



**NORTHWEST**  
PUBLIC BROADCASTING

## 2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**Northwest Public Broadcasting's mission is to be a regional source of information, arts, culture and public affairs programming to enhance the quality of life in the communities it serves.**



**Northwest Public Broadcasting is a valuable part of Southeast Washington.**

\*Northwest Public Broadcasting produces local programs on diverse topics of particular interest in our region.

**In 2021, Northwest Public Broadcasting provided these key local services:**

\*Primary and General Election information resource for local, state and national candidate debates.

\*Access to free teacher resources for education at home and online during the pandemic.

\*Wide ranging coverage of diverse topics not to raise viewership but to raise awareness.

**Northwest Public Broadcasting local services had impact in the Tri-Cities (Richland-Pasco-Kennewick, WA) and the Palouse (Pullman, WA and Moscow, ID) areas.**

\*By giving a more public forum to topics of concern and debate in our region.

\*Information relevant to the election so residents can make informed decisions for their vote.

\*Sharing new ideas and diverse perspectives.



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## 2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

**Northwest Public Broadcasting’s mission is to be a regional source of information, arts, culture and public affairs programming to enhance the quality of life of our viewers.** Northwest Public Broadcasting’s television service operates in two primary areas: the “Tri-Cities” region of Richland-Pasco-Kennewick, WA and the Palouse region of Pullman, WA and Moscow, ID.

Northwest Public Broadcasting’s original television station, KWSU, began operations from Washington State University in 1962 and is among the oldest broadcast stations of its kind. When WSU added KTNW Channel 31 (located in the Tri-Cities) in 1987, the television audience immediately doubled. KTNW-TV was established by local community support matched by a U.S. Department of Commerce equipment grant. NWPB delivers five, separately programmed, digital program streams, carrying local and PBS programs, Create, and World. According to 2021 Nielsen records, the stations have a possible combined reach of over 726,000 households (an increase of over 70,000 from 2018.)

NWPB offers television and web-based programming which includes localized programs and is a conduit for PBS programming. Local NWPB programs include “Access NW” and “Ask Dr. Universe”. PBS programming to our broadcasting regions brings series such as Great Performances, Nova, Nature, POV and Wild Kratts (for kids). Other familiar shows include Daniel Tiger’s Neighborhood, PBS NewsHour, Masterpiece and Ask This Old House.

**Local impact starts at the television set.** Our primary high definition digital channels are delivered via over the air broadcast, satellite TV, and through cable systems. NWPB delivers a mix of PBS and local programs. Each of our two primary stations are programmed based on audience feedback, reflecting local interests and values. In the Tri-Cities, KTNW programming is responsive to community needs and includes local breaks, programs, interstitials, and hosting. Likewise, KWSU serves the Palouse with programming that is responsive to community needs and with local breaks, programs, interstitials, and hosting. Northwest Public Broadcasting brings additional service to the local community through its standard definition secondary channels:

- **Create:** Popular in the Tri-Cities, Create provides the best in instructional and lifestyle programs covering cooking, art, crafts, travel and other home and lifestyle topics.
- **WORLD:**  
The mission of WORLD is to inform and inspire with real stories from around the world. While airing news and documentaries from PBS, this channel’s focus is on original content, offering a platform to producers examining issues often ignored by mainstream media. WORLD’s emerging and master filmmakers spotlight a diversity of voices, telling stories not heard elsewhere.

Local programs are key to community impact. They reflect the community’s interests and values. Northwest Public Broadcasting expanded its community connection to education leaders in both broadcast areas during the pandemic by carrying educational content in the form of a television “summer camp” weekday mornings during the summer.

During the fall, NWPB produced several local candidate debates as part of its VOTE 2020 coverage. The debates were prior to the primary election as well as the general. Debates were conducted in partnership with the local League of Women Voters as well as other state and local partnerships. These resulted in 12 hours of programming. Coverage of the Washington State Gubernatorial debate drew over 19,000 views on the NWPB YouTube channel. NWPB produced an election podcast – *How We Ended Up Here*.

Complementing these featured local productions were several more programs and interstitials that feature local places, people, and businesses. These include:

- **Access Northwest:** Interstitial programming highlighting people and activities that make our region special



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- Local Underwriting: 14 announcements featured local businesses that supported NWPTV.
- NWPB produced a new season of the podcast – *Traverse Talks with Sueann Ramella*
- *Ask Dr. Universe*, an animated interstitial series directed to kids created three new episodes.
- Inside Olympia: produced by TVWashington, this weekly show features in-depth discussions with state leaders.



### Local impact goes beyond the television set.

The NWPB.org website continues to primarily offer more online access to program schedules and, with the national PBS feed, features streamed programming as well as archived local and PBS material.

Northwest Public Broadcasting impacts college students at WSU's Edward R. Murrow College of Communication by providing professional experience through internships. NWPB engaged nine interns and three time-slip employees in 2021. They worked in various areas such as production, editing, public relations and outreach, social media, and research. The value of the experience is evidenced over the years by the scholarships gained, awards won, and career success of our interns; many of whom now work in major markets.

### Community Feedback

Northwest Public Broadcasting connected directly with 1,779 television members in 2021, who, in addition to expressing the value they found in television programming by contributing funds (average gift of \$134/member), almost always commented on the value of programs and services. NWPTV received an estimated 40 additional comments from viewers. Viewer comments are used to gauge the impact on viewers and guide program selection.



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## 2021 LOCAL CONTENT AND SERVICE REPORT **STORIES OF IMPACT**

### **Vote 2020**

In partnership with the League of Women Voters of Benton and Franklin Counties and other state agencies, NWPB produced four hours of debate coverage before the primary election and eight hours of debate coverage prior to the general election. Coverage included the gubernatorial and for state treasurer and lieutenant governor in addition to many local races. These were also made available through our website which generated over 144,000 impressions. This was up over six times what it was in 2018 and about 23 times in time spent watching.\*

\*Source – bit.ly



### **WORLD**

To fulfill the interests of our diverse population of international students and researchers, Northwest Public Television airs international news, documentaries, and films offered on the WORLD channel. Since 2012, WORLD has developed four original series: America ReFramed for domestic long-form documentaries; Doc World for international long-form documentaries; Local, USA for short-form content on local issues of national importance; and Stories from the Stage, a multi-platform storytelling series. WORLD also showcases films and programs from filmmakers, public media stations and partners that celebrate diverse cultures and highlight critical issues like education, healthcare, the environment and politics.



## NWPB VOTE 2020

### Partnerships:

The county debates were produced in partnership with the League of Women Voters, the state debates were produced with a partnership with the Washington Debate Coalition. The partnerships handled the bulk of coordination and format for the debates. Due to COVID restrictions, the debates were virtual to minimize exposure. With new equipment purchased through a grant, NWPB was able to handle the remote production with ease and almost no expense.

### Impact and Community Feedback:

NWPB received many accolades from community members for our election coverage. The Washington Gubernatorial Debate was our highest viewed online event to date with over 19,000 streams.

*"We seem to land on PBS more times than not... PBS meets our interests; whether the program is travel, ancestry, Ken Burns, cooking, interviews or musical entertainment. It is always captivating, interesting and positive."*

*-Carolyn, NWPB member*

 **create**

NWPB 

Northwest Public Broadcasting began as “educational television,” even before the concept of “public television” existed. Over 50 years later, NWPB continues to focus on education and can do what few organizations can do: serve the widest range of age demographics, from preschoolers to the elderly. 24/7 programming and digital channels let this one medium reach people at any age: mornings and afternoons service the *Curious George* crowd, while middays keep adults creative and informed, and evenings provide thoughtful entertainment.

*“Donating to support FRONTLINE. Keep reporting, keep reaching the people, keep expanding our knowledge.”* – Anthony,  
NWPB member



During the COVID pandemic, Northwest Public Broadcasting continues to provide programs of value to the economically and culturally diverse audience in our region. From educational programs without commercials for homeschoolers to programs sparking the minds of lifelong learners, the content of this public television service adds to the quality of life for the region.

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**An educational resource for  
preschoolers, the elderly, and everyone in between.  
Northwest Public Broadcasting provides  
mental stimulation at every age.**

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