



REPORT TO THE COMMUNITY FY15

INQUISITV  KCTS9



INSPIRING A SMARTER WORLD

Dear Friends,

FY 2015 was a year of challenges and great opportunities, and a turning point in KCTS 9's 60-year history.

I am happy to share that the year has been a success. Your support has allowed us to meet our goal of providing meaningful content that is relevant to our community—on air, online and in person.

The media landscape has changed dramatically in recent years, with fundamental changes in the way audiences choose and view content. Today, more than one in three visitors to KCTS9.org use a tablet or mobile device to connect with us. Five years ago, that figure was less than 5 percent. With new tools and technologies, the public has become actively involved in the creation, selection and distribution of content. We live in a world where time-shifted viewing, streaming video, tablets and smartphones have profoundly changed how audiences consume and share content. How does a public media organization stand out when, with today's technology, everyone is a media company?

We met this challenge by launching an initiative to produce innovative digital offerings that broaden the content we provide and the platforms on which we provide it. While staying true to our mission to inspire a smarter world, we shifted to a digital-first strategy. We are committed to creating, commissioning and curating local content with a continued adherence to the public-media beliefs that have defined KCTS 9 for 60 years.

In FY 2015, we brought you live public dialogues including political debates and election coverage; a current affairs series that explores in depth stories from across the Northwest; local specials on environmental issues; community events that celebrate our diverse cultures; and educational programming that is free and accessible to all. We served as a source of information that reflects the needs of our community; providing resources that encourage lifelong learning.

We made it a priority to expand our collaborations in the region and are grateful to our many wonderful partners, including the University of Washington, Museum of History & Industry, Seattle Aquarium, Seattle International Film Festival, Seattle Public Library, World Affairs Council and other key Northwest organizations. Through these relationships, we are able to extend our reach and fulfill our promise to raise awareness and address local issues.

It is your help that allows us to not only meet but rise above today's challenges and preserve the promise and the legacy of public media for years to come. Thank you!

Robert I. Dunlop
PRESIDENT AND CEO
KCTS TELEVISION

Stephen G. Welch
CHAIR
KCTS TELEVISION BOARD OF DIRECTORS



IN THE COMMUNITY

Our mission at KCTS 9 is to inspire a smarter world, and we express that mission through great storytelling that creates conversations. KCTS 9 educates and enriches our communities by providing informative, entertaining programs and meaningful outreach, creating public dialogue on local and national issues, and building a vital community. We provide compelling and meaningful programming to the public when and where they need it. We are leaders in identifying what is important to our community, and in developing and presenting relevant programming and events to meet those needs.

KCTS 9 is a vibrant PBS member station serving Western Washington and Canada with quality informative, educational and entertaining content. We also operate KCTS 9 Yakima, serving Central Washington, and we partner with Vme to provide Spanish-language content to the more than 861,000 Latino residents of Washington state. Each day, KCTS 9 provides trusted local programming that meets the unique needs of our Pacific Northwest audiences.



In FY15, KCTS 9 reached more than 2.3 million viewers each week across Washington state and Canada, and welcomed more than 1,046,660 unique users of our website—mainly from the Pacific Northwest but also from places as far-flung as Europe and Australia.

For more than a decade, national surveys have shown that PBS and member stations such as KCTS 9 are America's most trusted institution. We believe that our community benefits from strong public media, especially our youngest viewers. Last year, four out of five kids in the United States watched PBS. At KCTS 9, we provide educational experiences to inspire lifelong learning.

As the country's largest classroom, public media leads the way in helping children to learn in a safe and trusted environment. We distinguish ourselves from everyone else in the media universe by focusing on education as well as entertainment for children.

We make it a priority to consider how we can support diverse communities and meet the needs of those who are overlooked by commercial media focused only on the bottom line.

KCTS 9 is not owned by a corporation. It's owned by you—the people of this community.

KCTS 9 creates local content that provides our region with public affairs coverage that is relevant, meaningful, and presented fairly. Examples of KCTS 9 programming in FY15 that directly benefited our community include *Ask the Governor*, a live program that provides a forum for citizens statewide to engage in a dialogue about the issues most important to Washingtonians; *IN Close*, KCTS 9's current events series that features in-depth stories from across the Pacific Northwest; and election coverage including live broadcasts of pre-election debates and election results.

HERE ARE JUST A FEW OF THE WAYS WE MADE AN IMPACT ON OUR COMMUNITY IN FY15

Produced 28 half-hour episodes of *IN Close*, a current affairs series about a diverse range of topics of local interest

Released the KCTS 9/Washington poll, a comprehensive scientific poll covering the major races and issues on the November ballot

Partnered with TEDxRainier to livestream its diverse talks and go behind the scenes to interview its speakers

Celebrated three Washington schools that are working to close the opportunity gap through our *Pathways to Excellence* awards program, including online content and a half-hour documentary

Gave Washington state citizens the opportunity to interact with Gov. Jay Inslee during a live episode of *Ask the Governor* and share their concerns on a wide range of issues

Held cancer resource fairs in Seattle and Yakima, with multiple partners, followed by a preview screening and panel discussion centered on *Cancer: The Emperor of All Maladies*

Hosted the 2015 Seventh Congressional District Art Competition, in which high school students were encouraged to exercise their creative talents and had the opportunity to display their artwork at KCTS 9

Produced several multiplatform *EarthFix* investigative reports on local topics that have received national attention

Partnered with the Washington State Department of Financial Institutions to produce *Cash With Draw*, a series of animated interstitials created to empower our viewers with the tools of financial literacy





As our world of information becomes more and more fragmented, an institution like KCTS 9 becomes more and more important.

– Gov. Jay Inslee

All of KCTS 9’s filmmaking initiatives are open to participants from Washington state and British Columbia, and their support of local filmmakers and filmmaking runs deep. Washington Filmworks would like to thank KCTS 9 for all that they do to enrich the local filmmaking community and for their continued dedication to acknowledging and sharing the work of our state’s filmmakers.

– Washington Filmworks
BLOG POST

KCTS 9 also provides local programming such as the education program *My School, Our Future*, which was featured on air and online in conjunction with *American Graduate*, PBS’ national initiative.

Our goal is to heighten the impact of our service on the community by implementing more targeted activities; increasing our collaborations with community organizations; and creating relevant local content that supplements and enhances national programming.

We measure our success through detailed tracking of event attendance, viewership, social media and online metrics, and levels of community partnerships.

In FY15, 9,193 community members attended 14 community engagement events ranging from family events such as A Day Out with Thomas and the Seattle Children’s Festival, to exclusive preview screenings of *Downton Abbey* and

Poldark, to panel discussions with PBS luminaries including documentarian Ken Burns and *American Experience* executive producer Mark Samels, to cancer resource fairs, to a Tech Talk event with Hari Sreenivasan.

KCTS 9’s locally produced programs garnered a total of 28 Northwest Regional Emmy Award nominations, winning six for programs with focuses ranging from environmental issues to local culture and current affairs.

Through thoughtful and intelligent programming, outreach to the community and an increasing digital presence, KCTS 9 enjoys outstanding viewership and support. Everyone in our community, regardless of means, has access to programs that inspire a smarter world. As the key to America’s largest classroom, a ticket to the largest stage for arts and culture, and an independent voice for social and civic engagement, KCTS 9 is essential in our community.



Sending \$10/month to my local @PBS station, @KCTS9, is some of the best money I’ve ever spent! I love @PBS :-)
– @Sulien77

Just watched #LostTreasureHunt on @KCTS9 and I want to watch more. Such a good show! I love public television!
– Abby (@crabbyab90)

Love the maple leaf next to the @KCTS9 logo on my screen. Cool!
– Sera (@Sera188)

STORIES OF IMPACT

In conjunction with the national broadcast of *Cancer: The Emperor of All Maladies*, KCTS 9 organized multiple local events, including screenings of the documentary in Seattle and Yakima. Resource fairs were held prior to the screenings, showcasing our community's resources and knowledge about this important topic. More than 500 people participated in these events. The station produced exclusive, web-only local content and stories, and provided links to local resources. A KCTS 9 *IN Close* segment about music therapy for cancer patients was featured nationally on *PBS NewsHour*.

Partners for this initiative included Seattle Cancer Care Alliance, Fred Hutchinson Cancer Research Center, the American Cancer Society, the Leukemia & Lymphoma Society, Swedish Medical Center, Seattle Children's Hospital, PATH, the Rivkin Center, Gilda's Club, Soaring Heart, Kibble & Prentice, Cure First, Cancer Lifeline, Yakima Valley Memorial Hospital and North Star Lodge.



Last Days in Vietnam

KCTS 9 produced several local stories on-air and online that were featured in conjunction with ***American Experience: Last Days in Vietnam***. The station partnered with *The Seattle Times* and several Vietnamese community groups to hold a public screening event at the University of Washington that drew a full-capacity crowd of more than 700 guests, including members of the Vietnamese community, Vietnam veterans, students and more.

A panel discussion following the screening featured former Washington State Gov. Dan Evans (who was responsible for welcoming the first wave of Vietnam refugees to Washington state), former Secretary of State Ralph Munro, ***American Experience*** executive producer Mark Samels, *Seattle Times* editorial writer Thanh Tan and Miki Nguyen, whose family is featured in the documentary.

Seattle was one of six cities selected by ***American Experience*** and StoryCorps to participate in the First Days Story Project: Voices of the Vietnamese Refugee Experience. Many residents of our community, including KCTS 9 staff member Fong Vong, recorded their stories through the project.

The Roosevelts and an Evening with Ken Burns

On September 3, 2014, KCTS 9 was proud to host several events with acclaimed documentarian Ken Burns to celebrate the premiere of his new series ***The Roosevelts: An Intimate History***. In one eventful day with Burns, KCTS 9 hosted a breakfast with corporate funders, media opportunities, a donor/VIP reception and a public screening that was followed by an onstage conversation with the legendary filmmaker, moderated by author and journalist Tim Egan. The events were attended by 1,141 people. Partners included HistoryLink, the Museum of History & Industry (MOHAI) and the Seattle Public Library.

CANCER

THE EMPEROR OF ALL MALADIES

A FILM BY **BARAK GOODMAN**

“We had two principal goals in making the film,” Goodman told a crowd of about 700 people Tuesday night at a Seattle Town Hall panel and screening presented by KCTS 9. “One was to translate this sometimes complex science for the general public. The second goal was that we could sit in a room with cancer experts and not be embarrassed.” Goodman, who shared the panel with two well-known researchers from Fred Hutchinson Cancer Research Center and a breast cancer survivor, got his wish on both counts.

– Fred Hutch News Service, March 18, 2015



MISTER
ROGERS'
NEIGHBORHOOD®



SWEATER DRIVE

In FY15, from January 12 through February 8, KCTS 9 held its 18th annual Mister Rogers Neighborhood Sweater Drive. Fred Rogers began the sweater drive and inspired its spirit of generosity and neighborliness for six years before he passed away in 2003. His red sweater (knitted by his mother) and tennis shoes bring to mind comfort, care and joy in learning for millions. KCTS 9 has been honored to continue the program in his memory. In 2015, over the course of 28 days, KCTS 9 collected sweater donations from 35 locations around the greater Puget Sound area. It took more than 60 volunteers who contributed over 300 hours to sort through donations.

In the end, we collected more than 10,000 pounds of clothing (over 6,000 sweaters and more than 1,700 coats)—surpassing previous Sweater Drive records—for families in need throughout Seattle and King County. All donated items went to Wellspring Family Services, Queen Anne Helpline and Northwest Center, serving Seattle and King County. KCTS 9 partnered with PCC Natural Markets and Sound Credit Union on this worthy initiative.



“

On behalf of the children and families we serve, it's hard to convey our gratitude in just one sentence. But perhaps our favorite television neighbor, Mister Rogers, already said it in one piece of important advice, 'Remember to look for the helpers. You will always find people who are helping.'

A big thanks to KCTS 9, PCC Natural Markets, and all drive participants for being the helpers—and neighbors—we can look to and remember there is an entire community that cares.

– Wellspring blog, February 2015

- 28 DAYS
- 35 LOCATIONS
- 60+ VOLUNTEERS
- OVER 300 VOLUNTEER HOURS
- HALF-PAGE ANNOUNCEMENT IN KCTS 9 JANUARY VIEWER GUIDE
- ENEWS AND SOCIAL MEDIA CAMPAIGNS
- 216 20-SECOND CALL FOR DONATIONS SPOTS AIRED ON KCTS 9
- 119 20-SECOND THANK YOU SPOTS AIRED ON KCTS 9
- MORE THAN 10,000 LBS. OF CLOTHING COLLECTED

IN CLOSE

In September 2014, KCTS 9 launched ***IN Close***, a public affairs online/on-air program featuring in-depth stories from the Pacific Northwest. The series' corporate sponsor was BECU. Twenty-eight half-hour episodes were produced, airing Thursday and Saturday nights.

Hosted by veteran journalist Deborah Wang, the series premiered with an episode titled *Voices of the Oso Landslide*, which reflected on the heroes, victims and families of Oso six months after the horrific event. Later episodes focused on marijuana legalization, Washington's veterans, the Puget Sound ecosystem, guns in schools, the new minimum wage, efforts to end homelessness, eldercare, and many other local issues and interests.

IN Close presented two full episodes, *After Ferguson, Parts 1 & 2*, dealing with race and law enforcement issues in the Puget Sound area, and a full episode on food waste and climate change. The gender gap in pay and employment was the subject of another notable episode.



©Joshua Trujillo/SeattlePI

IN Close partners for stories included KUOW (*Voices of the Oso Landslide*), Fred Hutchinson Cancer Research Center, ***EarthFix*** and the *Seattle P-I*. The program was nominated for 15 regional Emmy Awards, and won three.

In June 2015, the ***IN Close*** broadcast format evolved from a weekly episode to a rotating interstitial format that allowed for more frequent broadcast exposure and an expanded online presence. The first two episodes focused on the death penalty, and school discipline.



If you're not watching @KCTS9 ***IN Close*** on YouTube, you are missing out.
#BestVideoJournalismInNW
– David Steves (@davidsteves)

Frank conversation on race relations with King County Sheriff John Urquhart on @KCTS9 ***IN Close*** - Public TV
– Matias Valenzuela (@MatiasKCequity)

It's stories like this one about "Grinding Up Grocery Waste" that keep me coming back as a viewer. Thanks!
– Reid Wegley (@reidwegs)



TECH TALK WITH HARI SREENIVASAN

On the evening of June 3, KCTS 9 hosted a Tech Talk with Hari Sreenivasan at Seattle's Portage Bay Café. More than 50 tech-savvy friends and supporters of the station attended. Sreenivasan, anchor of *PBS NewsHour Weekend* and host of *SciTech Now*, shared his thoughts on the future of journalism and public media.

In response to thoughtful questions about the challenges technology presents to journalism, he said, "We're not in the business of being first, we're in the business of being correct." Contrasting our work with that of commercial media, he continued: "If you start chasing page views, you will never have enough. You will find yourself compromising journalistic integrity."

Sreenivasan also pointed out that digital and social media present not only challenges, but opportunities. "As the amount of noise increases, the value of the filter increases."



EARTHFIX & WILDLIFE DETECTIVES

EarthFix is an award-winning, innovative public-media partnership of Pacific Northwest television and radio stations, creating media across multiple platforms, helping citizens examine environmental issues unfolding in their own backyards, and exploring how local actions intersect with national issues.

The collaboration includes KCTS 9, Oregon Public Broadcasting, Idaho Public Television, KUOW Public Radio in Seattle, Northwest Public Radio and Television, Southern Oregon Public Radio and the Corporation for Public Broadcasting.

In FY15, KCTS 9 Digital Studios and **EarthFix** partnered to produce an investigative report—**Wildlife Detectives**—examining the alarming threats to Northwest wildlife, from elk and deer to sturgeon and shellfish, including the illegal overharvesting that can drive a species to extinction.



The **Wildlife Detectives** report included two 30-minute programs, *The Hunt for Northwest Poachers* and *The Poaching of Puget Sound*, plus an extensive multimedia web package. Journalists went undercover, working for more than a year to bring to light the stories of local wildlife officers' efforts to protect the public's health, our Puget Sound shellfish and Northwest wildlife.

Part two of the series—*The Poaching of Puget Sound*—was honored with the 2015 WCCFF Award for Best Wildlife Crime Film. This episode of **Wildlife Detectives** went on to be featured nationally on **PBS NewsHour**.

As part of an EarthFix story on *Wildfires and Climate Change*, KCTS 9 developed a number of interactive components that allow the viewer to learn how the largest wildfire in the history of Washington state progressed, explore two decades of wildfires in the United States, and more.

“

Last night we happened on a documentary on channel 9, **Wildlife Detectives** about [Fish & Wildlife] cops addressing stolen shellfish.

This is about as far from my usual realm of interest as it gets, but I learned a lot, gained an appreciation for the law enforcement role of the department, and a respect for the professionals who do this difficult and dangerous work.

I was very impressed with the show, and thank you for helping make it happen.

– Email from Jim L.

ARTS & CULTURE

In a region bursting with creativity, we're committed to providing our community with access to the full spectrum of the arts. We give our viewers a free front-row seat to brilliant performances from the stage, screen and pop culture, including coverage of our local arts scene along with national PBS programs such as *Great Performances*, *PBS Arts Fall Festival*, *American Masters* and *Live From Lincoln Center*.

Support for the arts is a cornerstone of KCTS 9, and we kicked off our digital-first strategy last spring with two noteworthy cultural collaborations. As part of our commitment to celebrating the arts, we partnered with Northwest Folklife, sponsoring two stages during the Northwest Folklife Festival and teaming up with WATTS Media to air *Meet Your Neighbors*, a collection of stories about individual Folklife artists that focused on where they come from and how they are connected to Folklife and the Northwest.



We've been partnering with the Seattle International Film Festival (SIFF) for several years, and in FY15 we treated our viewers to an inside look at what it takes to organize and run the largest and most highly attended festival in the U.S.—from behind-the-scenes content, to interviews with international filmmakers, to featured works by the Northwest's most gifted filmmakers.

“Having KCTS 9 as our partner means film lovers will get to experience up close what makes our festival so special, with stories from all over the world that might otherwise go untold,” said SIFF Managing Director Mary Bacarella.



KCTS 9 COOKS & COOKING WITH NICK STELLINO

KCTS 9 Cooks features local home cooks and restaurant chefs sharing recipes for the food they love to make and eat, on air and in companion fundraiser cookbooks and enews recipes. In FY15, the ***KCTS 9 Cooks*** series included two new specials: ***KCTS 9 Cooks: Pasta, Rice & Grains*** in November 2014 and ***KCTS 9 Cooks: All-Time Favorites*** in May 2015. Former UW Huskies athlete Terry Hollimon and former Seahawks star Marcus Trufant shared their recipes with our viewers, and KCTS 9 CEO Rob Dunlop's Blueberry Pie was a particular treat.

In FY15, ***Cooks*** specials raised more than \$250,000. The series, which began in 1996, has raised more than \$11 million in community support.



Chef Nick Stellino has been partnering with KCTS 9 for 20 years. In FY15, Stellino returned to our studios to tape a new season of 13 half-hour episodes of *Cooking with Nick Stellino*. The series showcases the chef sharing delicious recipes inspired by the traditions of his native Italy.

Every episode of the popular program embodies Stellino's belief that cooking with passion is one of the best ways to connect with those you love. The tantalizing aromas coming from the KCTS 9 studio kitchens were a testament to the universal appeal of Stellino's cooking.



DOWNTON ABBEY, TEA TIME & ALL THINGS BRITISH

Downton Abbey has become the most-watched drama in PBS history, and KCTS 9 has consistently been one of the top PBS stations for *Downton Abbey* ratings. *Downton Abbey* fans in our community flocked to exclusive sneak-preview screenings in Seattle, Semiahmoo and Victoria of the first hour of Season 5, weeks before its North American premiere. The guests, many of whom came in their own period costumes, enjoyed vintage fashion displays and a *Downton Abbey* photo booth, as well as games and prizes.

Online extras at KCTS9.org included a dedicated *Downton Abbey* blog featuring topics ranging from episode recaps to where to find the best high tea in Seattle, and social media interaction kept *Downton Abbey* mania at a fever pitch throughout Season 5.



Thank you so much for the weekday Tea Time scheduling. Looooovving it!
– Jill Darling

As I am married to an Englishman, I have come to appreciate the good British programs, and thank KCTS for bringing them to us. As soon as your magazine arrives, we both go through it and mark or circle the programs to watch/tape, so we can plan our viewing month!... Keep up the great work in bringing good drama and British programs to North America.
– Nancy M.

Thank you, part of my weekend was spent watching KCTS, as usual! I LOVE your British programming plus many other types.
– Peggy Margaret Knipe Gish

In the fall of 2014, we served up a new block of all-British programming from 3–5:00 p.m. called Tea Time, to the delight of our viewers who love programs from across the pond. Tea Time has been a feast of fine British offerings, from encore presentations of entire **MASTERPIECE** series such as **Mr. Selfridge** and **The Paradise**, to the breathtaking time-lapse photography of **The Queen's Garden**.

Tellygram, a weekly e-newsletter about our British programs, also became a staple in FY15, delivering luscious recipes and behind-the-scenes tidbits, along with program notes and schedule information, right to each subscriber's inbox.



DONOR COMMUNITY EVENTS

KCTS 9 donor events are an exclusive benefit we offer in appreciation of our Leadership Circle and Legacy Circle members. The events embody our mission to inspire a smarter world and enable us to recognize our most generous supporters for their investments in independent, local public television.

From private receptions with PBS luminaries to preview screenings with award-winning filmmakers, from panel discussions with local community leaders to intimate dinners at the homes of other passionate supporters of public television, KCTS 9 Leadership Circle donors had over 20 exclusive events from which to choose in FY15.

KCTS 9's donor events feature a broad range of fascinating people and programs, and offer delicious food and wine in a fun, festive setting. We are thrilled to be able to continue to offer this unique donor benefit to our Leadership Circle supporters who contribute \$1,000 or more annually and our Legacy Circle donors who have included KCTS 9 in their estate plans.



Some FY15 highlights:

Acclaimed documentary filmmaker Ken Burns presented his latest 7-part biopic, ***The Roosevelts: An Intimate History***, chronicling the lives of the most prominent and influential family in American politics.

Everyone's favorite travel host, Rick Steves, discussed his new TV special ***The Holy Land: Israelis and Palestinians Today***, which weaves together Israeli and Palestinian narratives to create a better understanding of a place that is holy for a third of humanity.

An extraordinary group of TEDxRainier 2014 speakers presented upcoming TED Talks focusing on everything from innovation in science, art and technology to the environment, business and civic life.

American Experience executive producer Mark Samels and former Washington Gov. Dan Evans, together with leaders and refugees from the Vietnamese community, commemorated the 40th anniversary of the end of the Vietnam War with a screening and discussion of the Oscar-nominated PBS documentary film ***Last Days in Vietnam***.

Hari Sreenivasan, host of public media's nexus of new ideas, ***SciTech Now***, gave a captivating Tech Talk about the latest breakthroughs in science and technology.

Producer and director Barak Goodman presented his highly anticipated PBS series ***Cancer: The Emperor of All Maladies***—the most comprehensive “biography” of cancer, covering the history of the disease since its first documented appearance thousands of years ago.

“It was such a wonderful evening! Thanks so much for inviting us. Looking forward to watching the shows tonight.”

– Pete

“We were privileged to be at the event at Kane Hall on Monday night. It was an amazing experience, with the film, the vets, the Vietnamese who lived the evacuation, Gov. Evans, the people of Seattle who supported the refugees—all so moving and so well presented by KCTS. You all can be proud of your station!”

– Joan

“Last night's event was terrific and we look forward to tonight's shows as well.”

– John

“It was a great evening! Neither of us knew the story of Dan Evans and all he did, so that was extremely interesting.”

– Eileen

“It was a very moving and informative event which reinforced our commitment to public television. And Pete has set the DVR to record tonight's programs.”

– Monica

WHY WE GIVE

Evelyn and Martin Babare

“The fact that we have public television in our area is extremely important to me,” says KCTS 9 supporter Evelyn Babare. “When I grew up in this area, my little sister would watch **Sesame Street** and **Mister Rogers** daily. My mother and I would watch **MASTERPIECE Theatre** together. Watching KCTS 9 became a family event. This continued on while we raised our children and continues with my husband and myself.”

Evelyn and her husband, Martin, are generous supporters of PBS. Their family has grown up with KCTS 9. “Our children also loved the children’s programming on PBS,” says Evelyn. “They loved all the shows ... especially **Bill Nye the Science Guy**. They loved that the focus was on making science fun and interesting.”

Martin values **Nightly Business Report**, **This Old House**, **FRONTLINE** and **PBS NewsHour**. He says that public television inspires him “to travel places, learn about the world we live in and how to protect it.”



“Supporting KCTS 9 gives equal opportunity for TV consumers of different socioeconomic means.”

Evelyn has a long list of favorite programs. “I have always enjoyed **MASTERPIECE Theatre**. I currently am enjoying watching **Indian Summers**, in the past **Downton Abbey**, **Poldark** and many more. I also love **Mystery**... the last Sherlock Holmes series was great fun. Most BBC programming like **Call the Midwife**, **Doc Martin** and **Last Tango in Halifax**. **NOVA** programs ... **Independent Lens** ... **Antiques Roadshow** ... **Austin City Limits** ... **In Performance at the White House**. I could go on and on,” she remarks.

The Babares appreciate the trustworthy reporting they find on KCTS 9 and PBS, and the emphasis on education. “My belief is that most other television channels are biased one way or the other,” says Evelyn. She watches PBS because “I want to be as informed as possible about what is going on in our region and the world today. PBS also has a large focus on science, the arts and children’s programming, all which are important to me and to us as a family. When our children were young, we could always feel comfortable allowing our children to watch PBS because the programming was, and is, educational, interesting and well done.”

When asked why she feels it is important to support KCTS 9 and public television, Evelyn’s response is direct and immediate. “For me, KCTS 9 continues to be relevant in my lifelong quest for learning. The fact that this is public television means that it needs the support of viewers to continue to have quality programming and to stay on the air. I believe that it is important to give to nonprofit entities that are meaningful to me. Public television is one of them. I cannot imagine watching television much if it wasn’t for the outstanding programming that is readily available on PBS.”

LEAVING A LEGACY

Anne Repass

Anne Repass says that public television is her way of staying in touch with the world of human affairs and great storytelling. "I love the great British dramas, the even-handed news commentary and the fine children's programming," she says. "I laugh and cry when I watch programs on PBS."

Anne watches programs on KCTS 9 to learn something new and to better understand the human condition: "I watch **NOVA** to learn more about the scientific world and watch British dramas such as ***Downton Abbey***, ***Foyle's War*** and ***Doc Martin*** to understand the human condition."



“KCTS 9 makes me think about issues in ways that I had never considered before.”

Anne doesn't hesitate when asked why she feels it is important to support KCTS 9. “I continue to contribute to KCTS 9 because it is my local station, providing me and the rest of our community with programs of local interest as well as the national programs that cover stories of our world. Without KCTS 9 I would be forced to watch unending commercials and see programs that have been selected to generate the highest advertising revenues, rather than the best-quality programs.”

But she has to stop and think for a moment when we ask her about her favorite program. “I wish I could name just one, but there are too many. How could I not say *Downton Abbey*?

Or *PBS NewsHour*? I also like *The Bletchley Circle* and of course any special featuring Andrea Bocelli!”

Anne is a member of KCTS 9's Legacy Circle—a group of donors who have made plans for gifts that will support KCTS 9 in the future. When asked why KCTS 9 is an important part of her personal philanthropy, Anne responds, “I give to KCTS 9 to make certain that my family, friends and I will continue to watch the fine programs and get access to world news and information in an unbiased way. If I and other donors continue to make contributions to the station, we can ensure that others will benefit from these fine programs throughout our world.”

Anne Repass has a wonderful history with KCTS 9 as a major donor and a planned-giving donor. She served for many years on KCTS 9's Advisory Board, and she continues to serve on KCTS 9's Development Committee. We're so fortunate to have Anne on our team!

CORPORATE SUPPORT THAT MAKES A DIFFERENCE

PEMCO

PEMCO's support of KCTS—which dates back to 1976, the first year that PEMCO staffed the phone bank during a KCTS pledge drive—was kindled by the bond the company shares with the public television station: Both organizations are rooted in education. KCTS 9 has a long history of providing superb educational public television, while PEMCO was founded by a teacher and originally served teachers exclusively.

For 23 years, PEMCO and KCTS 9 have teamed up to honor excellence and innovation in education, including recognizing our state's best teachers. "What's honored is cultivated, and by supporting excellence in education, we can enable the dreams of our youth—tomorrow's leaders," says Stan McNaughton, PEMCO's president and CEO.



“I really value Channel 9. They have so many great programs that simply aren’t available anywhere else.”

**– Stan McNaughton
PRESIDENT & CEO, PEMCO**

“KCTS 9 is a Northwest gem, with a reach that extends across state borders and well into Canada,” McNaughton comments.

Years ago, some of PEMCO’s employees volunteered to do TV testimonials. Their comments describe KCTS 9’s impact:

“I’m thankful that KCTS 9 aired such decent programs for my kids, like *Mister Rogers’ Neighborhood*, *Sesame Street*, and *Shining Time Station*. It was an oasis amid the wasteland of network kids’ programs.”

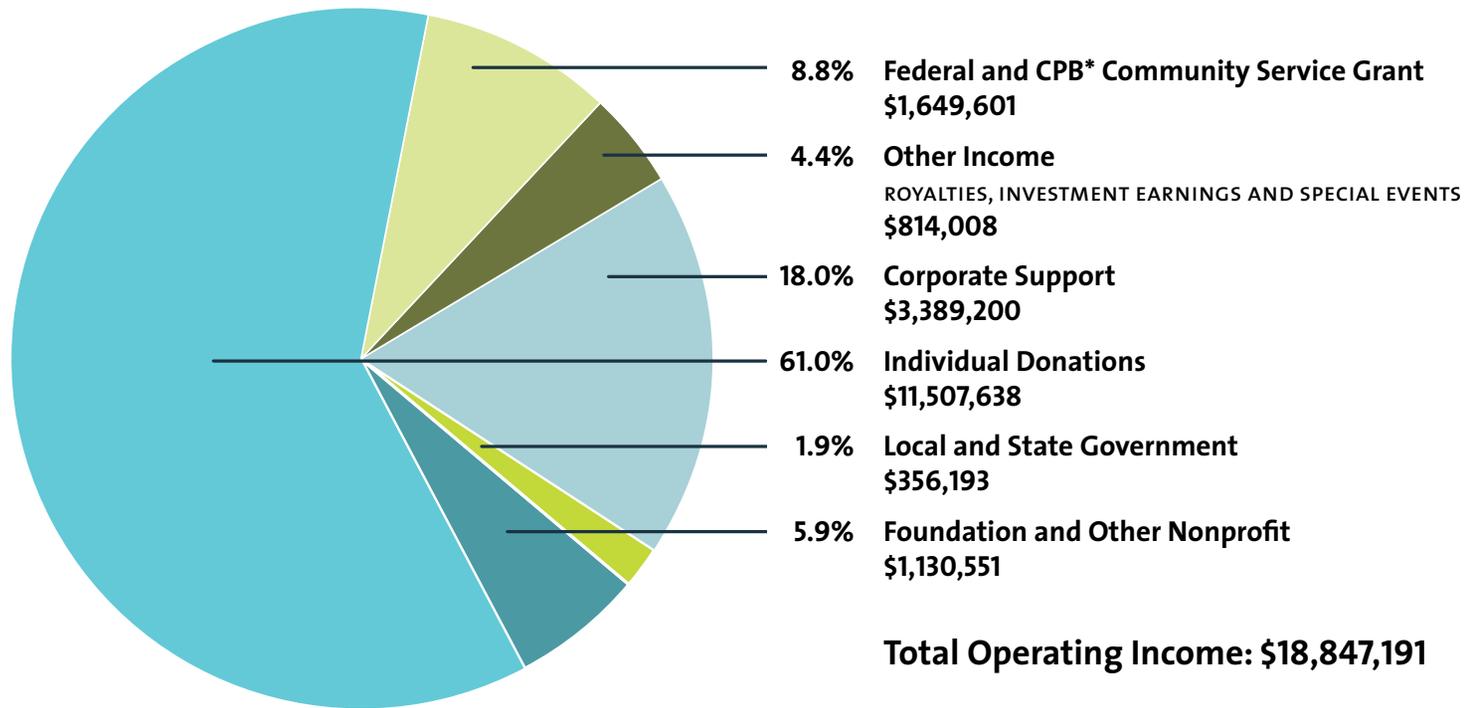
“I can’t think of a better way to positively affect our future than to support education in the classroom, and that’s what KCTS 9 and PEMCO do. Both companies are building a strong community.”

PEMCO believes that public television is valuable to the community because of its unique educational programming that you won’t find anywhere else. The company also appreciates the uniqueness and diversity of KCTS 9’s entertainment programs.

“Where else can you find music programs ranging from *Austin City Limits* to Celtic Thunder to Dave Matthews? Or fascinating science on *NOVA*, or *KCTS 9 Cooks*?” says McNaughton.

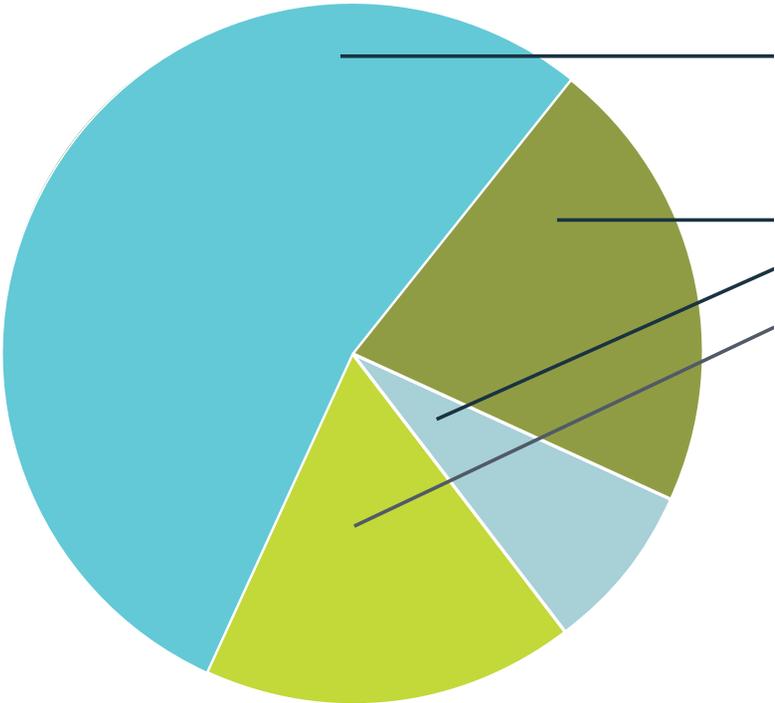
“PEMCO believes it’s our responsibility to improve the quality of life in the communities we serve. We call it corporate citizenship. KCTS 9 also improves the quality of life for its viewers across a vast region. KCTS 9 is a very deserving Northwest asset that’s worthy of everyone’s support.”

OPERATING INCOME REVENUE SOURCES



*CPB CORPORATION FOR PUBLIC BROADCASTING

FUNCTIONAL EXPENSES



54% Program Services \$9,219,173
 PROGRAMMING AND CONTENT CREATION, BROADCASTING,
 PROGRAM INFORMATION AND PROMOTION

29% Development, Membership and Marketing \$4,916,292
 21 DONOR MANAGEMENT AND UNDERWRITING
 8 PREMIUM (THANK-YOU GIFTS) COSTS

17% General and Administrative \$2,821,516

Total Operating Expenses: \$16,956,981

OPERATING INCOME LESS OPERATING EXPENSES	1,890,210
ENDOWMENT CONTRIBUTIONS	1,379,435
DEPRECIATION AND AMORTIZATION	(744,909)
NET INCOME PER AUDIT	\$ 2,524,736

OUR COMPLETE AUDITED FINANCIAL STATEMENTS ARE AVAILABLE ONLINE AT
KCTS9.org/about/station-reports

AT A GLANCE

KCTS 9 began broadcasting December 7, 1954, and operates under a community license held by KCTS Television.

KCTS Television

401 Mercer Street
Seattle, WA 98109

206.728.6463

KCTS9.org

Email: start@KCTS9.org

KYVE 47 was founded in Yakima in 1962, operates under a community license held by KCTS Television and is identified on-air as KCTS 9 Yakima.

KYVE Television | KCTS 9 Yakima

509.452.4700

Email: viewer@KYVE.org

Pacific Coast Public Television Association

Canadian donors support educational broadcasting through Pacific Coast Public Television Association, a registered Canadian charity and proud friend of KCTS 9.

134 Abbott Street, Suite 500

Vancouver, BC V6B 2K4

604.685.7375



KCTS-TV DIGITAL 24-hour program services include high-definition (HD) and digital multichannel.
KCTS 9 digital television services in Western Washington include:

- KCTS 9 HD** Our original, primary channel in high-definition format*
- KCTS 9 Vme** Spanish-language public television programming for Washington state
- KCTS 9 Create** The best in lifestyle and how-to programming

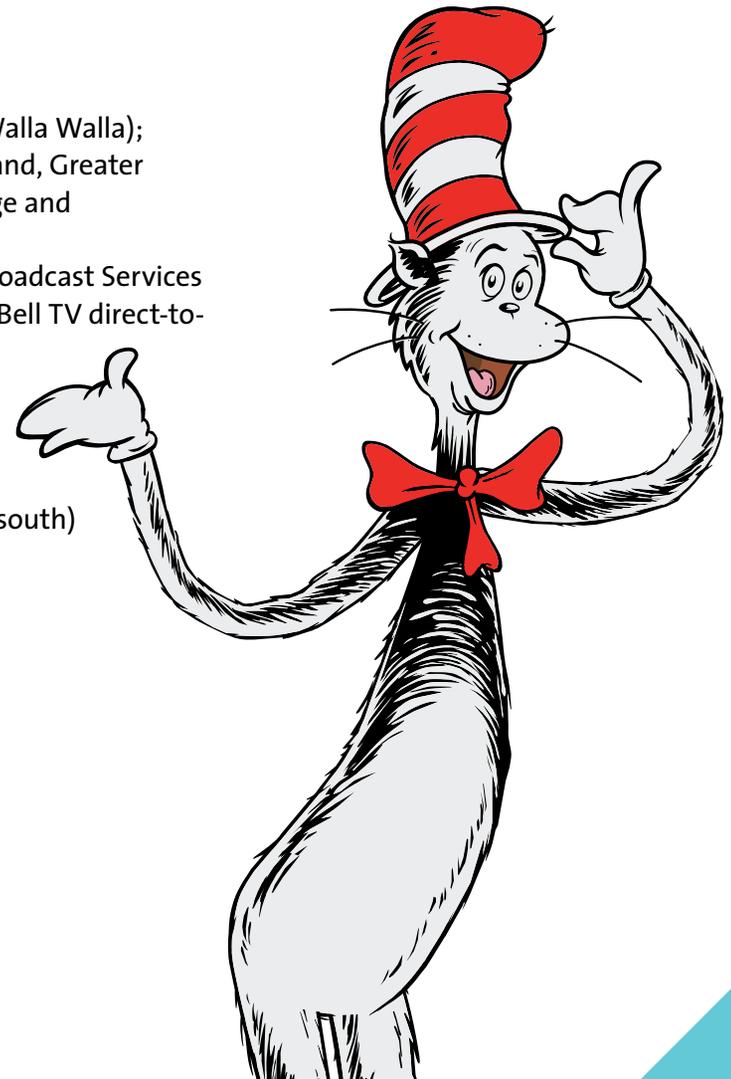
- By transmitter:** General Puget Sound Area
- By cable:** Western Washington; Central Washington (Wenatchee to Walla Walla); British Columbia, including Greater Vancouver, Lower Mainland, Greater Victoria and Vancouver Island, Williams Lake to Prince George and Prince Rupert
- By satellite:** DirecTV and Dish Network in the Puget Sound area, Shaw Broadcast Services for cable systems throughout Canada, and Shaw Direct and Bell TV direct-to-home service in Canada

KCTS 9 Yakima 24-hour program services include HD and digital multichannel.
KCTS 9 Yakima digital television services in Central Washington include:

- By transmitter:** Central Washington (Ellensburg to the north, Prosser to the south)
- By cable:** Central Washington (Cle Elum to Prosser)
- By translator:** Cle Elum, Ellensburg Channel 17
Wenatchee Channel 18
- By satellite:** DirecTV and Dish Network

*Standard-definition (SD) television sets equipped with a digital tuner or converter box show the channel in a down-converted format.

Visit KCTS9.org/tv-schedule for local tune-in information.



QUICK STATS

- More than 2.3 million viewers each week, throughout Washington state and Canada
- 32.25 hours of original KCTS 9 programming
- Three free digital channels (KCTS 9 HD, KCTS 9 Vme, KCTS 9 Create)
- 24,387 Facebook fans and 15,219 followers on Twitter*
- 1,046,660 unique users to KCTS9.org
- 1,221,864 views of videos on KCTS 9 COVE and KCTS 9 YouTube channels
- 5,921,016 total minutes watched on KCTS 9 COVE and KCTS 9 YouTube channels
- 6,355,151 total social media impressions in FY15
- 39,062 weekly recipients of KCTS 9's enews
- 92,965 active donors who made gifts in support of programming through KCTS 9 and Pacific Coast Public Television Association (PCPTA) during the fiscal year**
- \$133 average donation

*As of June 30, 2015

**Includes donors with an active membership in FY15 (whether or not the qualifying gift was in FY15).



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*During the time period
July 1, 2014, through June 30, 2015

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INSPIRING A **SMARTER** WORLD

INQUISIT**V**  **KCTS9**