

◦ AR 2011 ◦

A FIELD GUIDE TO PROGRAMMING



KUOW PUGET SOUND PUBLIC RADIO
ANNUAL REPORT TO CONTRIBUTORS

FORWARD



PRESIDENT AND GENERAL MANAGER

It's my pleasure to acknowledge the good work of the KUOW staff and generous support from KUOW donors this year. Puget Sound Public Radio continues to thrive and grow during this time of media disruption, economic uncertainty and political dysfunction. More than ever before, public radio is an essential community service.

This year we celebrated the 40th anniversary of the creation of National Public Radio (KUOW is a founding member) and in May *All Things Considered* began its fifth decade on the air. Few radio programs have a greater longevity or a more distinguished reputation. Unfortunately, these milestones were overshadowed by NPR management blunders. The firing of a news commentator and a 'sting' video from a fundraising lunch led to the resignation of its President. Other distractions included the U.S. House of Representatives unprecedented action of passing a bill to "de-fund" NPR.

Also in the news this year was the Congressional debate to eliminate or greatly reduce funding for the Corporation for Public Broadcasting (CPB). Eight percent of KUOW's revenue came from CPB this year. It is likely that KUOW will receive less support from CPB in 2012. If Congress eliminates CPB funding the impact on the public broadcasting system will be significant, especially for public television stations.

Be assured that whatever the future of CPB funding may be, NPR and KUOW will continue to deliver the essential public service listeners expect.

Thanks for your sustaining support.

Wayne C. Roth

KUOW Puget Sound Public Radio
President and General Manager



BOARD CHAIR

It's a time of nearly endless opportunity in the media—opportunity to be more interactive, more responsive, more relevant and more engaging. And it's an increasingly competitive time with technologies delivering information in many formats from numerous sources, all vying for your attention. In this environment, KUOW understands the importance of providing you with trusted information that is relevant and meaningful.

During the past year the Board of Directors and staff began an energetic effort to update our strategic plan. Our priorities for the future include digital initiatives that further integrate our on-air content with our online and mobile strategies, enhanced community engagement and increased high-impact and enterprise journalism.

Currently, our Public Insight Network engages listeners as sources to provide additional context, depth, humanity and relevance to our news stories. We've recently launched apps for iPhone, iPad and Android to provide KUOW to you anywhere, anytime. We deliver content through on-demand podcasts and RSS, and engage with listeners on Twitter and Facebook. And we collaborate to produce special reports, like our work with *The Seattle Times* on "The Weight of War: Protection vs Mobility," which explored the issue of body armor in Iraq and Afghanistan. Through these and other efforts, we continue to build on KUOW's history of exceptional community service.

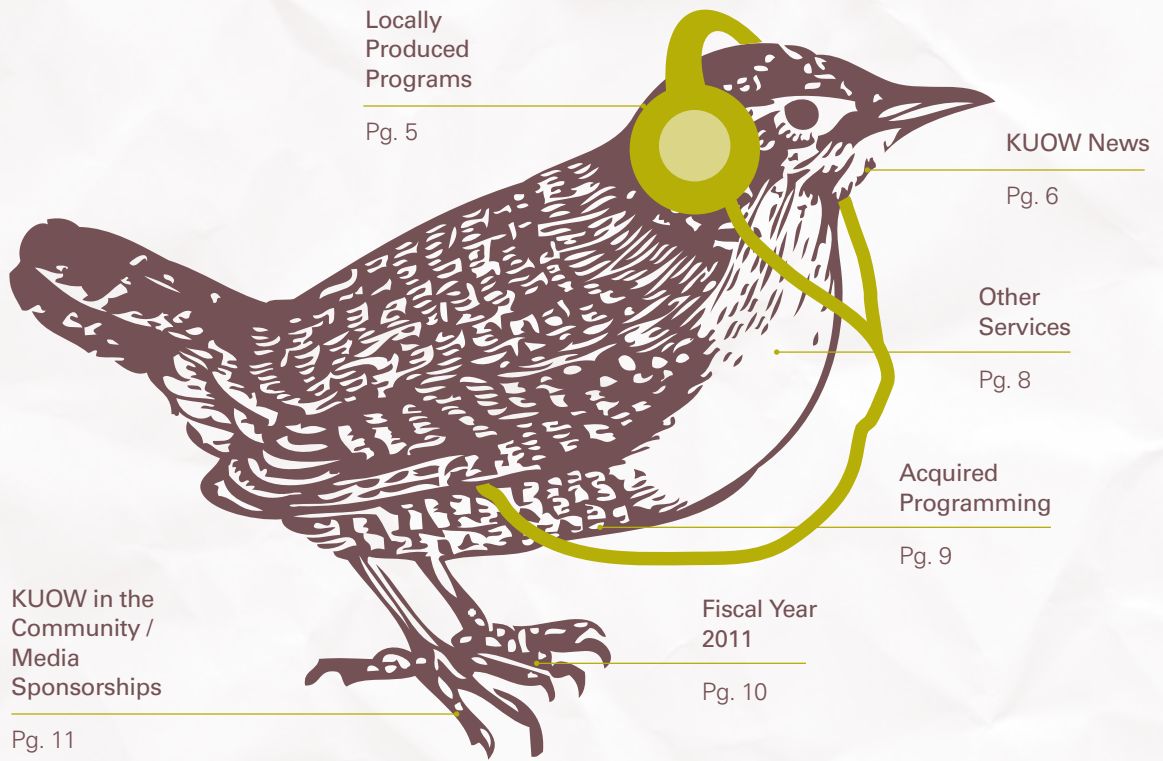
Even in these challenging financial times KUOW remains in good financial health. We are in awe of the generous support that our individual donors and business underwriters continue to provide. We appreciate your confidence and the dedication of KUOW's management and staff who display intelligence and professionalism in providing the quality product that all of our stakeholders have come to expect.

KUOW's Board, management and staff thank you for the faith you've demonstrated in us, and we invite you to explore the many opportunities you have to interact and engage with KUOW in the years to come.

Allan Steinman

KUOW Puget Sound Public Radio
Board Chair

PARTS OF PROGRAMMING



LOCAL PROGRAMS



NEWS



MUSIC



FUNDING



SERVICES

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Scott Poepping

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Haeryung Shin

Wayne Roth—Ex Officio

Frank Woodruff
(past Chair)

Thank you to Christine Deavel and Jennifer O'Connor who concluded their service as KUOW Puget Sound Public Radio board members in Fiscal Year 2011.

KUOW Puget Sound Public Radio's mission

is to create and serve an informed public, one challenged and invigorated by an understanding and appreciation of events, ideas and cultures.



LOCALLY PRODUCED PROGRAMS

NAME OF PROGRAM:

WEEKDAY

CREDITS:

Senior Host: Steve Scher
Talk Show Producers: Katy Sewall & Sage Van Wing

DESCRIPTION:



Each weekday morning, *Weekday* host Steve Scher and guests lay the groundwork for understanding and discussing the issues and trends of local and national events. Last year, topics included multiple programs on underage sex trafficking. In one series, prostitution was revealed at a very personal level when a young woman told her story about her years as a prostitute, starting at age 16. Listeners heard a regular series on food, “The Price of Your Daily Bread,” which examined topics ranging from the politics of food to E. coli outbreaks. Natural childbirth (birth with no intervention or drugs) was explored by following two couples through their pregnancies and births. Guests and listeners discussed the continued involvement of the U.S. in the wars in Afghanistan and Iraq and the impact of the national economy on our region. Notable guests included: Michele Norris, co-host of NPR’s *All Things Considered*; Dave Matthews, musician and front man of the Dave Matthews Band; actor, musician and activist Steve Earle; Academy Award-winning actress and director Jodie Foster; and writer, director and producer (during the “Golden Age of Radio”), Norman Corwin. *Programs are archived at kuow.org/weekday.*

NAME OF PROGRAM:

THE CONVERSATION

CREDITS:

Senior Host: Ross Reynolds
Talk Show Producers: David Hyde, Jenny Asarnow & Arwen Nicks

DESCRIPTION:



The Conversation is KUOW’s daily call-in talk show and provides listeners with engaging coverage and lively discussions of timely issues and events. Some notables in FY11: an interview with former P-I reporter Dorothy Parvaz after her release by the Iranian government; coverage of the tsunami and nuclear disaster in Japan featuring stories by people in our region with ties to Japan; budget woes and political battles in both Washington State and D.C.; linguist Ben Zimmer’s take on new words; insight into the Seattle Schools scandal and problems at the Seattle Police Department; and leading national and local economists and experts discussed the state of the economy. *The Conversation* aired a special statewide broadcast with Northwest Public Radio and Spokane Public Radio at the end of this year’s legislative session discussing the topic: Does a ‘Cascade Curtain’ divide Eastern and Western Washington? *Programs are archived at kuow.org/conversation.*

NAME OF PROGRAM:

KUOW PRESENTS

CREDITS:

Managing Editor: Megan Sukys
Producers: Elizabeth Austen, Dave Beck, Jeremy Richards, Sarah Waller & Jeannie Yandel

DESCRIPTION:



In FY11, *KUOW Presents* producers connected listeners to stories that showcased the diversity, creativity and passion of this region and our world. Stories included an Episcopal priest who talked about accepting who he was as a soldier in order to manage his post-traumatic stress disorder and a man’s mission to get McDonald’s to review the level of pesticides in their potatoes. Listeners heard of a woman’s struggle as she managed her way through making sense of her madness and a comic whose routine became more politically and socially conscious after 9/11. A Pan Am pilot flies a Boeing 707 passenger jet on a rescue mission to Vietnam. In Woodinville, on State Route 522, a woman faced

her worst fear and an actor talks about his search for a specific type of character to play—someone with autism. *Portions of KUOW Presents are archived on kuow.org.*

NAME OF PROGRAM: **SPEAKERS' FORUM**

CREDITS: Producer: Jenny Asarnow, Andrew Walsh & David Blanchard

DESCRIPTION:



The Puget Sound region is a favorite destination for prominent academic, literary and political figures. KUOW's *Speakers' Forum* airs the most compelling lectures and discussions throughout the region from these luminaries. This year, speakers included author and journalist, Sebastian Junger, who spoke about spending nearly a year with a U.S. Army platoon in Afghanistan, and Wendell Porter, a former health insurance executive, who turned on the industry to advocate for insurance reform. Ron Reagan, son of the former president, shared his thoughts on his father's legacy—both professional and personal, and The Evergreen State College professor, Stephanie Coontz, revisited the struggles of American women in the '50s and '60s. Pulitzer Prize-winning columnist and author, Eugene Robinson, discussed his book "Disintegration: The Splintering of Black America," and Dr. Atul Gawande, author and surgeon discussed health care reform. *Speakers' Forum programs are archived at kuow.org.*

NAME OF PROGRAM: **THE SWING YEARS AND BEYOND**

CREDITS: Host: Amanda Wilde

DESCRIPTION:



For over 46 years, KUOW listeners have spent Saturday nights with *The Swing Years and Beyond*. Host Amanda Wilde blends a unique mix of music featuring jazz, swing and popular song from the 1920s to the '50s, making *The Swing Years* a discovered favorite among new listeners and a continued favorite of aficionados. Host Wilde also continued production of *Sounds Familiar*—a regular segment on KUOW Presents—which explores the unknown history behind commonly known songs. This past year, *Sounds Familiar* looked at songs with their roots in the Great Depression and explored what makes such songs from R.E.M.'s "Stand" to Michael Jackson's "Man In The Mirror" so memorable. *Listeners from all over the region and the world were able to enjoy the program live and via on-demand streaming archives at KUOW.org. Playlists and interviews are archived at kuow.org/swingyears.*

KUOW NEWS

NAME OF PROGRAM: **KUOW PUGET SOUND PUBLIC RADIO NEWS**

CREDITS: News Director: Guy Nelson
Senior Editor: Jim Gates
Reporters: Ruby de Luna, Phyllis Fletcher, Liz Jones, Sara Lerner, Patricia Murphy, Amy Radil, John Ryan, Marcie Sillman & Deborah Wang
Announcers/Reporters: Jamala Henderson & Derek Wang
Announcers: Andy Hurst, Bill O'Grady & Bernard Ouellette

DESCRIPTION:



The KUOW News staff spends each day covering the most important local and national stories affecting our region and continues to distinguish itself in the quality and depth of its news and feature reporting. Notable reports this year included questionable aid to Lummi Nation fisherman; Washington State's \$4.6 billion dilemma and the future of the state's safety net; the inquest into the shooting death of a First Nation's wood carver John T. Williams; construction policy breaches in the Seattle Public School District; a lawsuit seeking more

transparency in Seattle Police Department policies; lawmakers considering a King County Stadium tax bill extension; Jesuit order in the Pacific Northwest agreed to pay more than \$166 million to abuse victims; Seattle's Urban League sets record straight regarding its role in public schools scandal; and Boeing defends against a complaint from the National Labor Relations Board on 787 production facility.

NAME OF PROGRAM:

KUOW NEWS SPECIALS

DESCRIPTION:



In FY11, KUOW News staff produced several multi-part specials on diverse issues and events such as: musculoskeletal injuries sustained by soldiers associated with wearing a load of 70-100 pounds of gear; the recession and education: school districts hit hardest by the recession and how those communities are coping; an investigation into the conduct of Puget Sound Partnership employees and state officials; the challenges faced by Seattle's Office of Arts and Cultural Affairs forty years after its creation; Microsoft at the High Court: possible far-reaching implications for patent law in this country; Washington State as a hotspot for foreign investor visas; medical interpreters for non-English speaking patients; and the Seattle School District scandal: who knew what when? *KUOW News reports, multi-part series and specials are archived at kuow.org/news.*

NAME OF PROGRAM:

NORTHWEST NEWS NETWORK (N3)

CREDITS:

Editor: Colin Fogarty

Reporters: Tom Banse, Austin Jenkins, Anna King, Chris Lehman, Doug Nadvornick & Jessica Robinson

DESCRIPTION:



Now in its seventh year, the Northwest News Network (N3) continues to be a model for regional collaboration. Financial support for N3 is provided by KUOW and eight other public broadcast organizations operating 61 stations throughout Idaho, Oregon and Washington. Reports are filed from N3's statehouse bureaus in Olympia, WA, and Salem, OR, and news bureaus in the Tri-Cities and Coeur d'Alene, ID, and by a roving correspondent. In FY11, stories from N3 reporters included "Unfinished Journey: Historic Documents Trace Immigrants' Remains, Long Trip Home," "Hanford Whistleblower Speaks to Public Radio, Files Lawsuit Against Contractor," "Washington Lawmakers Seek Ban on Welfare Cards at Strip Clubs," "Collection Tactics Lead Some Debtors to Jail," "Clocks Ticking for Klamath Dams" and "Lucky Friday Mine Relies on Decades-Old Communication Technology."

NAME OF PROGRAM:

THE PUBLIC INSIGHT NETWORK

CREDITS:

Public Insight Network Analyst: Carolyn Adolph

DESCRIPTION:



FY11 marked the third year of KUOW's partnership with Minnesota Public Radio on the Public Insight Network (PIN) project. The PIN is a network of individuals who have experience and expertise that can add insight and substance to KUOW's news and program coverage. KUOW reporters and producers connect with PIN sources to find fresh insights and perspectives, discover new stories and find people who can help tell the stories they are following. New PIN sources sign up online by providing information about their specific knowledge and background. This year, a pool of over 3,200 sources helped with 40 news stories and program segments on topics including the rise in health insurance rates, Seattle's new Roman Catholic archbishop, older entrepreneurs, the controversy over light rail in Bellevue and the art of getting published. *PIN information is online at kuow.org/publicinsight.*

OTHER SERVICES

NAME OF PROGRAM: **KUOW.org + KUOW2.org**

CREDITS: Director, Online Services: Jenna Montgomery
Web Producers: Serene Careaga, Morgen Nilsson & Carmen Santos

DESCRIPTION:



In FY11, the average number of unique visits per month to kuow.org was 299,321, which is a 10 percent increase in the last two fiscal years. Two new homepage features were added: “Listen to This” and “From the Editor’s Desk” which highlight notable audio aired on KUOW and content accessed from other sources. Online support was provided for KUOW News specials such as “The Weight of War,” a *Seattle Times* / KUOW joint reporting project, “A Guide To Visitors: Storytelling In Seattle” and “Inside The Puget Sound Partnership.” Mobile apps were developed for Apple and Android devices, allowing listeners to access KUOW news and programming on the go. Over 3,100 news stories and programs were added to the audio archives. KUOW.org and KUOW2.org provide streaming of terrestrial signals 94.9 FM and 91.7 FM, archived audio, podcasts, program schedules and program information. *A special thanks to the Otto Haas Charitable Foundation for their continued support enabling KUOW to enrich the content and program support of kuow.org and kuow2.org.*

NAME OF PROGRAM: **KUOW’S SECOND SERVICE—KUOW2**

CREDITS: Announcers: Reiny Cohen, Tami Kosch, Diana Opong, Jack Walters & Rob Wood

DESCRIPTION:



KUOW expanded public radio program options for greater Tacoma, the South Sound, HD and online listeners through a second service, KUOW2 (heard terrestrially on 91.7 FM). Listeners heard innovative programming such as *The Takeaway* and Public Radio Remix, and favorites such as *The Diane Rehm Show*, *Talk of the Nation* and *Science Friday*, which aired live, allowing listeners in our region to participate in national discussions. International news heard on KUOW2 provided insight and a diversity of viewpoints of news and events throughout the world. Politics and human interest stories helped expand an understanding of people and cultures around the world. Nearly all of KUOW2 international programming is exclusive to the region including: World Radio Network, News from the Canadian Broadcasting Corporation and *News Link Plus*—news from Europe.

NAME OF PROGRAM: **THE WEEKDAY HIGH SCHOOL INTERNSHIP PROGRAM**

CREDITS: Managing Editor: Nathan Friend
Assistant Managing Editor: Jenny Asarnow

DESCRIPTION:



Weekday High is KUOW’s summer high school internship program. Since 2004, nearly 50 students have spent a part of their summer in the KUOW studios learning the fundamentals of public radio. In the 2010 session, eight high school students from the region were immersed in workshops on interviewing, recording, voicing and editing audio. Interns went on to produce their own radio pieces and hosted and produced daily podcasts highlighting their work. Interns selected the topics for their work, and this year listeners heard an interview with a Bosnian war refugee, an intimate radio diary about experiencing Ramadan as a non-Muslim and a powerful story about education for undocumented children. Weekday High productions are aired on KUOW’s *Weekday*, as podcasts at KUOW.org and on the program’s Facebook page and are made available to stations throughout the country via Public Radio Exchange (PRX). *Hear Weekday High archives at: kuow.org/weekdayhigh.*

NAME OF PROGRAM: KUOW PROGRAM VENTURE FUND

DESCRIPTION:



The Puget Sound Region: In depth and in focus through projects supported through the KUOW Program Venture Fund (PVF). Since its inception in 2003, the PVF has provided special support for staff and independent producers to develop new audio projects focused on our region. The PVF accepts project proposals from producers and reporters for feature reports, documentaries or short audio pieces through two funding cycles each year. Last year PVF-supported pieces included a four-part series by Dominic Black on the Alaskan Way Viaduct focusing on: Why the Viaduct was built; the politics of approving the Viaduct; the technical challenge of building the Viaduct; and how transportation issues in Seattle changed after the Viaduct was built. Producer Feliks Banel created a series entitled, *This NOT Just In: Audible Moments from Northwest History*, a three-episode series of three-minute weekly features highlighting important people and events from Pacific Northwest history, placing them in contemporary context. *The KUOW Program Venture Fund was initiated with a leadership gift generously provided by Paul and Laurie Ahern, long-time KUOW friends and supporters. For information on the Fund and archived audio visit: kuow.org/pvf.*

○ ACQUIRED PROGRAMMING



To create and serve an informed public is a fundamental part of our mission. KUOW continues to support this mission through the acquisition and airing of independent news, engaging programming and in-depth analysis from around the region, the nation and the world. KUOW remains the *exclusive provider* of many of the award-winning national and international programs listeners hear, supporting our goal to meet the highest standards of broadcast journalism.

KUOW is the Puget Sound region's preferred public broadcasting source for local and regional news, information and cultural programming and for coverage of national and world events. KUOW's long-standing partnerships with program providers and producers made it possible for listeners last year to hear up-to-the-minute coverage of critical events such as the challenges in the continued recovery of the global economy; the aftermath of devastating weather conditions affecting many regions in the U.S.; and the wars in Iraq and Afghanistan. Reporters from the renowned British Broadcasting Corporation (BBC) and National Public Radio (NPR) brought listeners international programming and daily news broadcasts from around the world and our nation.

KUOW continues its strong partnership with program producer NPR by airing the acclaimed news magazine programs, *Morning Edition* and *All Things Considered*. Also broadcast were weekend favorites *Car Talk* and *Wait, Wait...Don't Tell Me!* as well as many other NPR programs aired exclusively in our region by KUOW. Listeners also heard *To The Point*, *The World* and *This American Life*, from affiliate Public Radio International (PRI). *Marketplace* and *A Prairie Home Companion* aired through our association with American Public Media (APM).

In FY11, over one third of KUOW's programming budget was spent to purchase programs from NPR, PRI, APM and independent producers through Public Radio Exchange (PRX).

FISCAL YEAR 2011

KUOW is fortunate to broadcast in one of the most active public radio listening regions in the country: Seattle, the Puget Sound region and Western Washington. In FY11, KUOW served an average of nearly 343,000 listeners* each week. These listeners averaged 4+ hours* of listening per week. KUOW maintained a market share of 4.1%* and ranked 12th** among local stations in the Seattle-Tacoma Metro market survey of the regional radio audience. KUOW's consistently high rankings in the Seattle-Tacoma Metro market is a reflection of KUOW's relationship with the community it serves and the station's commitment to providing quality public radio programming.

REVENUE

Total direct support to KUOW for Fiscal Year 2011 (FY11) was **\$11,803,831**.

INDIVIDUAL SUPPORT: Revenue from individuals in support of KUOW's broadcast service in FY11 totaled \$6,269,921. Individual support is the single largest source of revenue to the station's operating budget.

BUSINESS SUPPORT: The business community and non-profit organizations continued their generous support of KUOW programming this year, with contributions totaling \$4,258,965 in underwriting support.

INSTITUTIONAL SUPPORT: The Corporation for Public Broadcasting (CPB) and the University of Washington provided \$852,521 in operating support.

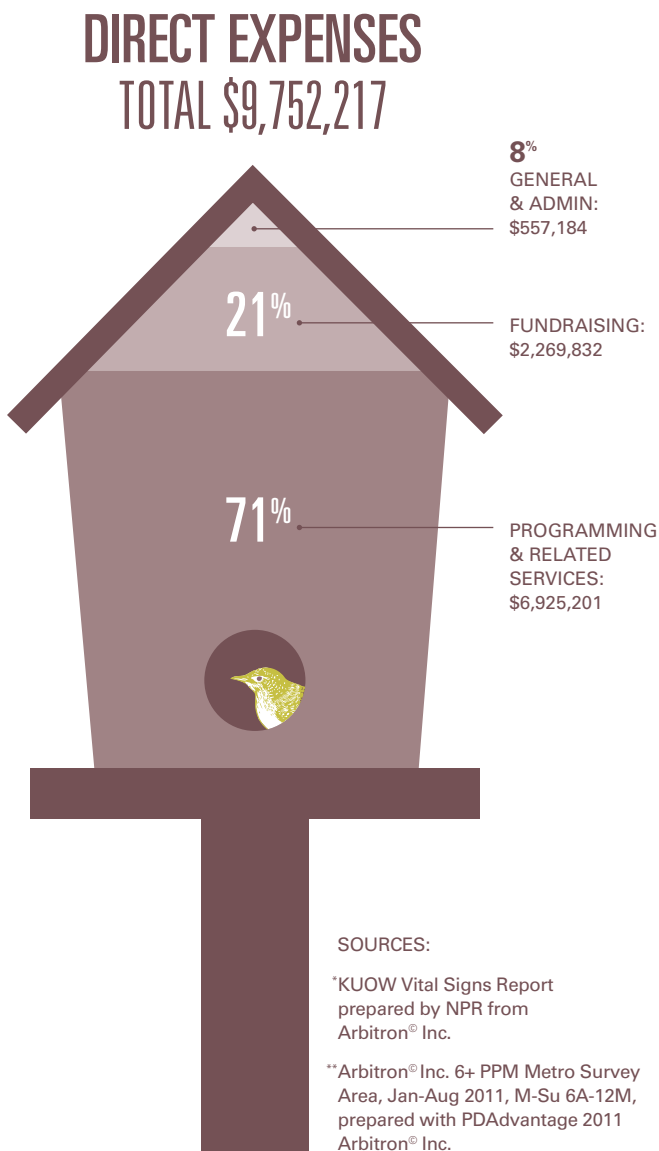
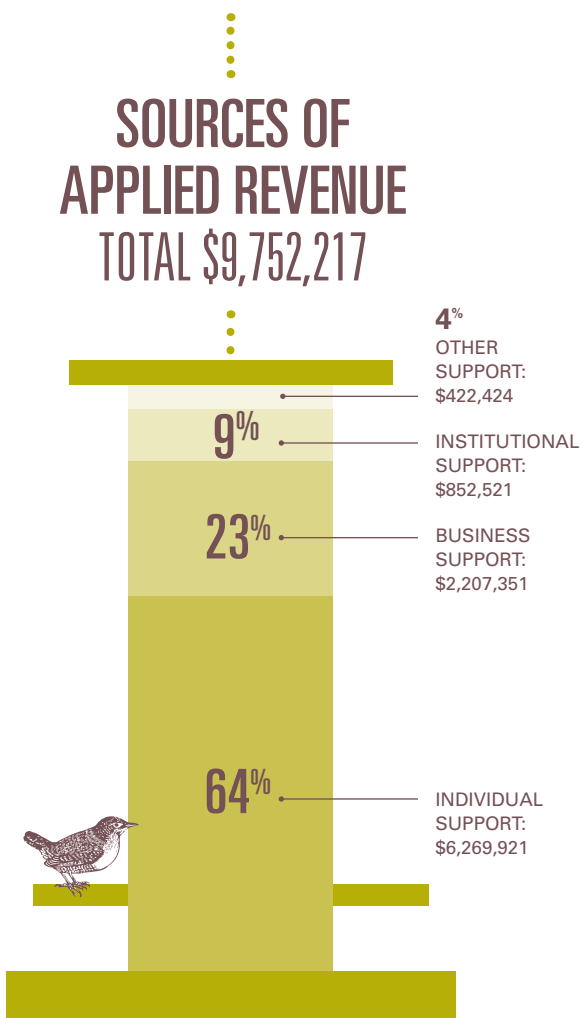
OTHER SUPPORT: Additional support for KUOW comes from grant awards from foundations and corporate giving programs, as well as facility rentals and investment interest. In FY11, support to KUOW from these entities totaled \$422,424.

EXPENSES

In FY11 the station's total direct operating expenses were **\$9,752,217** (Excludes indirect and in-kind).

PROGRAM-RELATED, FUNDRAISING AND ADMINISTRATIVE:

Program-related expenditures totaled \$6,925,201 or 71% of all direct expenses in FY11 and continues to be the largest single expenditure KUOW makes each year. Fundraising and administrative expenses remained consistent with the previous year, FY10, at 21% or \$2,269,832, and 8% respectively.



KUOW IN THE COMMUNITY / MEDIA SPONSORSHIP

DESCRIPTION:



In fiscal year 2011, KUOW proudly provided in-kind media sponsorships to 178 community events, festivals, exhibitions, dance and music performances, lectures, forums and other gatherings. Eighty-four nonprofit organizations from throughout the Puget Sound region were represented. Sponsorships included on-air announcements, a presence on the “Events” page on KUOW.org and mentions in printed materials. A key component of KUOW’s mission is to expose our community to diverse, thought-provoking ideas, people and experiences. Providing sponsorship to a wide assortment of cultural, artistic and community events is just one of the ways KUOW endeavors to satisfy its mission. This past year, KUOW media sponsorship recipients were:

- | | | |
|---|---|---|
| A Contemporary Theatre (ACT) | Giant Magnet | Seattle Center |
| AJC Seattle Jewish Film Festival | GreenStage | Seattle Children’s Theatre |
| Arboretum Foundation | Historic Flight Foundation | Seattle Musical Theatre |
| ArtsWest | Intiman Theatre | Seattle Public Theater |
| Auburn Symphony Orchestra | IslandWood | Seattle Repertory Theatre |
| Bainbridge Performing Arts | Jack Straw Productions | Seattle Shakespeare Company |
| Balagan Theatre | Kirkland Performance Center | Seattle Tilth |
| Bellevue Arts Museum | Medieval Women’s Choir | Seward Park Environmental & Audubon Center |
| Book-It Repertory Theatre | Museum of Glass | SIFF |
| Bothell Arts Council | Museum of History & Industry (MOHAI) | Simple Measures |
| Bremerton Community Theatre | National Film Festival for Talented Youth (NFFTY) | Strawberry Theatre Workshop |
| Broadway Center for the Performing Arts | Nature Consortium | Sustainable Connections |
| Burien Little Theatre | Nordic Heritage Museum | Tacoma Arts Commission |
| Burke Museum of Natural History and Culture | Northshore Performing Arts Center Foundation | Tacoma Concert Band |
| Cascade Symphony Orchestra | Northwest African American Museum (NAAM) | The Center for Wooden Boats |
| Central District Forum for Arts & Ideas (CD Forum) | Northwest Boychoir & Vocalpoint! Seattle | The Seattle Gilbert & Sullivan Society |
| Chamber Dance Company, at the University of Washington | Northwest Film Forum | Theatre Puget Sound |
| Chinese Arts & Music Association | Northwest Folklife Festival | Three Dollar Bill Cinema |
| CityClub | Northwest Girlchoir | Town Hall Seattle |
| Copper Canyon Press | On the Boards | University of Washington |
| Dance Art Group | One Reel | UW World Series |
| El Centro de la Raza | PCC Farmland Trust | Velocity Dance |
| EMP SFM | Port Townsend Film Festival | Washington Center for the Book at Seattle Public Library |
| Evans School of Public Affairs, at the University of Washington | Rainier Chamber of Commerce | Washington FIRST Robotics |
| Evergreen City Ballet | Renton Civic Theatre | Washington State Historical Society |
| Federal Way Symphony | Richard Hugo House | Wing Luke Museum of the Asian Pacific American Experience |
| Frye Art Museum | Schack Art Center | Wing-It Productions |
| | School of Acrobatics & New Circus Arts (SANCA) | World Affairs Council |
| | Seattle Arts & Lectures | |

KUOW Puget Sound Public Radio is a 501 (c) (3) non-profit organization and is listener-supported.

KUOW provides local, national and international news and information programming to listeners throughout the Puget Sound region. KUOW-FM is licensed to the University of Washington.

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PUBLIC RADIO**
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PROGRAMMING IDENTIFICATION TEST

Using the graphics below, name the types of programming and services KUOW offers. The first 15 people to send the correct response to membership@kuow.org will receive a KUOW sling bag—great for use in the field!

1.



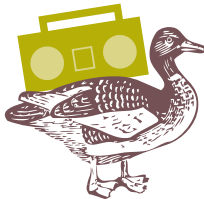
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2.



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