBP’s biggest accomplishments in this regard was made possible by Pullman-based listeners Don and Marianna Matteson: a transition from using physical CDs to creating and using a digital library. The Mattesons established an endowed public radio music fund, ensuring the NWBP music library will continue to grow. Thanks to the Mattesons and the Sundquist Family in Yakima, who provided additional funding for the music library, we purchased the Music Machine: a special computer system for joint operations in Tacoma and Pullman to access the digital music library.

One behind-the-scenes secret of NWBP’s classical music is that two hosts, Gigi Yellen and Steve Reeder, work out of the Tacoma-area studios—a day’s travel from the main studios in Pullman. The 300 miles between us was a challenge that we’ve tackled with this technology. Before the Music Machine, Steve and Gigi were operating with a limited music library and less access to resources at their satellite location. But now, the digital library has collapsed the distance and allows the NWBP classical music team to work better as a unit, establish an overall steadier sound, and seamlessly share ideas, music, and support. Also, thanks to the digital library, we’re saving funds from national subscriptions and making programs more suited to Northwest audiences.
Born in Mexico and raised in the Yakima Valley, Esmy Jimenez graduated from Prosser High School and the University of Southern California, where her studies focused on environmental science and international relations. Returning to her hometown as our Yakima Valley correspondent, Esmy brought experience reporting for the Seattle Globalist. Many of Esmy's NWPB stories start at the intersection of Latino, Native, and white cultures in the Yakima Valley. In fact, Esmy's work has been picked up by NPR, illustrating how local reporting impacts national conversations on immigration, food production, and politics, among others.

When Esmy joined the ranks of reporters heard on NWPB, the number of full-time correspondents rose to seven including Northwest News Network reporters. These seven, along with the half dozen or so EarthFix reporters, supply original Northwest news reports daily.

NWPB's growing regional news team is funded in large part by philanthropy. It started in 2014 when the Yakima Valley Community Foundation called on NWPB to implement a grant from the John S. and James L. Knight Foundation. The grant aimed to bridge cultural boundaries in the Yakima Valley by funding reporting that crossed those boundaries. Then the Cape Flattery Foundation established the Inland Northwest Public Radio News Fund with lead contributions. After the fund was established, a dozen individuals came forward to provide additional resources for regional news. In FY18, three more generous listeners joined these lead donors by contributing more than $40,000 to the Inland Northwest Public Radio News Fund at NWPB.

These dedicated donors have demonstrated the power of philanthropy. It's contagious.
WHEN DAN MAHER CELEBRATED 35 YEARS OF HIS RADIO SHOW WITH A SOLD-OUT CONCERT, SOME THOUGHT IT WAS HIS “SWAN SONG.” From the stage he corrected that notion: “I’ve got 35 more years in me!” he said, then launched into the second half of the show.

Not only is Dan still sharing the love of folk music with audiences on radio, but he’s expanding to television. Jam with Dan is the show, and musicians come from across the Northwest to jam with—who else—Dan Maher. Music is central to each episode, which always include some of Dan’s famous banter and music education. It’s edutainment at its finest.

The Inland Folk 35th Anniversary concert is part of the show—two special, hour-long shows—as are a first season of jams in studio with Northwest folk musicians like Hank Cramer and Michelle Cameron, Paul Anders, Truck Mills, and Potatohead. With NWPB’s combined services, you can even watch these jam sessions, as well as the live Inland Folk 35th anniversary concert, streaming online at nwpb.org or with the NWPB app.

Having collected over three decades worth of folk music, Dan eagerly makes the transition to the digital age. He likes the change to digital mainly because it makes it easier to share music, but he admits that all those years of hauling music back and forth from home for the show has played its part in convincing him. As a student who helped him move about 5,000 of his old vinyls said, “Nothing musical has a right to be this heavy anymore.”
Strong community support combined with careful fiscal management enabled NWPB to provide the best service possible with available resources. This summary of the last two fiscal years shows an overall increase in both income and expenses.

In FY 2018, revenues from all sources totaled $6,908,861—an increase of $142,000 from FY 2017. This increase is mainly attributed to operating grants, which include $150,000 from the Corporation for Public Broadcasting Healthy Network Initiative for public TV stations. Donor contributions and underwriting revenue also increased by $30,000. FY 2018 expenses totaled $6,813,792, representing an increase of $53,000 from fiscal year 2017. Areas with increases were management and administration and facilities support, as a result of salary and benefit costs increases. Broadcast and engineering operations also saw an increase in expenses, while production, programming, and membership services saw decreases.
THE IMPORTANCE OF

PHILANTHROPY

Your support is more important than ever. Federal funding through the Corporation for Public Broadcasting is on a downward trend as grant programs are cut and regulations change. Other sources have stayed steady or declined the last few years. Philanthropic gifts—including all membership donations—are the only income stream that has continued to grow, year after year.

And it's the only stream you and I can directly influence.

The vital importance of philanthropy to Northwest Public Broadcasting has led the station to seek ways to keep it growing as we prepare for a future with less federal and state support. Following the advice of sister stations around the country, we experimented with multi-day on-air pledge drives as opposed to one-day fund drives. We can't report that it worked. While total dollars donated increased, membership numbers remained stagnant. So we're not done trying. We'll continue to test methods that might grow NWPB membership.

This work is crucial: It's only through philanthropy that Northwest Public Broadcasting is able to provide free, accessible programs to the region that engage, enlighten, and entertain.

WAYS TO GIVE

SUPPORTERS OF NORTHWEST PUBLIC BROADCASTING MAKE A DIFFERENCE IN PEOPLES’ LIVES, BECAUSE OF DONORS, THE RESIDENTS OF OUR REGION HAVE ACCESS TO CULTURE, NEWS, AND IDEAS THAT IMPACT OUR ENTIRE WORLD.

ANNUAL MEMBERSHIP
Make a one-time yearly gift that could range from $10 to over $10,000.

SUSTAINING MEMBERSHIP
Commit to ongoing contributions on a schedule of your choosing that are designed to renew automatically at the same time every year.

VEHICLE DONATIONS
We accept cars, trucks, motorcycles, trailers, boats, and more. Let us tow your donated vehicle at no cost to you.

BUSINESS & COMMUNITY SPONSORSHIP
Stand out, enhance your image, and connect to NWPB’s engaged and influential audience. We offer unique engagement opportunities to separate yourself from the competition.

IRA ROLLOVER DONATIONS
Plan your giving through IRA rollovers any time of the year—a tax-wise gift that counts toward your minimum required distribution.

STOCK & OTHER ASSET GIFTS
Instead of writing a check, transfer appreciated securities to NWPB. Avoid capital gains tax and enjoy an income tax deduction for the fair market value of the security.

ESTATE & PLANNED GIFTS
NWPB offers a wide variety of planned giving options: Wills, Revocable Living Trusts, Charitable Trusts, IRAs and Retirement Plans, Donor Advised Funds, Brokerage and Bank Accounts, Life Insurance, Annuities, and TOD Deeds.

OTHER OPTIONS
Impact Gifts & Named Funds Endowments

Learn more by visiting nwpb.org/support or contacting Major Gifts Officer Sandi Billings at sandi.billings@wsu.edu.
Thank you to our donors.

Legacy Associates included Northwest Public Broadcasting in their estate plans. Their gifts will provide public broadcasting to future generations.

James Corcoran, Sequim
Sarah & Tim Chenoweth, Olympia
Mary Ann & Michael Conlin, Suffern
Rob & Maria Converso, Hudson
Patrick A. & Gayle Cooper, Seattle
Mary & Barry Copeland, Seattle
Eric & Susan Schmieman, Richland

MEMBERS CONTRIBUTED $1,000–$4,999

John Arbuckle, Kennewick
Sharon Louise, Pasco
Nancy Kenmotsu, Yakima
Karen & Mathias Kriss, Yakima
Sandy Title, Richland

MEMBERS CONTRIBUTED $5,000 OR MORE. THEIR GIFTS ALLOW NORTHWEST PUBLIC BROADCASTING TO PROVIDE PUBLIC BROADCASTING TO FUTURE GENERATIONS.

Robert Konwaler, Pullman
Maryville:

Edward & Elizabeth Temple, Richland
Brian & Tammy Regimbal, Yakima
Kerry & Lisa Swanson, Pullman
Pearce & Patricia Hunt, Sandpoint
Patricia & David Gelles, West Richland
Don & Marianna Matteson, Pullman
Gary E. McCabe, College Place
Don & Jane Gargas, Toppenish
Lawrence North & Andrea K. Dobson, Walla Walla

Edward Siciliano, Richland
Don & Mary Ann Sisk, Richland
Susan Kenyon, Yakima
Cynthia Osterlund, Condon
Steve Wright, East Wenatchee

LEGACY ASSOCIATES INCLUDED NORTHWEST PUBLIC BROADCASTING IN THEIR ESTATE PLANS. THEIR GIFTS WILL PROVIDE PUBLIC BROADCASTING TO FUTURE GENERATIONS.

Patricia & David Gelles, West Richland
Don & Jane Gargas, Toppenish
Don & Jane Gargas, Toppenish

MEMBERS CONTRIBUTED $500–$1,499

North Central Washington Sundquist Fund at Yakima Valley Smith Barbieri Progressive Fund, Spokane

MEMBERS CONTRIBUTED $1,000–$4,999

North Central Washington Sundquist Fund at Yakima Valley Smith Barbieri Progressive Fund, Spokane

MEMBERS CONTRIBUTED $5,000 OR MORE. THEIR GIFTS ALLOW NORTHWEST PUBLIC BROADCASTING TO PROVIDE PUBLIC BROADCASTING TO FUTURE GENERATIONS.

Robert Konwaler, Pullman
Maryville:
THANK YOU TO
OUR SPONSORS

SPONSORS OF NORTHWEST PUBLIC BROADCASTING COME IN ALL SHAPES AND SIZES FROM COMMUNITY NON-PROFITS TO LARGE CORPORATIONS. THEY ALL SHARE AN INTEREST IN REACHING PUBLIC MEDIA AUDIENCES WHILE SUPPORTING THE TRUSTED RESOURCE THAT IS NORTHWEST PUBLIC BROADCASTING.