



Photo: Reva Keller/KUOW



Impact Report

Fiscal Year 2025

July 1, 2024 – June 30, 2025





Photo: Juan Pablo Chiquiza/KUOW

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From Our New CEO

Dear friends,

As I step into my role as CEO of KUOW, I do so with deep respect for the legacy of public media in the Puget Sound region and a profound sense of responsibility for its future.

In a time when misinformation spreads quickly and polarization threatens our shared understanding, KUOW remains a place where curiosity, courage, and rigor guide our journalism.

Most of all, KUOW is here for you — our listeners, supporters, and neighbors. You are why we show up every day with fact-based reporting, real conversations, and a commitment to serving the public good.

In the pages that follow, you'll see how community feedback shapes what we cover, how our journalism helps people make decisions and feel connected, and how we're evolving our programming and digital experiences to meet audiences where they are.

Thank you for standing with KUOW. With your continued support, we will be here for the next 75 years — stronger, more connected, and more committed than ever to serving our region.

With gratitude,

Tina Pamintuan

Chief Executive Officer, KUOW Public Radio



Photo: Juan Pablo Chiquiza/KUOW



“We are confident that Tina is the right leadership choice for the future of our station and growing public audience.”

IAN WARNER
PUGET SOUND PUBLIC RADIO BOARD SECRETARY

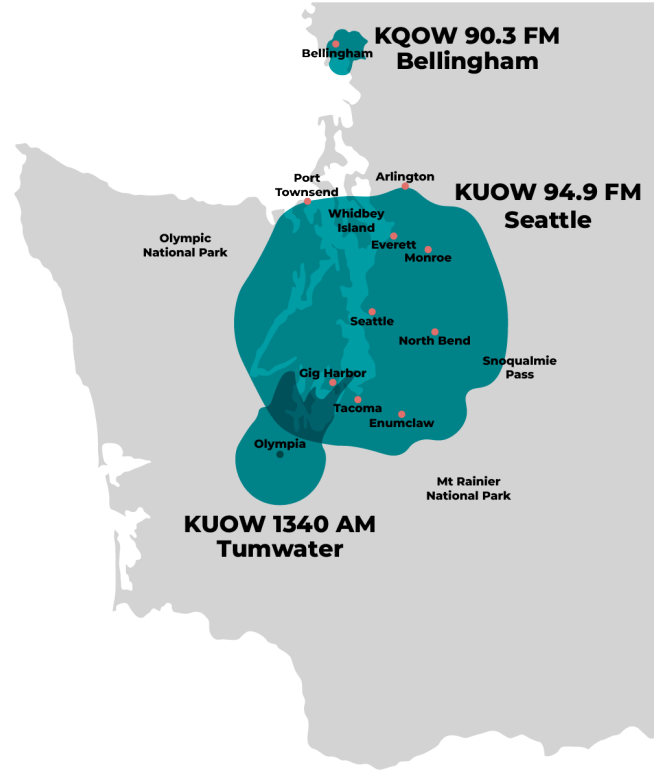
Audience Reach

We're here, loud and clear

KUOW is an independent nonprofit news organization with a mission to create and serve a more informed public. Our broadcast signal reaches communities across the Puget Sound region, providing free access to local, national, and global news. Our livestream and podcasts make KUOW's reporting available to listeners everywhere.

In partnership with NPR, we bring national and global perspectives home — but our mission is rooted here. We tell the stories of this place and the people who shape it.

Local audiences turn to KUOW for reliable information, thoughtful context, and meaningful analysis. KUOW empowers listeners to make decisions that support their lives, their families, and the health and future of their communities.



AT A GLANCE

In FY25, KUOW greatly expanded our audience reach. Listening across broadcast and digital channels grew by over 20%, and web page views were up 70%.

<p>336,738</p> <p>Average weekly broadcast listeners</p>	<p>260,666</p> <p>Average monthly streaming listeners</p>
<p>566,377</p> <p>Average monthly podcast downloads</p>	<p>475,753</p> <p>Average monthly web users</p>
<p>24,992</p> <p>Average monthly app users</p>	<p>118,573</p> <p>Total social media followers</p>

Sources: Nielson; Triton; Podtrac; Google Analytics; Public media apps; Rival IQ; Bluesky; LinkedIn (FY25)

Community *Engagement*

Photo: Juan Pablo Chiquiza/KUOW

We're listening

At KUOW, we work to ensure our news coverage is holistically informed by listeners' needs. Our community engagement team has spent years building mechanisms that invite and respond to community feedback — and KUOW staff review every call, email, text, and survey response we receive.

Our community engagement model received national attention this year, including presentations at industry conferences and a spotlight from Trusting News for our in-story surveys that ask: “Do you feel more informed?” and “Do you feel multiple perspectives were presented?” Inviting this feedback gives KUOW valuable insight into our impact and helps us build trust with the public we serve.

KUOW's community engagement team facilitates focus groups as we pilot new podcasts or assess existing programs and products. Feedback helps KUOW's newsroom spot the issues and themes that deserve attention.

“We are a public service news organization. Understanding our community holistically is an essential part of our process.”

**ZAKI HAMID
DIRECTOR OF COMMUNITY ENGAGEMENT**



IN-STORY SURVEY RESULTS

76% Felt more informed	63% Felt multiple perspectives were represented
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Source: KUOW Internal Records (FY25)

LISTENING AT SCALE

10,411 Pieces of feedback received on editorial content	549 Focus group or targeted listener survey responses received
1,508 Participants in SMS-based feedback channels	2,766 Responses received via SMS feedback channels

Sources: KUOW Internal Records; Groundsource (FY25)

AUDIENCE FEEDBACK

“Thanks for your response ... I voiced my opinion and appreciate receiving an answer from you.”

“Glad to know there’s a real human at the other end. (Or a convincing alternative!)”

“I love that you have this little survey.”



Local News

Photo: Juan Pablo Chiquiza/KUOW

Focusing on community impact

Audiences tell us they turn to KUOW for information that enables them to act — vote, contact representatives, make decisions about their lives — and to feel more connected to their local community.

That agency and understanding is possible because our newsroom collaborates closely with our community engagement team, reviewing thousands of pieces of audience feedback each year and following up with ongoing coverage. This dialogue keeps us focused on what matters most locally — and ensures we follow through.

“Our audience is full of curiosity and real-world perspectives. We strive to listen, so we’re able to give Western Washingtonians trusted information and understanding they can actually use in their daily lives.”

**JASON PAGANO
NEWS DIRECTOR**



EXAMPLES OF IMPACT



Access to COVID Vaccines

Reporter Eilís O’Neill produced coverage explaining how uninsured people in Washington could access free COVID vaccines. After an uninsured listener reported the system did not work, O’Neill followed up with additional reporting outlining the procedural barrier and interim steps people could take to ensure they received the vaccines they desired as quickly as they were made available.



Understanding Affordability

Reporters Monica Nickelsburg and Joshua McNichols asked listeners to share perspectives on affordability; more than 300 people responded. The reporting helped audiences understand fast-rising costs and offered tools and tactics for navigating financial realities.



Public Accountability

Ashley Hiruko’s investigative reporting on former SPD Chief Adrian Diaz is one example of how KUOW broke a story and stayed with it from beginning to end, with our journalism leading to public impact. In 2023, Ashley was the first to report on Diaz’s alleged hiring of a romantic partner. Follow-up stories over more than a year covered the fallout as Diaz was investigated, placed on leave and ultimately fired by Mayor Harrell in December 2024.

Photos: Megan Farmer/KUOW



Innovation

Photo: Juan Pablo Chiquiza/KUOW

Meeting the needs of an evolving community

Our 24/7 broadcast and livestream remain core services essential to our mission. We also hear from local communities that they want more ways to connect — both to coverage that enriches their lives and to each other. Evolving with their needs and meeting people where they are is key to keeping our work relevant, accessible, and useful.

- Looking ahead, we're piloting new opportunities to welcome the community into our studios for live programming and events.
- For audiences who primarily access KUOW on mobile and digital platforms, we're developing new visual storytelling formats and adding video capabilities to reach people where they already get their news.
- We're also expanding our podcast offerings, an area that continues to spark innovation and helps us meet the changing needs of the community.

AUDIENCE FEEDBACK

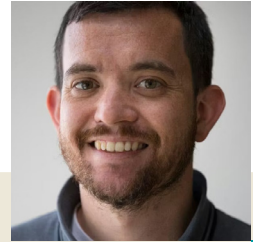
“Rather than the gloom and doom, I’d love to hear more stories that cover the positive, interesting, funny, off-beat things happening in our communities... our world needs more good vibes now more than ever!”

EXAMPLES OF IMPACT



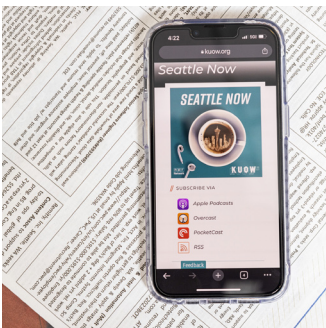
Meet Me Here

From listener surveys and focus groups, KUOW heard that community members are looking for content that highlights good things happening in the community and ways to participate locally. *Meet Me Here* is a new podcast that provides recommendations for ways to get out and participate in our region's arts and culture scene.



“Our goal is to co-create [Meet Me Here] with listeners, giving voice to recommendations and insider tips of folks around this region, and chatting with people about what makes the Seattle area a vibrant place to live. As the name implies, we are aiming to put a lie to the idea of ‘the freeze.’”

**BRENDAN SWEENEY
DIRECTOR OF NEW CONTENT**



More On-Demand Local News

In FY25, KUOW expanded its audio journalism in on-demand digital spaces, delivering high-quality local reporting to strengthen regional connection. *Seattle Now*, our flagship daily news podcast, began publishing twice a day.

Booming, our popular economy podcast, shifted from bi-weekly to weekly episodes. KUOW also launched new on-demand shows showcasing newsroom reporting: *Sound Politics*, *Seattle Eats*, and *Meet Me Here*.

Digital

Photo: Reva Keller/KUOW



Focusing on sustainability and scale

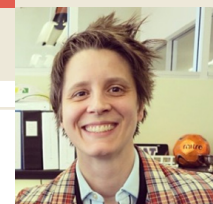
In FY25, KUOW delivered multiple digital improvements to serve listener needs, keep listeners engaged, and increase opportunities for monetization. Key themes included enhancements to the listening experience on kuow.org and the KUOW app, making it easier and quicker to donate to KUOW, and using automation to expand on-demand listening options.

AUDIENCE FEEDBACK

“I sent this extra donation as a thank you for creating the member stream – what a fantastic idea!”

“Feedback from listeners was at the core of all our product launches this year. We work hard to find innovative ways to improve KUOW’s service to the public.”

JEMMA HOVANCE
DIRECTOR OF DIGITAL PRODUCT



EXAMPLES OF IMPACT



Automated Newscast Feed

Listening to KUOW’s newscast was a popular website feature but manually updating it every hour created inconsistencies. In February 2025, KUOW launched a fully automated newscast feed on kuow.org, the KUOW app, and major podcast platforms. The feed updates hourly from 6 a.m. to 6 p.m., giving users an easy, reliable way to hear the latest newscast.



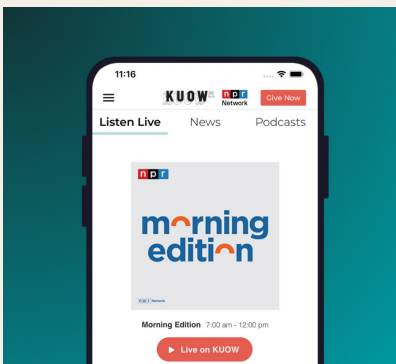
Member Stream

KUOW Members have long asked for an alternative listening option during on-air fundraising campaigns. In Fall 2024, KUOW introduced a special “Member Stream” for active monthly Members and new donors during drives. Its popularity has grown with each campaign, with no negative impact on revenue. KUOW is now sharing the technical setup with other NPR stations so they can replicate it.

Photo: Megan Farmer/KUOW

AUDIENCE FEEDBACK

“I’m so glad there is an easy and fast way to navigate our local, national, and international news.”



New App

In early FY25, KUOW launched a new mobile app, shifting from a costly custom interface to a Public Media Apps solution. The updated experience has grown its user base while significantly reducing maintenance costs. Since launch, KUOW has added new features driven by audience feedback, including a local news word quiz, improved live listening, and push notifications.



Financial Summary

Photo: Juan Pablo Chiquiza/KUOW

Fiscal Year 2025 (July 1, 2024 – June 30, 2025)

Over the past three years, KUOW has proactively adapted to significant changes in the broadcast industry while responding to the evolving needs of increasingly digital-first audiences. To support this shift, KUOW pursued a deliberate strategy of investing ahead of projected revenue growth, enabling the expansion of digital content, audience engagement initiatives, and technical infrastructure essential for long-term sustainability.

In FY23 and FY24, these investments were made possible through the responsible use of \$5.6 million in KUOW reserves, allowing the organization to fully fund its strategic priorities during a period of transformation. While an additional year of planned deficit spending was approved for FY25, KUOW concluded the year with a net positive gain in assets — reflecting growing member support, disciplined financial stewardship, and thoughtful expense management. This momentum positions KUOW well for continued stability and growth in the years ahead.

“Public support has always been the backbone of public media — and it’s what will carry KUOW into the future. Donors are KUOW’s most important ingredient.”

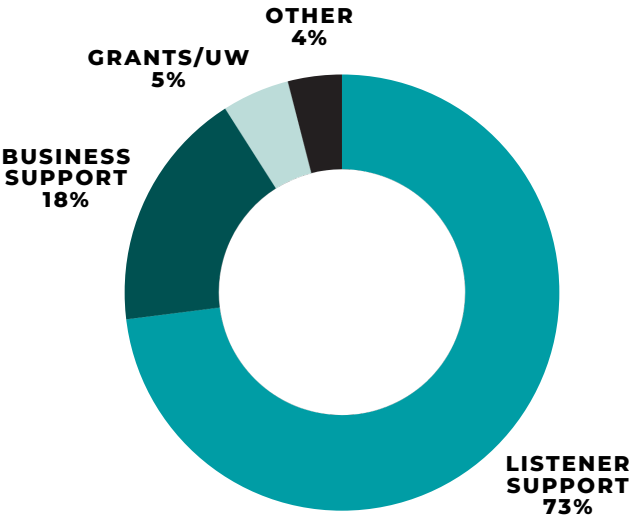
**APRIL JOHNSON
DIRECTOR OF DONOR ENGAGEMENT**



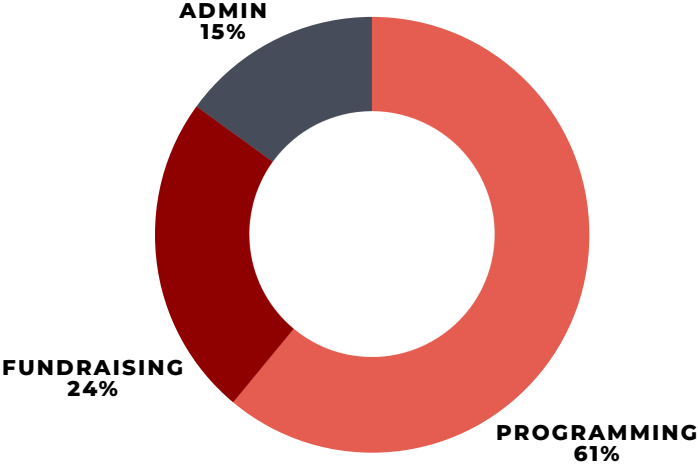
DONOR COMMENT

“KUOW is my window on the world, and I listen to you wherever I am in that world. Thank you for illuminating it in amazing and thoughtful ways. I love supporting your incredible work.”

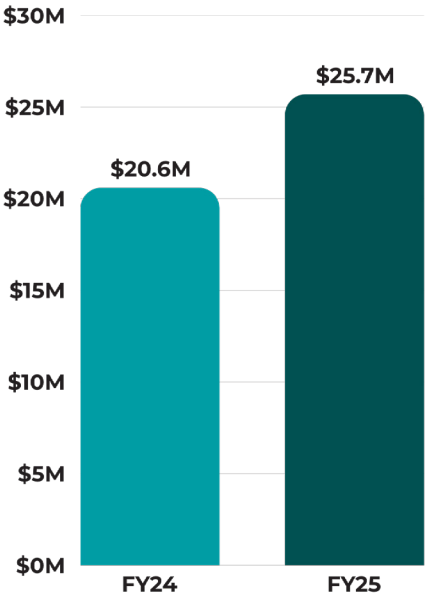
Revenue



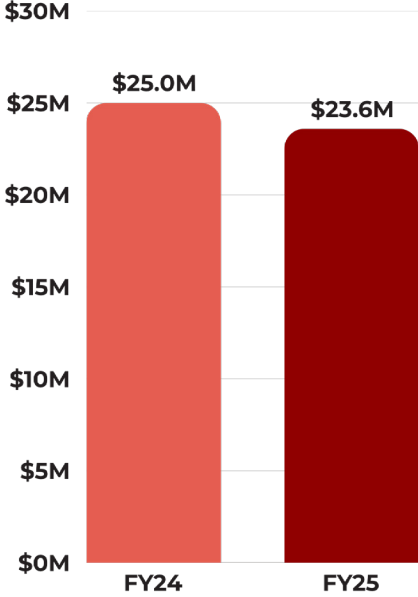
Expenses



Year-Over-Year Revenue



Year-Over-Year Expenses



Year-Over-Year Net from Operations

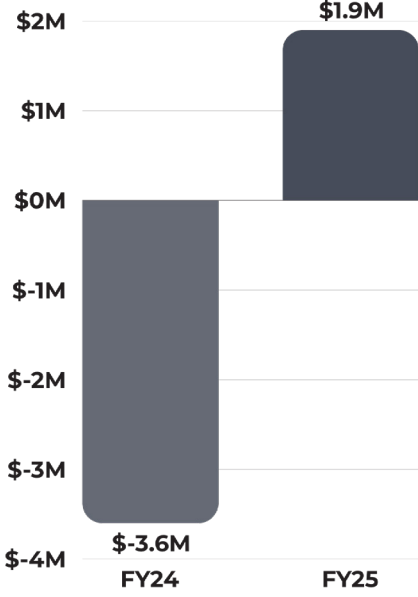




Photo: George Dodd

STATEMENT OF ACTIVITIES

REVENUE	FY25	FY24
Listener Support	18,670,901	14,463,343
Business Support	4,675,827	4,532,589
Institutional Support (UW & CPB)	1,370,746	1,235,447
Net Investment Income	888,069	1,022,236
Ancillary Revenue	71,000	51,026
Donated Services & Supplies	23,584	35,552
Total	\$25,700,127	\$21,340,193
EXPENSES	FY25	FY24
Program Services	14,429,980	15,925,082
Fundraising & Business Support	5,556,357	5,422,805
General & Administrative	3,597,683	3,639,244
Total	\$23,584,020	\$24,987,131
NET FROM OPERATIONS	1,912,709	-3,646,938





STATEMENT OF FINANCIAL POSITION

ASSETS		
Cash and Cash Equivalents	4,023,461	1,435,554
Investments	2,344,008	4,130,424
Accounts Receivable, Net	847,226	902,899
Pledges Receivable, Net, Current Portion	671,839	168,484
Prepaid Expenses	263,451	266,911
Investments Held for Long-Term Purposes	6,310,630	5,962,943
Interest in Endowment Held by the University	109,127	100,801
Long-Term Pledges Receivable, Net	1,050,407	357,246
Operating Lease Right-of-Use Asset, Net	11,375,345	12,073,209
Finance Lease Right-of-Use, Net	5,228	36,800
Property, Plant, and Equipment, Net	3,268,822	3,641,725
Total Assets	\$30,269,544	\$29,076,996
LIABILITIES AND NET ASSETS		
Accounts Payable and Accrued Expenses	311,671	489,566
Operating Lease Liability, Current Portion	529,048	511,555
Finance Lease Liability, Current Portion	6,645	32,227
Operating Lease Liability, Noncurrent Portion	11,566,001	12,094,929
Finance Lease Liability, Noncurrent Portion	0	5,249
Total Liabilities	\$12,413,365	\$13,133,526
Total Net Assets	\$17,856,179	\$15,943,470
Total Liabilities and Net Assets	\$30,269,544	\$29,076,996



Thank You

Photo: Juan Pablo Chiquiza/KUOW

Listeners and business supporters

<p>47,279</p> <p>Listeners made a gift to KUOW during FY25</p>	<p>\$317</p> <p>Average gift size</p>	<p>364</p> <p>Businesses supported KUOW in FY25</p>
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Source: KUOW Internal Records (FY25)

“Independent news is the bedrock of our democracy and is more necessary now than ever. I want my daughters to grow up in a world where they can trust the news they hear.”

ESTATE GIFTS

KUOW is incredibly grateful and honored to receive gifts from the estates of the following community members.

Paula Bishop

Alice Blanchard

Dennis Jack Braga

Donna Jane Gathany

Lesley Hazleton

Joanne Hjort

Toni Krupski

Estella Bergere Leopold

Billie Jean Matthews

Diana Maylett

Pat Reese

Eugene & Helen Schmieden

Sheryl Schneider

Vivian van Den Biesen

FUNDING PARTNERS

Thank you to our funding partners. Along with the generosity of KUOW listeners and business supporters, support from funders made our work possible — thank you!

Ballmer Group

Blue Foundation

Crabby Beach Foundation

Joshua Green Foundation

Juniper Foundation

M.J. Murdock Charitable Trust

Microsoft

Nesholm Family Foundation

The Norcliffe Foundation

ProPublica

Sunrise Fund

TEW Foundation

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