



NORTHWEST
PUBLIC BROADCASTING

Local Content Report

FY 2022

About Us

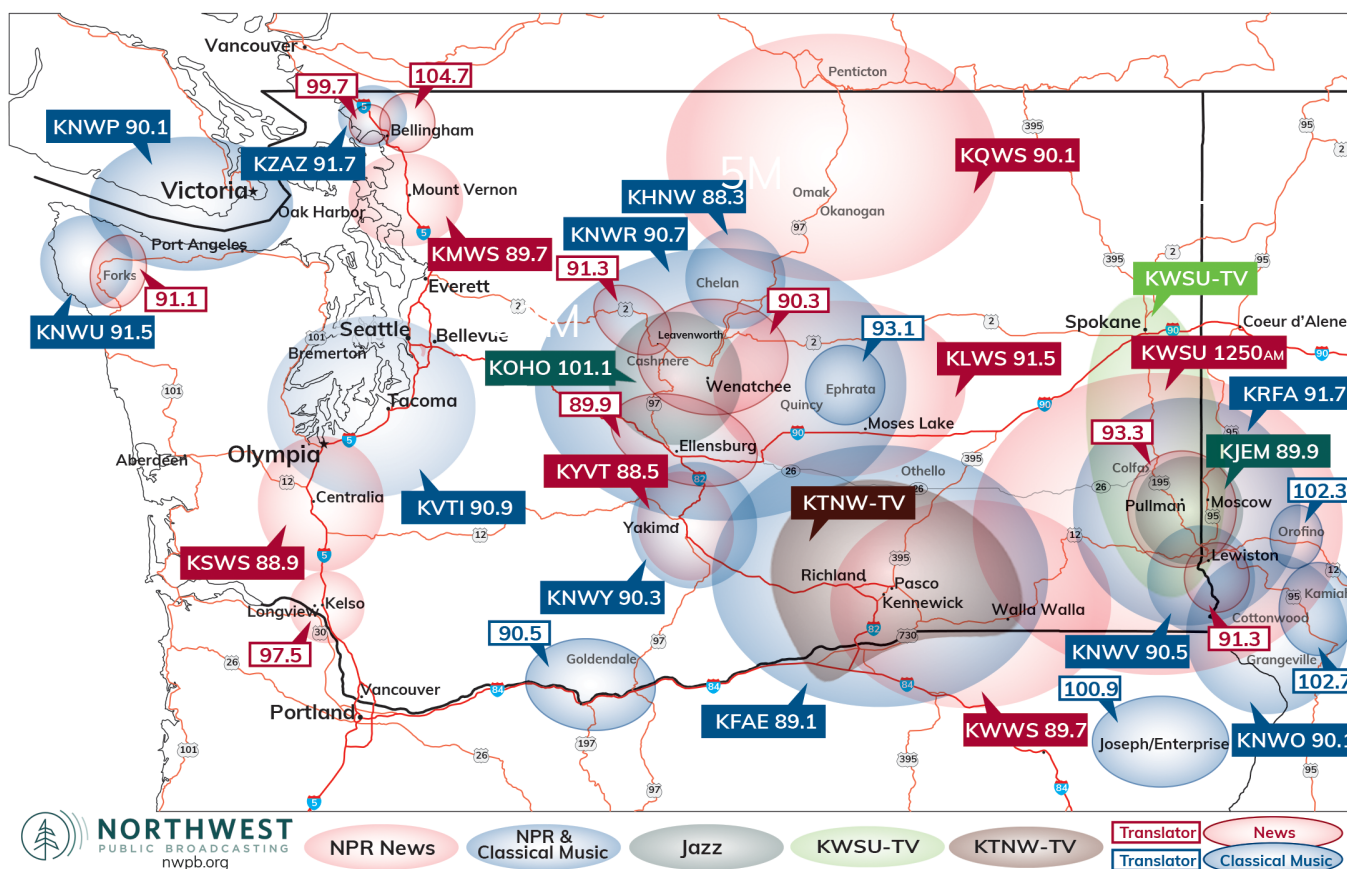
Northwest Public Broadcasting (NWPB) is a multi-platform NPR and PBS station providing news, music and entertainment services to listeners and viewers throughout the Northwest region.



NWPB is dedicated to enriching our community by sharing and creating distinctive programs that engage, enlighten and entertain.

www.nwpb.org

Approximate Signal Coverage



NWPB is a community service comprised of radio, television and digital services. With origins dating to 1922, our radio network reaches more than 3.6 million people in 44 counties throughout Washington state and parts of Oregon, Idaho and British Columbia. Approximately half of the population reached receives public radio broadcast signals exclusively through NWPB.

NWPB Welcomes New General Manager

NWPB welcomed a new General Manager in February 2022. The station required a fresh perspective and renewed vision for how public media could provide value and benefit to a wide range of audience members.

Cara Williams Fry served as the Senior Vice President and Chief Content Officer at WITF in Pennsylvania for nearly 20 years. She brings a strong sense of dedication to the mission of public media and an appreciation for the changes occurring in broadcasting, digital platforms and community engagement.

Her groundbreaking work in co-creating and launching PA Post

resulted in the first statewide digital news organization in Pennsylvania. On a national level, she was the managing producer of a syndicated wildlife program from NBC Enterprises.

Throughout her career, she has dedicated many hours of personal and professional time creating miracle stories for the Children's Miracle Network.



"Cara's efforts have resulted in new energy and purpose among NWPB staff members, new news and entertainment programming efforts, a stronger connection with NWPB audience members and a brighter future for NWPB."

—Bruce Pinkleton, Dean and Professor
Edward R. Murrow College of Communication
Washington State University

Our Vision

We endeavor to remain a trusted source of quality content. We are dedicated to enriching our valued community by sharing distinctive programs that engage, enlighten and entertain.

Since joining the NWPB team, General Manager Cara Williams Fry is directing the station to further develop the four areas below for the greatest impact on our local communities.

1

Journalism

2

Education

3

**Community
Engagement**

4

Arts and Culture



The Centennial



100 YEARS, 100 STORIES

On December 10, 2022, Northwest Public Broadcasting officially celebrated 100 years of news, music and storytelling. To celebrate, staff and students, both past and present, created a two-hour radio program that aired live on December 9, 2022. The program brought listeners along on a journey through decades of change to conversations about the future.

The show consisted of seven investigative features, five live interviews, five pre-recorded interview segments, a game show with three listener contestants, and an original, anniversary composition by Composer Greg Yasinitsky. The program was both celebratory and educational, complete with interesting facts, music, sound bites from past shows and famous on-air personalities.

A montage of listener testimonials wrapped up the program. According to hundreds of voices from communities across the Northwest: people support NWPB because it is a reliable source of information that engages, enlightens and entertains.



Sueann Ramella, Robin Rilette, and Mary Ellen Pitney, host of All Things Considered and the centennial program.



NWPB staff celebrating the station's 100 years.

Arts & Culture



SOUND OF 13

The killings of George Floyd, Breonna Taylor and so many others forced people from just about all walks of life to take another look at not only themselves, but the contemporary conversation of race. In the Sound of 13, listeners hear contemporary and historical conversations of race with the 13th Amendment and classical music as the guide.

The 26-week classical music series started on September 18, 2021 every Saturday evening for 1 hour.



+ K  E M | 89.9

NWPB welcomes KOHO and Wenatchee Valley listeners
to the NWPB JAZZ Family

NWPB AIRS JAZZ ON KOHO STATION

In 2022, NWPB entered a programming agreement with The Sleeping Lady Foundation to program KOHO 101.1 FM in Wenatchee with jazz programming.

PASSING THE BATON

Passing the Baton is a series of regional features and interviews highlighting the role of outstanding music teachers and mentors from the Northwest. The goal is to show the transmission of musical skills from one generation to the next and the importance of knowledge-sharing.

Features aired on Morning Edition and All Things Considered. NWPB also created a series of 2–3 minute video vignettes to share across platforms.



Dr. Maria Sampen is professor of violin and chair of the String Department at the University of Puget Sound, where she teaches chamber music and music theory.



Dr. Sophia Tegart teaches flute lessons, flute choir, chamber music, music history, and Women in Music at WSU.



Dr. Chris Dickey (left), Assistant Professor of Tuba and Euphonium at WSU, and his student, Tim Schrader (right).

MUSIC MOMENTS

Music Moments are a continuing series of 2–3 minute pieces of music history and inspiration produced by NWPB staff. Topics included women composers, astronomy, BIPOC musicians, music mentor and mentee pairs and more.

Music Director Anjuli Dodhia led the creation of this series, assembling pieces featuring Ferde Grofé's (pictured right) The Grand Canyon Suite, Nettie Asberry, Claudio Brindis De Salas Garrido and Angèle Dubeau and her ensemble La Pietà (pictured below).



Ferde Grofé dropped out of school and tried various jobs before becoming a beloved American composer.



La Pietà, the all-Canadian, all-female ensemble that founder Angèle Dubeau envisioned, and which earned her the rank of Officer of the Order of Canada.

PUBLIC RADIO TOGETHER

On March 10, 2022, NWPB joined public radio stations around the world in airing Beethoven's Symphony No. 9 in D minor, Op. 125 Choral in support of Ukraine's public broadcasting system and the people of Ukraine.

The event, called Public Radio Together—Ode To Peace, was organized by Romania's public broadcasting system and the European Broadcasting Union. In addition to airing Beethoven's Choral Symphony, NWPB shared a list of organizations providing aid and support to Ukraine.



Classical music hosts Anjuli Dodhia, Gigi Yellen, and Steve Reeder.



Programs



TRAVERSE TALKS

WITH
SUEANN
RAMELLA



NORTHWEST
PUBLIC BROADCASTING



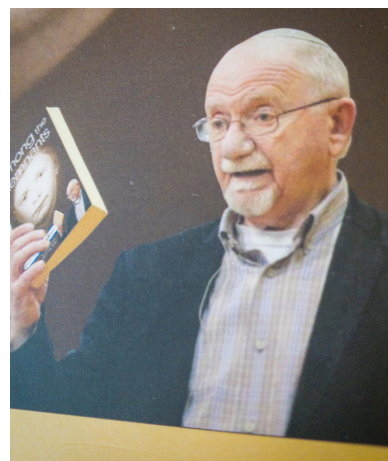
Traverse Talks is a podcast that interviews underrepresented voices in the Pacific Northwest. It offers insightful conversations to connect and learn about the humanity in us by exploring culture, identity and art. Traverse Talks is available on NPR One, Apple Podcasts and Spotify.



Episode 19: Celebrating the Life and Legacy of Sandy Williams



Episode 20: On Changing the Culture of Policing



Episode 21: Josh Gortler and Gigi Yellen on the Concept of Tikkun Olam



Episode 22: Keith and Chenoa Egawa on How Our Connections Shape Us



Episode 23: Judy Cornish on Dementia Care Through the DAWN Method



Episode 24: Jess Walter on the Crossroads Between Humility and Confidence

STORYCORPS

In 2022, NWPB had the opportunity to work with StoryCorps, a nonprofit organization whose mission is to preserve and share humanity's stories in order to build connections between people and create a more just and compassionate world. As part of the StoryCorps—Northwest initiative, NWPB brought the stories of six individuals to life, including that of Holocaust survivor Lydia Kyrychenko Drake (pictured furthest right with her granddaughter Katrina Zens).



VOTE 2022

In partnership with the League of Women Voters of Benton and Franklin Counties, NWPB produced three, one-hour programs and one 90-minute program for the primary election, and four, one-hour programs for the general election. The shows were distributed on-air, YouTube and the PBS app. All programs received positive community feedback for highlighting local races that do not regularly receive coverage.



Journalism



Our Team

NWPB reporters covered many stories that affected the Pacific Northwest region throughout the year, including timely wildfire reports, information on forest regeneration, and how climate change is impacting the wine growing industry.

This year, NWPB partnered with the Lewiston Tribune and Moscow-Pullman Daily News to bring health care coverage to the region through reporter Rachel Sun, who covered important issues like rural addiction recovery.

Bilingual reporter Johanna Bejarano is bringing more coverage to Latino communities looking for better representation and highlighting issues impacting immigrant workers. She reported on a first-of-its-kind alert system for missing and murdered Indigenous people.

After breaking the Easterday scandal, in which cattle rancher Cody Easterday swindled companies out of \$244 million, award-winning reporter Anna King spent time developing that content into a long-form investigative podcast series released in 2023.

Lauren Gallup focused heavily on wildfire coverage throughout the state.

Partnering with Spokane Public Radio, NWPB reporter Lauren Patterson brought more visibility and focus to north Idaho, an area previously underserved in coverage.

Courtney Flatt created a multimedia series on the changing ocean conditions with scientists while aboard a NOAA research ship.



Anna King
Agriculture Reporter



Lauren Patterson
Eastern Washington
Correspondent



Courtney Flatt
Environment Reporter



Rachel Sun
Healthcare Reporter



Lauren Gallup
Tacoma
Correspondent



Johanna Bejarano
Central Washington
Correspondent

Events



MEET THE GM

Part of being a public media organization is getting to know your community and listening to what they have to say. New General Manager Cara Williams Fry made several outings throughout the year to meet listeners, hear their ideas, share her vision and experience the beautiful Pacific Northwest region.



OKTOBERFEST

NWPB hosts a week of music programming with accompanying web story features in honor of Oktoberfest, created to explore themes of harvest, autumn, food and drink through historical context and classical music.



Education



DR. UNIVERSE

Ask Dr. Universe is an animated video series created in collaboration by Washington State University and Northwest Public Broadcasting. Dr. Universe is a fictional feline who answers science questions from kids ages 8–12 and aims to inspire young audiences' interest in science, technology, engineering and math.



EXPLORE TOGETHER/ EXPLOREMOS JUNTOS

NWPB began fundraising and planning for the launch of Explore Together/Exploreemos Juntos, a new early education initiative aimed at children ages 2–8. Through various activities, including events at local libraries and science centers, the initiative celebrates curiosity, engages families in STEAM learning, and enhances connection among our many communities.



Engineering



Satellite Upgrades

NWPB strives to protect its airwaves every day to make the services we provide reliable to those who depend on them. An FCC C-Band frequency repack for 5G in 2021 had the potential to impact listeners. NWPB engineers acted quickly to protect NWPB signals by upgrading 11 critical satellite dishes in preparation for this event. These satellite dishes feed all 35 of our radio transmitters, and the process included installing new low-noise block downconverters (LNBS) and frequency filters.

Their work ensured a seamless transition with no interruption to listeners.





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NORTHWEST
PUBLIC BROADCASTING

Sunset at Hole-In-The-Wall, Rialto
Beach, Olympic National Park.