



Local Content and Services Report FY19 (7/1/18-6/30/19)

- 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 a more 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.

As part of KUOW's five-year strategic plan, KUOW is focused on improving our local content, expanding our digital platforms, broadening our community engagement efforts and amplifying our reach through strategic marketing.

We are investing in a station-wide digital expansion including launching a new targeted email newsletter program, hiring a producer dedicated to new platforms such as smart-speakers and on-demand listening apps, expanding our podcast portfolio, launching a new website designed to enhance our digital storytelling and more.

We believe that trust must be earned every day. KUOW continues to invest in community engagement and outreach – to show up in person and listen to the interests and concerns of our community, including our "Thursdays with KUOW" series, "Ask A" series and RadioActive Youth Media Program.

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.

Our marketing and events team is focused on deepening engagement with our audience over digital channels (such as email and social media) and in-person at our live events. Marketing is 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.

Producing exceptional local news and programming starts with investing in talented reporters, editors and producers. 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. 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 diversity of news sources.

“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.

KUOW is more than radio. This year, we fostered meaningful conversations on difficult topics with live events, youth workshops and community conversations.

Outside in Reporting

KUOW continues to produce local programming driven by community issues and ideas.

During FY19 KUOW tackled climate change with their series “The Burning Question” which took a close look at Seattle’s goal of carbon neutrality and what it would take to get there. As part of the series, The Burning Question team organized a children’s drawing contest which received 42 inspiring entries.

KUOW’s in-depth, investigative reporting brought to light the stories of 11 women who came forward to accuse a prominent Seattle entrepreneur of sexual misconduct and assault.

Reporter Patricia Murphy collaborated with youth mentor Will Jimerson Jr. to help young men who carry guns tell their stories firsthand bringing a nuanced focus to the issue of gun violence.

Partnering with the Community at Large

With the goal of ‘meeting our audience’ our events team produced and/or participated in more than 45 events, including listening tours, quiz nights, podcast launch parties, storytelling nights, election debates, moderated discussions and community chats that informed content creation and gave us the opportunity to convene conversations and earn trust.

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... events in the prior year, KUOW refined the design of the process and focused on helping other organizations set up their own Ask A... events with our toolkit. Here at home, we convened conversations with Ask a Journalist, Ask a Person Who's Been Homeless, Ask a Person Who's Been Incarcerated, and Ask A Transgender Person.

SoundQs

SoundQs is KUOW's ongoing reporting series dedicated to answering our community's questions. We ran an ad campaign and focused many community engagement efforts on gathering questions, and then our reporters and producers follow-up, investigate and create content to share on our airwaves, website or via our SoundQs podcast. One highlight from FY19 is our SoundQs reporting on recycling. After receiving many questions from listeners on recycling, reporter Anna Boiko Weyrauch took community members on a tour of a recycling plant and reported on our region's "wishful recycling" problem.

In order to gather questions from a broad segment of the region, we also partnered with Seattle Center's Festal, a collection of free ethnic cultural festivals. Journalists from the SoundQs team attended 10 of the festivals to engage with festival attendees and gather questions for the podcast and broadcast products.

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 2018/2019 season included events in partnership with Seattle Shakespeare Theatre, Seattle Children's Theatre, Pacific Northwest Ballet, Seattle Symphony, Spectrum Dance Theatre, and Arts West.

Week in Review on Tour

Every Friday on KUOW, host Bill Radke and a panel of guests dig into the week's top stories. During the summer months the show goes on the road – bringing Week in Review to communities throughout the Puget Sound region. When planning the tour, KUOW focused on reaching listeners outside of the Seattle city limits visiting Bainbridge Island, Bellevue, Bothell and Renton in 2018 and Bellingham, Edmonds and Olympia in 2019. "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.

RadioActive

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 FY19 RadioActive worked with 750 young people, including incarcerated teens, refugee youth, English language learners, and teens in rural communities. Their stories provide unique perspectives and reach a wide audience of all ages on KUOW, social media, and the



RadioActive Youth Media podcast. Participants work closely with KUOW journalists to build ongoing career skills along with social emotional skills like confidence, leadership, resiliency, and empathy. RadioActive graduates are working in newsrooms all over the country and hosting podcasts like Radiotopia's AdultISH, which was recently featured in the New York Times.

In FY20 we are continuing our community partnership focus, including partnering with University of Washington's Center for an Informed Public on a free community event series on misinformation.

"I value the content you create and the community you foster" Meghan in Seattle. KUOW member.

- 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/>

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.

Podcasts

KUOW launched two new podcasts in FY19. Battle Tactics For Your Sexist Workplace and The Wild with Chris Morgan. Both podcasts created robust online communities over Facebook where listeners shared resources, stories and support and inspired well-attended community events and conversations. KUOW also had a highly successful newsletter for the podcast listeners with recommended reads on the topic as well as stories from the community.

- 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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

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 rigorously tracks the diversity of news sources and staff.

Immigration Reporting

In 2019, KUOW hired a full-time immigration reporter, Esmey Jimenez, who has covered issues within our region's growing immigrant and refugee populations and the impact of the Trump Administration's immigration policies in the Pacific Northwest. KUOW reporters went to the ICE detention center in Tacoma, where stays in solitary averaged 51 days.

RadioActive

KUOW's youth media program continues to lean into youth outreach, expanding into neighborhoods that are underserved by traditional media and working even harder to get more diverse voices onto the airwaves.

In FY20 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.