

2019 NWPB Radio Content and Service Report for CPB

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.

Northwest Public Broadcasting continually seeks to present well-produced programs which stimulate thinking, encourage discovery and expand horizons. We continue to make strides in local and regional news reporting, most significantly by integrating student journalists into the newsroom. NWPB has also given attention to digital distribution of regional news via internet and mobile devices. News stories are produced with both broadcast and digital sensibilities, to take into account the changing ways our audience access our programming. In addition to its on-air broadcast, NWPB provides free access to content on digital and social media platforms, including our website, Facebook, Twitter, Tumblr and mobile apps. Listeners are provided with channels to provide feedback on these platforms, and also through email and a toll-free phone line. NWPB provides a free online community calendar on its website, in which the public can advertise and also learn about arts and community events in the region. Northwest Public Broadcasting continued to support the annual Murrow Symposium events produced by The Edward R. Murrow College of Communication at Washington State University. NWPB paid special attention to making digital access as up-to-date as our broadcasts. Case in point: the station's social media team keeps NWPB Facebook posts vibrant, accessible, easy to share and attractive. NWPB is prepared to serve the next generation. And serving them means preparing them with information and understanding needed to be world citizens and with music that goes beyond the everyday.

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.

NWPB seeks to connect with communities across the region. For more than a decade NWPB has been a member of the Northwest News Network, which shares news reports with other public media outlets across the region including KUOW, Oregon Public Broadcasting, KNKX, Boise State Radio, KLCC, Jefferson Public Radio and Spokane Public Radio. NWPB has partnered

with Clover Park Technical College in Tacoma to manage and program KVTI-FM, providing a vital NPR and Classical service in the South Puget Sound region. Similarly, NWPB has partnered with the Yakima School District to manage and program KYVT-FM to bring more local and national news to residents in central Washington. In conjunction with The Edward R. Murrow College of Communication at Washington State University, NWPB provides learning experiences for students of journalism, media and communication. NWPB staff regularly work with local arts groups and businesses to expand reach and enhance awareness including promotional partnerships with Symphony Tacoma, public media personalities at the Washington Center in Olympia, Yakima Town Hall, and the University of Idaho Auditorium Chamber Music Series.

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.

Students and producers reported a growing number of online exclusive reports, serving the audience through stories posted and shared on the web and social media. Stories about issues affecting the Pullman-Moscow and Lewiston-Clarkston region, Washington State University and the University of Idaho, and public safety and law enforcement on and off campus.

Reporting for online and on air is focused on highlighting issues of the Northwest in a broader scope and context not tied only to the region. A news producer and reporter who often reports for our digital platforms covers issues of science, natural resources and similar topics. Articles, for example, include work from Courtney Flatt that focuses on environmental and natural resources issues related to wolves, endangered sage grouse, pesticides use and its relation to drinking water supplies, and issues of environmental justice and equity for under-served and minority populations continue to have broad reach and appeal online – beyond the Northwest region. One online story in particular – about how wildfires are contained and tracked by government authorities – continues to be popular nearly two years after its original publication. When large fires make big headlines – such as in California– our reporting is still picked up and used by news sources and readers outside the Northwest.

NWPB reporters provided in-depth analysis of policy, along with breaking news and untold stories throughout the region. In addition to examples like the ones mentioned, Northwest Public Broadcasting continues to be a primary resource for community information about arts

and events through our online calendar and the daily information about arts and cultural events within the community. NWPB also provides daily information during inclement weather on school closures and delays for the region, and vital information about evacuations and danger during wildfire season.

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

Northwest Public Broadcasting continues its partnership with the Yakima Valley Community Foundation identify the need for bilingual reporting and necessary resources in central Washington.

Through this partnership, reporter Enrique Perez de la Rosa covered and continues to cover the people, landscape and economy of central Washington, and its agricultural economy. Reporting from bi-lingual reporter Enrique helped reach, report on, and connect with sources in the Spanish-speaking community of Central Washington's Yakima Valley, on topics including farmworker labor disputes, emergency preparedness for Spanish-speaking audiences, and how federal immigration policy affects minority populations in central Washington. In fact, Enrique's work illustrates how local reporting impacts national conversations on immigration, food production and politics, among others. His ability to speak directly to people often in their first language, and to come from a point of shared background and experiences, gives her stories and NWPB's coverage the nuance and depth such topics require.

Enrique also reported on how the Yakama Nation and Native American and indigenous communities in the region are affected by the pressing issue of Missing and Murdered Indigenous Women and Girls (#MMIW). His reporting in the Yakima Valley and central Washington routinely looks at the intersection of communities and cultures on the Yakima Nation reservation, and the interplay between Latinx and Native communities, and how local, state and federal law enforcement and public policy affect these communities. Our audience has heard from sources that he connected in a way that other reporters would not have, and it was because of her that they agreed to speak on the record. It is that depth of her reporting

and background – and the partnership with the Yakima Valley Community Foundation – that brings great value to NWPB’s reporting and the residents of the Northwest.

NWPB’s program schedule includes Concierto, a weekly classical music program presented in Spanish and English. Northwest Public Broadcasting’s listening audience continues to grow, indicating the increased appeal of, and need for, its programming. Listener feedback has also guided program changes to be responsive to community needs. Our online audience also continues to grow rapidly, indicating the multiple ways the community is accessing the information and services we provide.

5. Please 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 assists the station’s ability to provide critical service. CPB funding is especially important to locally produced news, music and other cultural programming efforts. Without CPB funding, NWPB would be significantly limited in presenting the diverse and responsive programming currently offered. As mentioned earlier, the impact of NWPB’s service and growth of the audience has been noteworthy, meaning the investment of CPB funds continues to have a significant reach to under-served audiences in the region.