



Local Content and Services Report FY18 (7/1/17-6/30/18)

- 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.**

Our mission: *Create and serve an informed public.*

Our vision: *Broaden conversations. Deepen understandings.*

From the stories we tell to the range of voices we invite in, KUOW is asking new questions and bringing new perspectives to light.

KUOW is focused on two main areas of growth and development:

- Seamlessly adapting to new digital mediums.
- Meeting our audience where they already are.

KUOW is growing beyond traditional radio with investments in KUOW.org, social media, smart speaker technology and our mobile app.

We have invested heavily in creating a new web platform for kuow.org, including hiring our first in-house web developer.

We are investing in smart speaker technology with plans to hire a dedicated smart speaker producer who will focus on creating innovative content and adapting existing content for smart speakers.

In 2018, we launched two original podcasts, *Second Wave* and *Prime(d)* adding to the already successful *How's Your Day?* and *terrestrial*. Our Audioshop team of producers and editors dedicated to creating podcasts and non-traditional content continue to focus on new and innovative podcasts for FY19 and beyond.

KUOW is more than radio. This year, we fostered meaningful conversations on difficult topics across multiple platforms and at live events out in the community.

Our goal is to engage with communities who might not traditionally have found their path to KUOW. We are doing this by collaborating across departments to better understand our audience and our community and inviting the community into our editorial process to create diverse and inclusive storytelling.

Producing exceptional local news and programming starts with investing in talented reporters, editors and producers. During FY18, KUOW made numerous strategic hires in the newsroom and local content department. This investment allows our award-winning 60-plus-person content team to focus on local, "outside-in" reporting - handing the mic to the community and bringing our audience in-depth reporting on the stories that matter most to our region.



Our community engagement team worked on more than 45 events, including listening tours, quiz nights, election viewing parties, moderated discussions and community chats that informed content creation. KUOW will be working on even more events and outreach activities in FY19.

During FY18, KUOW hired its first Chief Marketing Officer and built out a marketing department focused on building capabilities to ensure KUOW content and programming is discoverable via emerging channels like smart speakers. Improving our content involves increasing our understanding of what our current and potential audience is looking for and how well KUOW is addressing those expectations.

“KUOW sounds different, and it’s because, today, we are an organization fundamentally transformed by listener investment and participation. In a single day, we have a photojournalist out in the community, reporters dedicated to investigating listener questions, stories being told and retold on air, online and through social media and smart speakers, producers and editors measuring our diversity of sources, and you, our listeners, participating in more ways than ever before.”
Caryn G. Mathes, President and General Manager.

- 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.**

Partnering With The Community At Large

During 2018, we expanded audience engagement by getting out into the community and talking with our audience in person. KUOW was present at over 45 events throughout the region including listening tours, quiz nights, election viewing parties, moderated discussions and community chats that informed content creation.

Ask A.....

In an effort to get people to break out of their echo chambers and make connections with others in their community, KUOW continued its series of person-to-person conversation events we call 'Ask A....'.

The concept is simple: Gather a group of people to sit down to have one-to-one conversations designed to provide insight and empathy for those whom they may not know anything about.

Building on the success of the Ask A....event in the prior year, KUOW refined the design of the process, turned recorded sessions into featured broadcasts on air and as audio on our website and created a promotional video and toolkit to be shared with organizations interested in hosting their own similar conversations.

This year we convened conversations with Ask an Immigrant; Ask a Transgender Person; Ask a Cop; Ask a Newcomer; Ask a Gun Owner; Ask a Foster Parent; Ask a Special Olympics Athlete; and in



collaboration with the Muslim Association of Puget Sound, and Ask a Muslim.

<https://ask.kuow.org/about-ask-a/>

SoundQs

Building on the success of our Local Wonder series we re-branded and re-organized, launching SoundQs. Starting with audience curiosity, we ask community members to submit their questions about what's happening in the news or something they've always wondered about our region. Our reporters and producers then follow-up, investigate and create content to share on our airwaves, website or via our new SoundQs podcast.

<https://soundqs.kuow.org/>

That's Debatable

Listeners turn to KUOW for constructive debates on important issues facing our region. In March, we kicked off our "That's Debatable" series with an Oxford-style debate on the proposition:

"Amazon is good for Seattle". <https://www.kuow.org/stories/after-our-debate-crowd-was-split-whether-amazon-s-good-thing-seattle/>

In Conversation with Sally Jewell

In a candid talk with *terrestrial* podcast host and environment reporter Ashley Ahearn, Sally Jewell, the former U.S. Secretary of the Interior, discussed her time working with the Obama administration, the Bundy occupation of the Malheur Wildlife Refuge, the fight at Standing Rock and Native American rights. This exclusive interview brought a packed crowd to the Mountaineers Program Center.

Week in Review on Tour

Every Friday on KUOW, host Bill Radke and a panel of guests dig into the week's top stories. This summer (June-August 2018), we took the show on the road – bringing Week in Review to communities throughout the Puget Sound region. When planning the tour, KUOW's Community Engagement team focused on reaching listeners outside of the Seattle city limits visiting Bainbridge Island, Bellevue, Bothell and Renton. "This tour is about taking one of our most popular programs to four corners of the Puget Sound region to meet these communities where they are," said Zaki Hamid, KUOW's Director of Community Engagement.

Listening Tours

In preparation for our Region of Boom team's story series "Along The Mother Road" reporters and producers gathered small community groups for informal coffee chats. Residents and business owners shared their stories and perspectives which influenced 36 stories on how growth is changing State Route 99 – once called Seattle's Mother Road – from Shoreline to Tukwila.

Front Row Center

KUOW's Arts and Culture reporter Marcie Sillman hosts Front Row Center, a series of in-person events where participants experience and discuss art together. Participants get a glimpse of why and

how an artist creates work, and hopefully gains a greater appreciation for the rich and diverse cultural community in our region. The 2017/2018 season included events in partnership with Seattle Repertory Theatre, ACT Theatre, Pacific Northwest Ballet, Book-It Repertory Theatre, Bellevue Art Museum and Seattle Symphony and Intiman Theatre. <https://kuow.org/stories/front-row-center-2017-2018-season>

RadioActive

RadioActive Youth Media is where young people discover public radio journalism and gain access to the skills, community and institutional resources that spur their growth as media makers. Through their stories, listeners of all ages gain a deeper understanding of young people whose voices are rarely heard by the greater public. In FY18 RadioActive offered its flagship Intro to Journalism Workshop to 19 16- to 18-year-olds, at KUOW and at NewHolly in partnership with the Seattle Housing Authority. We offered mobile and “pop-up” community workshops to over 500 youth throughout the Seattle area, including incarcerated youth at the King county Juvenile Detention Center and Echo Glen Children’s Center, and refugees from all over the world at Kent Meridian High School in partnership with the Coalition for Refugees from Burma.

- 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.**

Ask A...

The Ask A... events have been successful in opening a civil discourse to gain understanding of different perspectives. Working with a local design firm we assembled a digital toolkit that includes best practices, survey templates, sample questionnaires, sample scripts and outreach materials. Many organizations are now using the format to host their own “Ask A ...” events.

<https://ask.kuow.org/resources/>

Environment Reporting

From our in-depth reporting to the hugely successful *terrestrial* podcast, KUOW continued to demonstrate leadership in environmental coverage. Our ‘EarthFix’ partnership with seven local public media organizations ensured we delivered timely environmental coverage relevant to our region and beyond. From coverage of the struggles of our resident orca whale populations to wildfire devastation and our climate change series *The Burning Question*, KUOW has prided itself on creating increased awareness on these topics. We even hosted a drawing contest that asked kids to imagine one way Seattle can save energy. We received entries from 42 young artists which included such wonderful suggestions as a smog-trapping machine shaped like a penguin and a cable car across Lake Washington.



RadioActive

KUOW's RadioActive program goes where young people are – to their schools and neighborhoods – and engages them in hands-on media production so they can tell their own stories. RadioActive's vision is a new generation of empowered storytellers and civic leaders, and a world in which youth voices are respected and expected in the media. RadioActive has launched careers and produced stories garnering such honors as Regional Edward R. Murrow awards, Gracie awards and Korva Coleman Excellence awards. The program creates strong bonds between participating youth and KUOW, planting the seed for future contributors, listeners, members and leaders. In FY18, seven RadioActive alumni worked at KUOW as permanent or temporary staff.

- 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.**

Immigration and Race Reporting

KUOW reporter/editor, Liz Jones regularly reports on immigration and emerging communities. Her award winning work covers issues within our region's growing immigrant and refugee populations, as well as stories connected to minority groups with a longer history in the area. Key stories in FY18 included her coverage of Immigration and Customs Enforcement, and the current administration's policy shifts around DACA, dreamers and immigration enforcement and immigrant workers rights.

Second Wave

Second Wave was a new podcast from KUOW and PRX that launched in September 2017 and explored the Vietnamese-American experience. Host Thanh Tan shared stories of her family's escape from South Vietnam, growing up the child of immigrants in Olympia, how the Vietnam War still affects the Vietnamese community to this day and more. Through conversation, memories and stories, Tan shines a light on how place and culture make an indelible impact on us all – wherever we are from.

RadioActive

KUOW's youth media program continues to lean in to youth outreach, expanding into neighborhoods that are underserved by traditional media and working even harder to get more diverse voices onto the airwaves. A mobile workshop at Kent Meridian High School in partnership with the Coalition for Refugees from Burma taught storytelling and audio production techniques to refugees from all over the world.

Storywallahs



Storywallahs lets anyone sign up for a chance to tell a five-minute story that relates to that event's theme. Or just come listen to great stories told by folks from the Indian and South Asian community. Storywallahs is now a regular semiannual event.

In FY19 KUOW will continue to work towards its vision of broadening conversations and deepening understanding by reaching out to diverse and minority audiences through its storytelling and community outreach.

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 continues to help us move forward with our many goals and initiatives in all areas of content and community engagement.