



Local Content and Services Report FY22 (7/1/21-6/30/22)

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 a more informed public.

Our vision: Broaden conversations. Deepen understandings.

KUOW Puget Sound Public Radio is Seattle’s NPR news station. We are an independent, nonprofit news organization that produces award-winning journalism, innovative podcasts, engaging community events and more.

Our work is about truth. We were founded with the idea that everyone should have free access to honest, fact-checked information – as well as stories that broaden conversations and deepen understanding of the world around us. We work every day in service of our mission to create and serve a more informed public, because we believe an informed public is essential to a thriving community, a vibrant democracy, and a better future.

To accomplish this mission, KUOW is focused on improving our local content offerings, expanding our digital platforms, broadening our community engagement efforts, and amplifying our reach through strategic marketing.

LOCAL CONTENT

Our award-winning 60-plus-person content team is focused 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.

DIVERSE VOICES

At KUOW, we believe it is imperative to prioritize the inclusion of diverse voices. Since 2015, KUOW has tracked the diversity of sources in our local broadcast features — defined as planned stories, investigations, or profiles — and on our local programs to better understand how we are representing our community and to push for improvement.

DIGITAL

KUOW is making strategic investments to expand our digital content, build the infrastructure to support a rapidly changing media landscape, and ensure our content is accessible across platforms.

COMMUNITY ENGAGEMENT

Our community engagement is focused on seeking-out community voices, inviting the community into our editorial process to create diverse and inclusive storytelling and collaborating across departments to understand how we can better serve our audience and our community.

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.

KUOW is committed to forming deep connections within our local communities. To accomplish this, we have formed strategic partnerships with impactful community organization.

SUPPORTING LOCAL ARTS

In FY22, KUOW established a partnership with ArtsFund with the goal to support local arts organizations – particularly organizations owned and led by traditionally underrepresented groups – and to deepen our community's engagement with the Puget Sound region's arts community. Since then, KUOW and Artsfund have sponsored one local arts organizations per month with free promotion on KUOW's airwaves.

NEWS COLLABORATIONS

KUOW continues to work on collaborative journalism series with local news organizations in order to strengthen and expand our reporting. Examples in FY22 included KUOW's collaborative investigation with the Seattle Times which revealed that the Seattle Police Department wasn't investigating most new adult sexual assault cases. KUOW also partnered with Northwest Public Broadcasting for reporting on the Easterday case in SE Washington (culminating in the podcast *Ghost Herd* which launched in FY23).

COMMUNITY ENGAGEMENT

KUOW's community engagement team continues to provide new avenues for community feedback and input in our reporting, including a texting feedback group for general news and our midday show Soundside, feedback forms on our stories, and community discussions related to reporting topics. The feedback is consolidated and shared with the content division on a weekly basis.

YOUTH WORKSHOPS

KUOW's RadioActive youth media program offers introductory and advanced journalism workshops for teens all over the region, as well as short community programming with young people in their schools and neighborhoods.

In FY22, RadioActive worked directly with 176 youth (56 in Intro and Advanced programming, and 120 in Community Programming). Community partners in FY22 included Y-WE (Young Women Empowered), DO-IT (UW's center for empowering students with disabilities), King County's Children and Family Justice Center (formerly the King County Youth Detention Center). RadioActive also expanded and promoted [resources for educators](#) looking to incorporate audio storytelling into their own classrooms and youth-serving organizations. In FY22 four RadioActive graduates worked in full-time positions at KUOW (two of those employees were hired within FY22).

41 youth participated in RadioActive Advanced Producer programming, including 2 summer interns placed with Seattle Now, 2 youth working on co-reporting projects with KUOW newsroom staff, 3 youth producing a 1-hour on-air showcase, and 6 youth collecting tape for air on KUOW at the Northwest Folklife Festival. RadioActive published 35 youth-produced podcast episodes in FY22.

RadioActive youth-produced stories won three national journalism awards in FY22 including a SPJ award for Audio: Feature, Hard News ("Teens are warning each other about sex trafficking on TikTok. Here's

why the videos could do more harm than good," by Jadenne Radoc Cabahug), a SPJ award for Audio: Social Equity Reporting ("For students of color, Covid-19 reveals deep inequities in Seattle area schools," by Essey Paulos, Mimi Zekaryas, and Charlotte Engrav), and a PMJA award for Best Commentary ("'Gracias por todo.' Delivering food during the pandemic was worth it to hear my mom say these words," by Luis Hernandez Vargas).

SEATTLE NOW PODCAST

Throughout FY22 KUOW's daily local news podcast Seattle Now, one of the only daily local news podcast options in our region, brought in guests, subject matter experts and reporters to highlight a multitude of top-of-mind news and information to our community.

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.

IMPACTFUL STORYTELLING

KUOW seeks to inform, engage and inspire our community with trusted reporting that focuses on the Puget Sound region. Here are some examples of demonstrable impact our reporting had on our community in FY22.

- 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](#). Since this investigation published, Seattle Mayor Bruce Harrell ordered that all felony cases with enough evidence for follow-up be assigned to detectives by August 2022.
- 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](#). Since this series published, legislators have called for a fraud audit of the charter school chain.

AMPLIFYING DIVERSE 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. Here are some examples of projects in FY22 that amplified underrepresented voices.

- Across eight episodes, *The Blue Suit* series focused on Asian American stories, told through commonplace objects and the memories they hold. The series was hosted by Seattle civic poet Shin Yu Pai.
- KUOW's new midday show *Soundside* had a distinct goal to broaden the geographic diversity of our coverage, reporting stories from neighborhoods and communities historically underrepresented in local news. In its first year, *Soundside* brought listeners 419 stories from over 60 neighborhoods/communities in Washington state.
- RadioActive Youth Media won several awards for youth journalism including 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.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

In FY22, KUOW continued to work towards its vision of broadening conversations and deepening understanding by reaching out to diverse audiences through its storytelling and community outreach.

Diversity of Sources: Since 2015, we have tracked the diversity of sources for our local broadcast features and of guests on our local programs, events and podcasts.

Narrative Screening: The KUOW Racial Equity Team has developed a Narrative Screening document with foundational questions to ensure reporters and editors ground our reporting in the context of systemic racism, center the voices of communities of color, challenge — not perpetuate — racist narratives or stereotypes, and offer solutions led by communities of color.

Partnerships: KUOW's partnership with Artsfund directly supports local arts organizations, prioritizing organizations that are BIPOC owned and led.

Ethics Policy: Our newsroom leadership has reviewed and updated our Ethics Policy to take a critical look at our policies around "objectivity" and "fairness."

Community Engagement: Our Community Engagement team ensures that KUOW has a meaningful and interactive relationship with the dynamic communities of the Puget Sound region and beyond. The team is committed to diversity and intersectionality, and to amplifying BIPOC voices, listening to their feedback and ideas, and creating innovative opportunities to connect them to our newsroom. New efforts include providing opportunities for real-time feedback on our coverage, by text, email or phone.

Community Feedback: In addition to our digital avenues for community feedback, we have and will continue to hold meetings with community groups to listen to their feedback on our coverage and its impacts.

Transparency: Again, we will be publicly sharing our progress in our anti-racist work, source diversity and staffing diversity as a way to hold ourselves accountable to the community we serve.

Audience Research: In FY23, KUOW is investing in thorough audience research to better understand the needs of our local community and opportunities to better serve new audiences and communities.

Please 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.