

CPB 2020 Local Content and Services Report

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. During the COVID19 pandemic this was particularly a focus for NWPB as we worked with many area orchestras, symphonies and music and arts organizations to provide a series of 'virtual' concerts for listeners who could not attend live performances.

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.

Through its partnerships, NWPB continues to have measurable impact within the community. Our reporters were on the front lines as news warranted. The coronavirus pandemic shaped much of the coverage in 2020, including connecting audiences to resources in English and Spanish. Correspondent Anna King shared her own personal story of contracting COVID-19 and how it affected her as a “long-hauler.” It was well received across the regional and nationally as a story with which audiences could closely connect. A historic fire season in early September affected wide swaths of the broadcast area in central and eastern Washington. Correspondents Courtney Flatt and Enrique Perez de la Rosa covered the fallout and the affected populations, with particular attention to how migrant farmworkers and residents whose first language is primarily Spanish were affected. In addition to the reporting, NWPB provided hourly announcements of COVID19 information, resources, and special bulletins for public health and safety. Correspondent Enrique Perez de la Rosa reported on issues unique to cross cultural topics in the Yakima Valley bridging language barriers to gather stories of residents whose first language is not English. Courtney Flatt continued to break new ground in her environmental reporting, including reporting on northwest river restoration, northwest endangered species and climate change effects on Northwest mountain snowpack. Correspondent Nick Deshais covered topics of interest to the Inland Northwest of North Idaho and eastern Washington, including rural issues affecting gun rights in Sandpoint, Idaho, transportation and infrastructure planning for smaller towns in the region, and the ongoing protests for racial justice in Spokane during May and June 2020.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

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 through the Community Service Grant is critical for Northwest Public Broadcasting to carry out its public service mission. As is the case with many stations that provide programming to large principally rural areas, NWPB operates on a tight budget. Serving a vast geography, often times Northwest Public Broadcasting’s radio service is the only source available for information and emergency notification.

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.