**Northwest Public Broadcasting 2021 Local Content And Service Report**

**A detailed description of the content and services created to meet the community’s local needs and their impact. Impact may be measured by the number of plays, viewers, participants, and etc.**

Northwest Public Broadcasting airs classical music, news, and PBS programming servicing many rural areas of Washington, parts of Oregon, Idaho and British Colubmia. Our reach is vast, and the core of our mission fits in every community, to provide stimulating programming that educates, enlightens and entertains.

During the pandemic it has been hard to meet with communities face to face. But NWPB’s Classical Music team created virtual concerts to help people connect with regional symphonies and orchestras with nearly 450 virtual attendees to 5 concerts. These were in collaboration with the Auburn Symphony, the Yakima Symphony Orchestra, Washington Idaho Symphony, and Walla Walla Symphony. As well as airing the concerts on radio reaching audiences of nearly 200,000.

NWPB created 14 Passing the Baton radio features highlighting music mentors and their students in the region. These included Susan Speicher who has been teaching privately in the Gig Harbor area for 12 years and also belongs to two chapters of the Washington State Music Teachers Association. Dr. Keri McCarthy, a professor of music in oboe and music history at Washington State University, and Dr. Maria Sampen a professor of violin and chair of the String Department at the University of Puget Sound. Website visits to these stories reached nearly 1,000 pageviews.

To better serve our diverse audience and growing societal shifts, NWPB continues to produce Traverse Talks, a podcast that features conversations about identity and culture to better understand the human experience. This year’s episodes featured Japanese American Transgendered author Ryka Aoiki. Aoiki spoke on child abuse, finding love and acceptance despite difficult parental relationships and the healing art of poetry. Other guests include Sandra Williams, the publisher and editor of the Black Lens newspaper in Spokane. She spoke on being black in Spokane and finding safe places. Nez Perce police chief, Harold Scott, on police brutality, growing up on a reservation and being arrested as a teenager. Nigerian author Chigozie Obioma on his craft, hearing racist statements in other languages and how-to live-in America. Regionally specific guests include a dyslexia researcher, Coastal Salish authors and the food program, Backyard Harvest that helps feed people on the Palouse. While a podcast, the interviews were also packaged for radio air and on Youtube. Website traffic numbers for fiscal year July 20 - June 2021 = 1081 pageviews on NWPB’s website. On Itunes there were 161 listeners, Spotify 221.

Dr. Universe continues to serve the curiosity of children and their parents with topics on slime, bees, hibernation and why feet smell. Questions are proposed by children and answered by Washington State University scientists. This product is a partnership between NWPB and WSU that reaches children in rural Washington on TV, Youtube and on social media. On our website there are over 5,400 page views for Dr. Universe.

For election coverage, NWPB collaborated with Benton and Franklin Washington Counties League of Women Voters to produce local debates for Vote 2020 and 2021. Virtual debates for county commissioner seats were hosted by NWPB and WSU Murrow instructors. These debates were on TV, Youtube and radio. There were various debates and subject discussions with Youtube stats ranging from 25 views to 3,000.

NWPB and Humanities Washington collaborated with other public broadcasters on a political series called ReBuilding Democracy. It consisted of three one-hour radio shows, produced by stations with a series of online conversations with experts produced by Humanities Washington. NWPB’s role focused on rural eastern Washington with a conversation on rural gentrification and class with Jennifer Sherman, PhD, associate professor of sociology, Washington State University. Sue Lani Madsen, Spokesman-Review columnist and Lincoln County rancher, Ginny Darrell, president, People for Effective Government, and Bruce Tabb, mayor of Ellensburg, Washington. It has 850 views on Youtube and 251 pageviews on NWPB’s website.

In the summer of 2021, fires devastated parts of northern Washington, especially rural areas that NWPB serves. There were approximately 89 fires that year. NWPB hired a reporter to cover the fires to keep listeners up to date on fire growth and containment. This was a result of a phone call from a concerned listener in Okanogan who didn’t hear enough information about close fires near her home. Hundreds of fire reports were aired on NWPB radio and posted online with over 25,000 pageviews.

Because of the need to better cover stories in our region, NWPB hired two more part-time reporters. One covering Washington and Covid-19 policies. Stories include the struggle of vaccination compliance and percentages of those who left jobs because of mandates, rural hospital capacity and education disruptions. These were aired on NWPB radio with nearly 10,000 pageviews on our website.

Another reporter was hired to cover the Palouse, science, and Nez Perce Nation.Subjects like the land back movement for the Nez Perce and reclaiming ancestral artifacts were aired on NWPB radio and got 300 pageviews on our website.

NWPB filled the bi-lingual reporting position for Central Washington to better tell the stories of hispanics in our region. This is a special assignment reporter currently working on murdered and missing indigenous women in Central Washington, and agricultural worker’s rights.

**Community feedback on the impact and effectiveness of the local content and services created. For example, quotes from participants, community leaders and partners…**

Here are some comments from listeners and viewers of NWPB programming:

* Julia Royals: This is the first time I have listened to Traverse Talks. The topic snagged my interest because my daughter has shown signs of dyslexia however, she has never been officially diagnosed.  Staff at her public school have recognized it but have been unable to refer us to any additional programs to help her.  It is a frustrating feeling. Well today, I have a lump in my throat! I cannot believe my coworkers presented a possible solution and assistance for my baby girl.  I had no idea this program existed locally.  I have already put in a phone call for an appointment. This is what public media is about. I am thankful you (all) chose this topic and produced this story.
* Always reassuring to have an unbiased source of the truth.  William from Leavenworth
* We admire your consistency in reporting and quality programming during unusual times. Congratulations. Here's to better days in 2022. Paul and Teri from College Place
* We were just remarking yesterday about what a great service you offer.  Your broadcast of great jazz with such eclectic selections is fantastic.  You keep us going at our home office every day!  Brett from Washougal
* I rely on factual and unbiased reporting of NWPB. I know that when I quote information gleaned from NWPB and its affiliates that the facts are correct and presented without bias. This is the ONLY news source that I can rely on for reliable information.  Katie and Tim from Forks

**A description and the outcome of any newly created or on-going partnerships and collaborations, including those with other public broadcasting entities.**

In addition to the collaboration called ReBuilding Democracy, NWPB also worked with other public broadcasters to combat Asian hate. The collaboration between Humanities WA, KUOW, Spokane Public Radio and NWPB involved 3 hours of radio programing and an online discussion about Asian Americans. There were 512 Youtube views and our website had 288 visits to stories about the history of Asians in the rural Northwest, growing up Asian American and the climate of anti-Asian sentiment during the pandemic. Working with Humanities Washington has led to other discussions on more topics all stations can address state-wide. We are planning a new project about sustainable democracy in 2022.

NWPB worked with WSU’s history department producing 3-minute radio essays that address current issues and how they relate to past events. It is called Past as Prologue and features stories such as the number of African Americans working at Hanford during WWII and yet, why the town has so few blacks living there today. Another topic was the prevalence of transgendered cowboys in the late 1800s and early 1900s in the west and how it relates to transgender rights today. There were 12 essays that aired several times in rotation on radio with over 2400 pageviews on our website. We are planning for another season of historical essays for 2022.