



**NORTHWEST**  
PUBLIC BROADCASTING

# Local Content Report

FY 2023



# About Us

Northwest Public Broadcasting (NWPB) is a multi-platform NPR and PBS station providing news, music, education and entertainment services to listeners and viewers throughout the Northwest region.

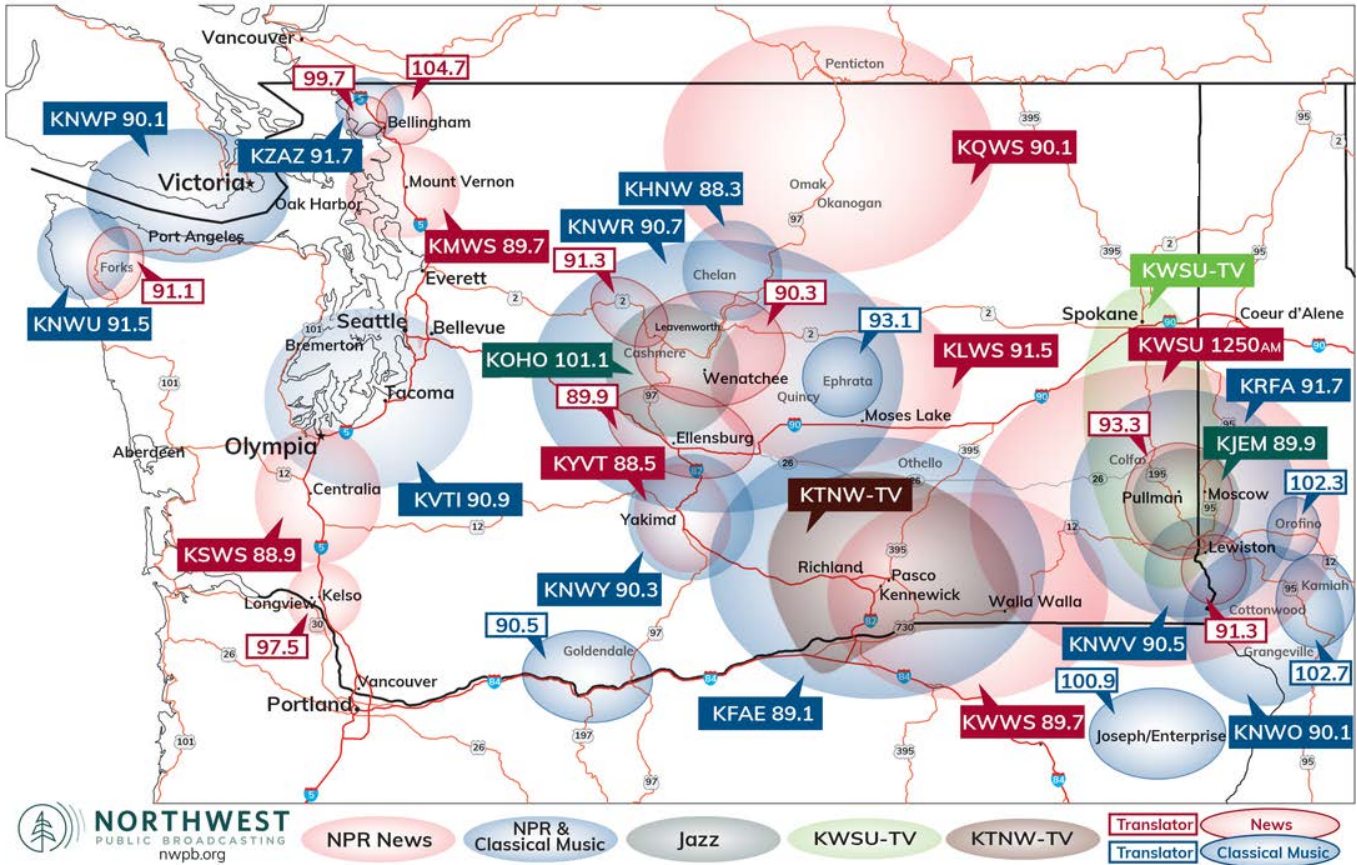


NWPB is dedicated to enriching our community by sharing and creating distinctive programs that engage, enlighten and entertain.

[www.nwpb.org](http://www.nwpb.org)

# NWPB LOCAL CONTENT REPORT

Approximate Signal Coverage



# Coverage Area

NWPB is a community service comprised of radio, television, education and digital services. With origins dating to 1922, our radio network reaches more than 3.6 million people in 44 counties throughout Washington state and parts of Oregon, Idaho and British Columbia. Approximately half of the population reached receives public radio broadcast signals exclusively through NWPB.

# A Note from the GM

At Northwest Public Broadcasting, our number one purpose is to serve our audiences in all the communities throughout our vast coverage area. This mission informs our day-to-day and long-term decisions and helps us align our efforts in the most impactful way. The energy this past year has felt particularly special, and we are thrilled to share a snapshot of the journey.

One of our goals is to be the go-to source for information, early education and entertainment across platforms and grow our digital presence. We've worked hard to maintain and build a new digital audience on our social platforms, which is something we'll continue to develop.

As we increase our digital focus, we continue to serve the needs of those who continue to listen and watch on traditional broadcast formats.

Many of our traditional listeners are dependent on NWPB radio service for news coverage as well as potentially lifesaving information, including EAS alerts and urgent evacuation notices during fire season.

The local, regional and national support makes all of this possible. Thank you for helping us enrich, engage, enlighten and entertain our community.



**Cara Williams Fry**

# NWPB At-A-Glance

 **nwpb.org**  
+560K visitors

**NWPB**   
1,795 Members

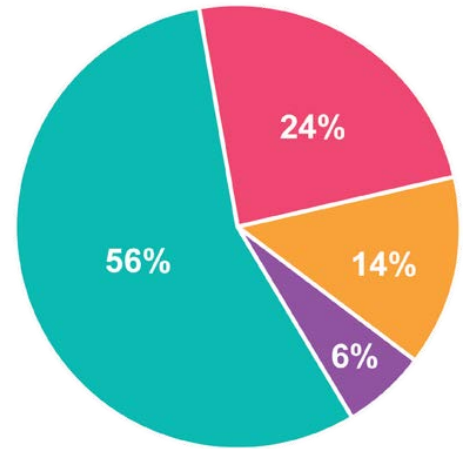
 **38 Transmitters**

 **8 Programs**

  
**8.7k**

  
**2k+**

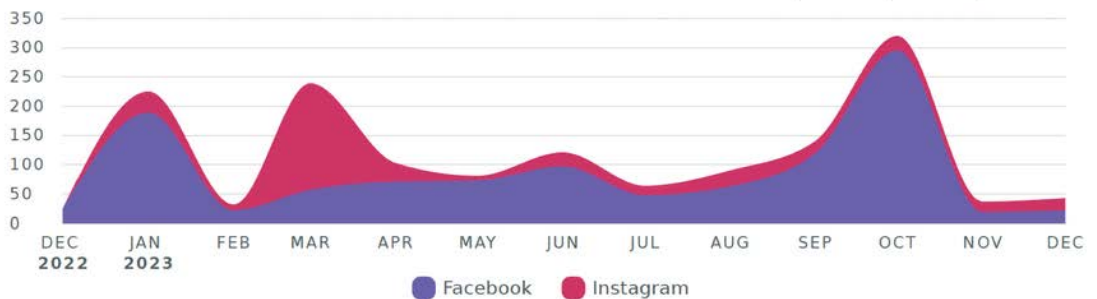
  
**1.1k+**



■ Membership      ■ Federal Grants  
■ University support      ■ Other

## Audience Growth

December 31, 2022 - December 31, 2023  
Compared to previous year



### Facebook

Total followers: 8.7K

### Instagram

Total followers: +2k

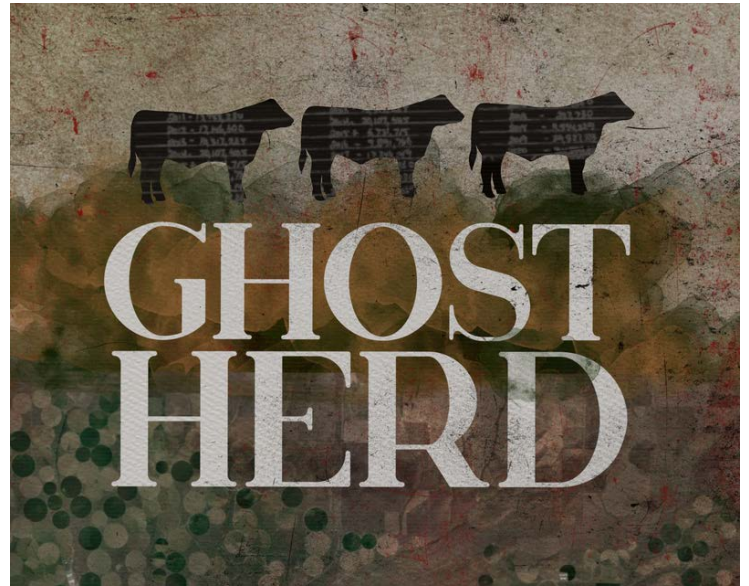
Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>11,371</b>	<b>↗ 15.1%</b>
<b>Total Net Audience Growth</b>	<b>1,507</b>	<b>↗ 58.1%</b>
Facebook Net Follower Growth	1,087	↗ 18.4%
Instagram Net Follower Growth	420	↗ 1,100%

# Station Initiatives

## GHOST HERD

Ghost Herd is a podcast created by NWPB and KUOW based on the reporting of correspondent Anna King. It tells the true story of family, fraud, shifting powers and one of the largest cattle swindles in U.S. history. Ghost Herd garnered over 945k downloads in under a year.

Listen at [ghostherd.org](https://ghostherd.org).



*Ghost Herd podcast cover.*



*Lydia Kyrychenko Drake (right) pictured with her granddaughter Katrina Zens.*

## STORYCORPS

In 2022, NWPB had the opportunity to work with StoryCorps, a nonprofit organization whose mission is to preserve and share humanity's stories in order to build connections between people and create a more just and compassionate world.

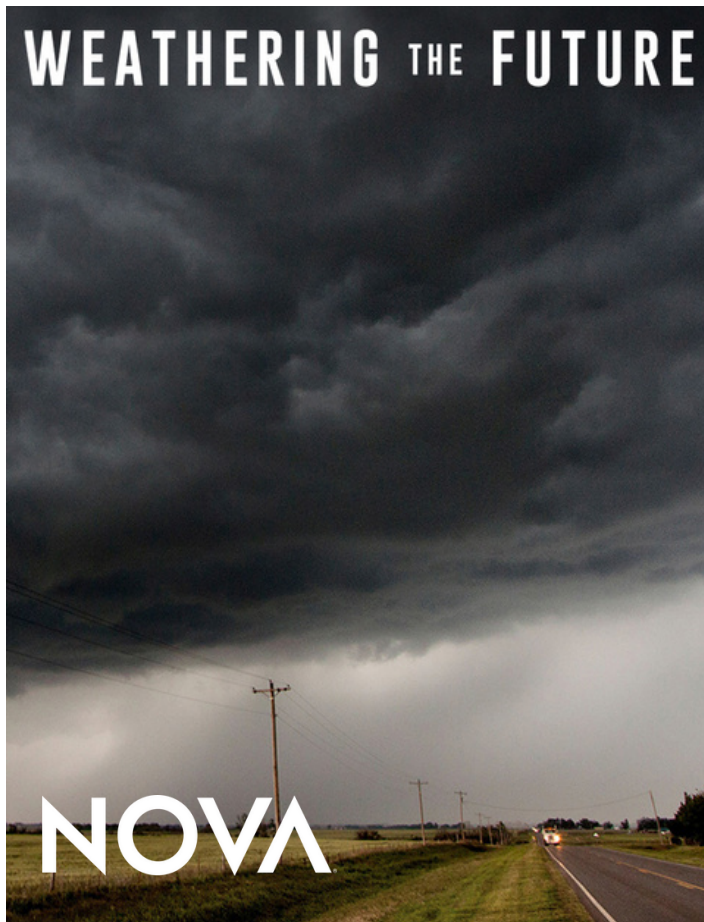
As part of the StoryCorps Northwest initiative, NWPB brought the stories of six individuals to life, including that of Holocaust survivor Lydia Kyrychenko Drake.

# LISTENING SESSIONS

In 2023, Northwest Public Broadcasting hosted 14 community listening sessions in communities across our vast service area, including three sessions in Spanish. Through facilitated small group discussions with more than 180 people, we worked to understand the wants and needs of current and potential audiences, to meet people where they are and to build trust and lasting connections. The feedback we gathered informs our strategic planning and helps our news, programming and engagement initiatives to better represent the audiences we serve.



*Multimedia News Director Tracci Dial speaks to the community at an NWPB listening session.*



## NWPB AND NOVA

NWPB partnered with the award-winning PBS science series NOVA to produce and distribute multiplatform, climate-focused content as part of NOVA's *Climate Across America* initiative.

As part of the initiative, NWPB produced two videos focused on solutions-based approaches to different aspects of climate change at the community level. NWPB and NOVA presented the videos and a preview of NOVA's documentary, *Weathering the Future*, at a community theater.

The event also featured a live panel discussion of the challenges and solutions shown in each video.

# NWPB Centennial

## 100 YEARS, 100 STORIES

NWPB aired a captivating 2-hour live radio show dedicated to its centennial history. The program showcased narratives from reporters and producers, delving into NWPB's modest origins, the introduction of television, active student engagement, notable personalities associated with the station, favorite technologies, and a thoughtful exploration of the organization's past through the prism of diversity, equity, and inclusion for the future.

Former staff members were invited to join the on-air conversation, sharing their insights through interviews. The broadcast also featured the reading of listener letters from the past and present.

The culmination of the program was marked by an engaging trivia game involving three enthusiastic listener participants. This program is housed on our YouTube channel and will serve as an informative timestamp of NWPB's progression through its 100 year history.



*(L-R): Director of Audience Sueann Ramella, retired Music Director Robin Rilette, and All Things Considered Host Mary Ellen Pitney. Pitney was also the host of the centennial radio program.*



*NWPB staff celebrating the station's 100 years.*



# Reporting

## MOSCOW HOMICIDES

Northwest Public Broadcasting has been the local leader in reporting on the Moscow, Idaho homicides. Our reporting has been aired and shared around the Northwest, the nation and across the globe.

The murders of four University of Idaho students, just miles away from the NWPB offices in November 2022, are still making national and international headlines. NWPB is providing reliable updates and background information via local reporting coverage at every step of the journey.

NWPB created a webpage to aggregate all station stories reported on the topic to date, as well as images and links to charity organizations in support of the victims. It is also a place to memorialize the four lives lost.

NWPB's Lauren Paterson has represented the local media in many projects—being interviewed by the BBC, NPR's Here & Now, ABC's 20/20 and others—to shed light on the case and the communities impacted.



*A memorial for the four students outside the entrance to the University of Idaho. Credit: Lauren Paterson/NWPB*



*Lauren Paterson reporting at NWPB studios in Pullman, Washington.*

# ELECTIONS COVERAGE

NWPB's news team covers a range of topics, issues and candidates around the Northwest. NWPB also partners with League of Women Voters of Benton and Franklin Counties, City of Richland, Columbia Basin Badger Club and WSU's Murrow College to bring audiences primary and general election candidate forums via PBS, YouTube, partner websites and other online mediums.

Candidates in local elections are asked a series of questions by the host and are timed in their answers. This started as a community service in 2020 and is part of NWPB's public service mission.

The team behind the project was recognized for their work hosting, filming, editing and distributing the forums for the past several years; the League of Women Voters of Benton and Franklin Counties honored Northwest Public Broadcasting with the 2023 Good Citizen Award for this project.



*NWPB Videographer Greg Mills (far right) receives the 2023 Good Citizen Award on behalf of NWPB.*



*Matt Loveless, a professor at the WSU Murrow College of Communication, interviews local candidates for NWPB's Vote 2023.*

## HEALTH COVERAGE

Rachel Sun is a dedicated health reporter covering a range of health and healthcare-related issues in the Northwest for NWPB in collaboration with the Lewiston Tribune and Moscow-Pullman Daily News.

Some health stories over the past two years from the NWPB news team have included ongoing coverage of abortion laws, COVID-19 and long COVID, health coverage for undocumented Washingtonians, features covering mental health, healthcare on Native American reservations, organ donation and solutions-focused reporting on healthcare shortages in Idaho.



*NWPB health reporter Rachel Sun.*



*Credit: U.S. Forest Service via AP*

## WILDFIRE COVERAGE

NWPB provided ongoing, real-time coverage and updates of wildfires for communities throughout the Pacific Northwest along with resources and explanations of common fire terminology.

[Check out the webpage.](#)

# EXPLORE TOGETHER / EXPLOREMOS JUNTOS

NWPB's education efforts help us build trust and relationships in the communities we serve.

*Explore Together/Exploremos Juntos* is NWPB's education engagement initiative focused on children aged 2-8 and their families. In-person, bi-lingual events featuring a beloved PBS Kids character mascot and fun, delightful STEAM activities allow us to meet families in a positive, relaxed atmosphere. In addition to all the creative, playful activities children can do, we are also able to introduce or remind families about upcoming station events or special reporting for them.

We have had reporters at these events, as an activity, sharing what they do and the equipment they use to do it.

Additionally, an educational monthly newsletter is emailed to families that features PBS Kids content for children, event information, and links to reporting and programming for their grown-ups.

Since its launch in 2022, the program has hosted 19 community and family events, and has served over 7,000 people.



*Molly of Denali at an Explore Together/Exploremos Juntos event.*



*Playing with bubbles at an outdoor Explore Together/Exploremos Juntos event.*

# MURROW COLLEGE HOMECOMING TAILGATE

NWPB worked with students in the Edward R. Murrow College of Communication to offer tours of the facilities and light refreshments for people attending the WSU homecoming party. Some of the alums worked at NWPB when they were students.



*A Murrow Ambassador shows how the control room in Studio B works to an alumni visitor.*

# WSU ALUMNI ASSOCIATION TOUR

NWPB offered a tour of the facilities to the Washington State University Alumni Association. Many of the alums were viewers, listeners and members of NWPB. They were given a tour of all facilities, including the Keith Jackson Newsroom, photo opportunities in the control rooms and light refreshments. Keith Jackson was a 1954 WSU Murrow graduate; he donated money and some of his personal items to the Murrow College.



*All Things Considered host Mary Ellen Pitney explains the process behind her broadcast and other behind-the-scenes information.*

# MAGPIE MURDERS COMMUNITY PREVIEW

NWPB members were invited to preview parties in Richland (KTNW) and in Colfax (KWSU). We partnered with local libraries for the venues and technical support. NWPB set up the events and provided light refreshments as well as giveaways. Masterpiece fans were excited about the event and, as they say, a good time was had by all.





*An NWPB ATV at the KWSU transmitter site on Rattlesnake Ridge overlooking the Lewiston/Clarkston valley.  
Photo: Jason Royals/NWPB*



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