



**Radio for a more informed,
more engaged, more
curious, more creative,
more empathetic public.**

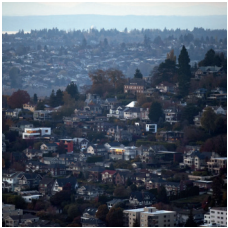
KUOW's 2022 Impact Report



A message from Caryn G. Mathes,
KUOW President and General Manager

More local stories

KUOW seeks to inform, engage and inspire our community with trusted reporting that focuses on the Puget Sound region. Here is a selection of local, impactful stories from the past year.



Ripple effects of regional growth

The Seattle area is growing. Because we're not building enough homes, people are getting pushed farther and farther out. In a four-part series, reporter Joshua McNichols covers the issue and explores some potential solutions.



Broken promises at charter school chain

Impact Public Schools, the largest charter school chain in Washington state, promised its students a world-class education. In a six-month KUOW investigation, dozens of parents and staff said the reality fell far short.



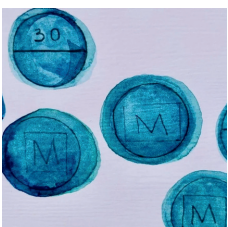
SPD's backlog of sexual assault cases

In a collaborative reporting project, KUOW and the Seattle Times revealed that the Seattle Police Department isn't investigating most new adult sexual assault cases.



Swinomish tribe revives ancient practice

Since time immemorial, Indigenous peoples farmed the Salish Sea with a type of environmental engineering called clam gardening. Reporter John Ryan joined Swinomish Tribal leaders as they built the first U.S. clam garden in centuries.



Seattle and the overdose crisis

Former KUOW reporter Anna Boiko-Weyrauch spent over a year interviewing people experiencing addiction and the on-the-ground advocates working to address this public health crisis.



Solutions for children's mental health

In this three-part series, KUOW's Liz Jones details the journey of one Seattle-area family to break the cycle of generational trauma.

More Curiosity

KUOW listeners are curious life-long learners. Read through this selection of stories that take you one level deeper to cultivate a more nuanced understanding of our local communities and our world.



Local Latino history in photos

On Soundside, KUOW's Alec Cowan spotlighted a rare collection of images documenting a chapter of Washington state history that rarely gets publicity.



A record player is a time machine

On The Blue Suit, a collection of records left behind by Japanese Americans incarcerated during World War II holds great meaning for this local sound artist.



First principal Black dancer

In this sound-rich, fictional audio story, RadioActive youth journalist Alayna Ly explores the choices involved in the transition out of high school.



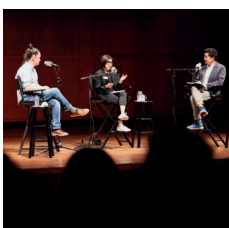
Our neighbors Sound-under

The Soundside team covered stories from across the region, including this deep dive on the secrets of sea slugs living in the depths of Puget Sound.



Tools for tough conversations

In the series Subtext, KUOW's Bill Radke spoke to local author Mónica Guzmán about how to better understand and converse with people we disagree with.



The Splendid Table in Seattle

KUOW partnered with The Splendid Table for a live-taped discussion about our region's vibrant food scene and the people working for food sustainability.

More voices

From youth journalists in KUOW's RadioActive program, to stories from neighborhoods across the Puget Sound region, KUOW works to reflect our whole community. We believe it is imperative to include diverse voices in our storytelling. Since 2015, KUOW has tracked the diversity of sources in our local broadcast features — defined as planned stories, investigations, or profiles — and on our midday local show to better understand how we're representing our community and to push for improvement.

Source Diversity

- 39% of sources for local news features in 2022 identified as people of color
- 54% of sources for local news features in 2022 identified as women or nonbinary
- 25% of sources for local news features in 2022 were under 35 years old

KUOW Photo/Juan Pablo Chiquiza



RadioActive Youth Media

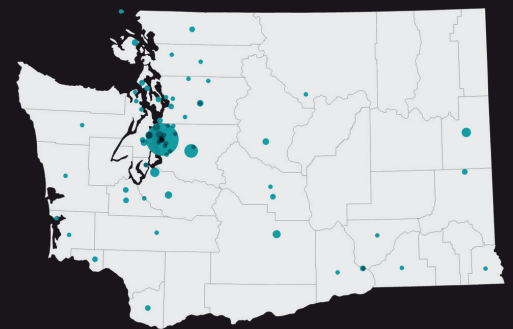
- 200+ youth participants in journalism and storytelling workshops
- 38 audio stories and podcasts published
- 5 national journalism awards won*
- 4 RA grads working as full-time staff members at KUOW

KUOW Photo/ Kelsey Kupferer

Geographic Diversity

- In its first year, *Soundside* covered stories and perspectives from as far north as Alaska to as far south as Clark County:
- 30+ topics explored, including arts and life, the environment, public health and more.
- 60+ neighborhoods covered.

KUOW Graphic/Amelia Peacock via Datawrapper



More ears

KUOW brings trusted, local, award-winning coverage to the Puget Sound region, free of paywalls. Whether you listen in your car during a commute, on your smart speaker while making dinner or catch up on your favorite KUOW podcast on a walk around the neighborhood, we work to meet you wherever you are.

51,548	Active Contributing Members	<i>KUOW Records</i>
22,285	Sustaining Evergreen Members	<i>KUOW Records</i>
338,558	Avg. Weekly Broadcast Listeners	<i>Nielsen</i>
237,545	Avg. Monthly Streaming Listeners	<i>Triton</i>
486,628	Avg. Monthly Podcast Downloads	<i>Triton/Podtrac</i>
10,480,552	Page views on KUOW.org	<i>Google Analytics</i>
80,942	Newsletter Subscribers	<i>Salesforce</i>
113,450	Social Media Followers	<i>Facebook, Twitter, Instagram, and TikTok</i>
809	Community Feedback Club Members	<i>Groundsource</i>
4,080	Pieces of Feedback from Listeners	<i>KUOW Records</i>
4,715	Event Attendees	<i>KUOW Records</i>

29 awards for excellent, local journalism

2022 Edward R. Murrow Awards

For Bill Radke's conversation with *a Kraken fan calling for more queer representation in hockey*; one family's journey in birthing and parenting in the pandemic from Kate Walters and Megan Farmer; Anna Boiko-Weyrauch's coverage of the overdose crisis in King County; the grip of right-wing conspiracy theory on Sequim politics reported by David Hyde; and KUOW's ongoing coverage of the Covid pandemic including local outbreaks and vaccine hesitancy, and stories of resilience and hope from a dangerous year.

2022 Youth Journalism Awards

KUOW's RadioActive Youth Media program received an award from NLGJA (The Association of LGBTQ Journalists) for Antonio Nevarez's story about exploring identity expression during the pandemic; an Asian American Journalists Association Award for Jennifer Nguyen's conversation across generations about what it means to work hard; and two awards for a series of stories from a RadioActive workshop with teens who are incarcerated at Clark Children and Family Justice Center in Seattle.

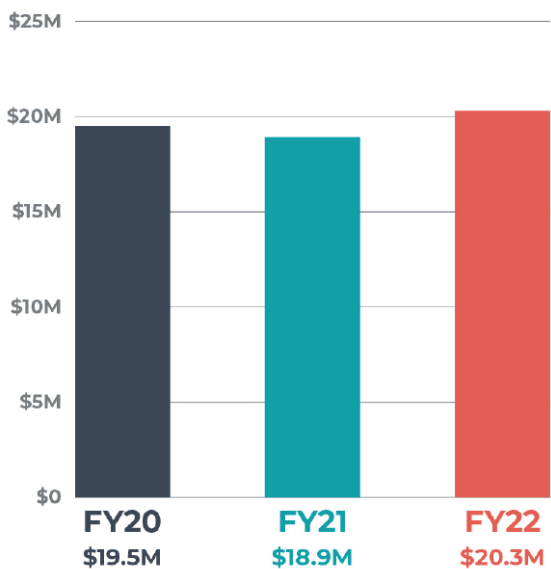


KUOW Photo/Reva Keller

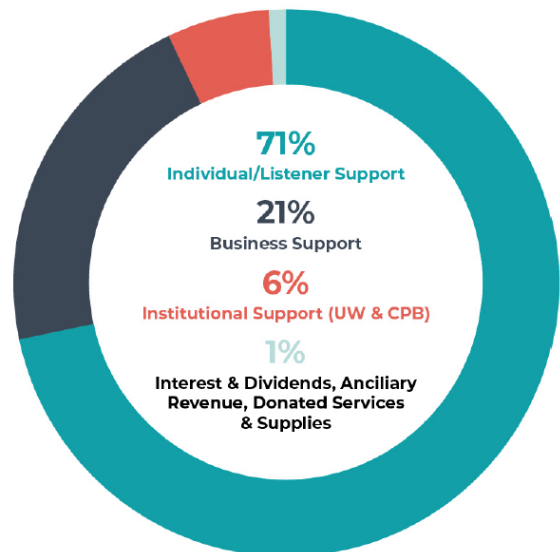
Fiscal Year 2022 Financials

In our last fiscal year, 92% of KUOW’s funding came from individual donors and local business supporters. We are proud to report that 71% of our revenue went directly back into our news programming. Below, you’ll find an overview of KUOW’s finances in Fiscal Year 2022 (July 2021–June 2022).

REVENUE GROWTH



REVENUE SOURCES



Statement of Activities

As of June 30, 2022 and June 30, 2021

REVENUE	FY22	FY21
Listener Support	14,406,450	13,851,612
Business Support	4,371,887	3,730,062
Institutional Support (UW & CPB)	1,212,432	1,139,232
Interest & Dividends	241,182	124,796
Ancillary Revenue	74,935	64,025
Donated Services & Supplies	19,000	38,630
TOTAL	\$20,325,886	\$18,948,357
EXPENSES		
Program Expenses	13,702,084	12,993,335
Fundraising	3,423,130	3,205,502
General & Administrative	2,526,478	2,017,999
TOTAL EXPENSES	\$19,651,692	\$18,216,836
NET FROM OPERATIONS	\$674,194	\$731,521

Statement of Financial Position

As of June 30, 2022 and June 30, 2021

ASSETS	FY22	FY21
Cash	7,206,078	7,293,723
Investments	3,866,580	4,438,572
Accounts Receivable (Net)	699,939	565,712
Pledges Receivable (Current)	118,948	161,153
Prepaid Expenses	327,575	225,436
Endowments (PSPR & UW)	5,272,769	5,507,112
Long-term Pledges Receivable (Net)	415,074	-
Property, Plant & Equipment (Net)	4,144,762	4,363,575
TOTAL ASSETS	\$22,051,725	\$22,555,283
LIABILITIES & NET ASSETS		
Accounts Payable & Accrued Expenses	582,493	216,628
TOTAL NET ASSETS	\$21,469,232	\$20,225,985
TOTAL LIABILITIES & NET ASSETS	\$22,051,725	\$22,555,283