



LOCAL CONTENT AND SERVICES REPORT FY20 (7/1/19-6/30/20)

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. To better ensure our journalism represents all voices of our region, KUOW tracks the racial and gender diversity of news sources (who we interview).

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 team consists of three full-time staff members 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.

MARKETING

Our marketing and events team is focused on deepening engagement with our audience over digital and in-person platforms. Marketing is also working to ensure KUOW content and programming is discoverable via emerging channels and increasing our understanding of what our current and potential audience is looking for and how well KUOW is addressing those expectations.

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 more than radio. This year, we fostered meaningful conversations on difficult topics with live events, youth workshops, new local content, and community partnerships.

COMMUNITY EVENTS

In FY20, we hosted free in-person and virtual community events, digging into the most pressing issues in our region – such as the Covid-19 pandemic, local politics, and the spread of misinformation. In the first half of the fiscal year, we took our popular Friday show "**Week in Review**" on tour to communities across the region, with sold-out shows in Bellingham, Olympia, Edmonds, and Seattle. In early 2020, due to the Covid-19 pandemic, we switched to 100% virtual events, launching with the "**Are We Going To Be OK?**" series, in which guests shared how local industries and communities were responding to the pandemic.

COMMUNITY PARTNERSHIPS

In FY20, we established strategic partnerships to engage with our local community and serve new audiences. Our Community Engagement team partnered with **King County Libraries** to host free discussions with our journalists in local neighborhoods. Our events and content teams partnered with University of Washington's **Center for an Informed Public** for extensive coverage and community conversations on combatting mis- and disinformation.

SEATTLE NOW PODCAST

In March 2020, KUOW launched a new daily local news podcast **Seattle Now**. The podcast, which is one of the only daily local news podcast options in our region, covered the Covid-19 pandemic extensively, bringing top-of-mind news and information to our community during the public health crisis.

RADIOACTIVE YOUTH MEDIA

KUOW's RadioActive programs offers introductory and advanced journalism programs for teens all over the region, as well as short community programming with young people in their schools and neighborhoods. In FY20, RadioActive worked with 519 young people. In addition, the team engaged in 28 community partnerships, 14 in-person mobile workshops, 4 virtual mobile workshops, 6 workshops and tours at KUOW, 3 pop-up workshops, and 5 outreach events in the community. Their partners included Coalition for Refugees from Burma, Eastern Washington communities, King County Juvenile Detention Center, DO-IT (UW's Center for Empowering Students with Disabilities), plus high schools in SeaTac, Renton, and Burien.

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.

RADIOACTIVE YOUTH MEDIA

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. In FY20, KUOW aired 23 youth-produced stories and shared 16 youth-produced podcast episodes. 12 RadioActive graduates are currently working for KUOW as hourly staff members. In FY20, RadioActive students won a Gracie Award, the NYT Student Podcast Contest, and were finalists for the Media for a Just Society Awards.

COVID-19 REPORTING

In early March 2020, KUOW reporters spent days camped outside the Life Care Center in Kirkland, the site of the first known outbreak of Covid-19 in the country, bringing our community — and the world — a close-up account of what was transpiring. We created a Covid-19 blog on our website, bringing the community real-time updates and public health information during a critical time. Because Seattle had one of the first known Covid-19 outbreaks in the U.S., KUOW also provided advice and guidance to newsrooms across the country based on what we were experiencing.

EXPOSING CLASSROOM ABUSES

A KUOW investigation in early 2020, led by reporter Ann Dornfeld, found that Seattle Public Schools allowed teachers who harmed students to remain in the classroom. The reporting led to public outcry and changes within Seattle Public Schools. Three teachers have since been removed and further reporting spurred a federal investigation into Seattle Public Schools.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

In FY21, KUOW will continue 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

KUOW prides itself on in-depth reporting and diversity of sources. To better ensure our journalism represents all voices of our region (not just a subset), KUOW tracks the racial and gender diversity of news sources and staff.

COMMUNITY ENGAGEMENT

KUOW's Community Engagement team is focused on building relationships with diverse communities and connecting them to our journalists. This year, they launched a community panel, called the "Curiosity Club" which convened to unpack KUOW stories and offer constructive feedback. The team also launched a new tool, GroundSource, to get real time text feedback from community members. We will be launching more digital feedback tools this fiscal year.

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.