

# Northwest Public Broadcasting



NWPB NWPB

## PODCAST

Ghost Herd is a podcast created by NWPB and KUOW. 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).



## LISTENING SESSIONS

In 2023, Northwest Public Broadcasting hosted 14 community listening sessions, reaching over 180 people across our vast service area, including three sessions in Spanish. The feedback we gathered informs our strategic planning and helps our news, programming and engagement initiatives to better represent the audiences we serve.

## NEWS

NWPB is the go-to news source for bilingual, comprehensive reporting throughout the Pacific Northwest.

Our mission is to provide in-depth reporting on a variety of topics, including health, arts and culture, Indigenous communities, wildfire coverage, agriculture, and more. With deeper storytelling, we provide context for many complex issues.



Photo credit: U.S. Forest Service via AP

In 2023, we provided ongoing, real-time coverage and updates of wildfires for communities throughout the Pacific Northwest along with resources and explanations of common fire terminology.

## EDUCATION

Explore Together/Exploreemos Juntos is NWPB's early learning initiative, which uses the resources of public media to promote STEAM learning, literacy and family connection.

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

NWPB recently launched PBS Kids 24/7 for families in our service area. According to a Nielsen NPOWER study, PBS stations reach more children, and more parents of young children, in low-income homes than any other children's TV networks in one year.



Photo credit: Annie Warren / NWPB

## NOVA Partnership

NWPB partnered with the award-winning PBS science series NOVA to produce two videos for NOVA's Climate Across America initiative.

NWPB and NOVA presented the videos and a preview of NOVA's documentary, Weathering the Future, at a community theater, followed by a live panel discussion and audience Q&A.



# OVERVIEW

## Northwest Public Broadcasting

Celebrating 101 years of broadcasting in the Northwest.

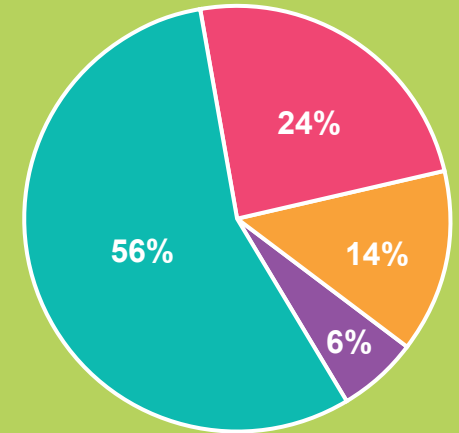
Northwest Public Broadcasting (NWPB) is a community service comprised of digital, radio and television services. With origins dating to 1922, the radio network reaches more than 3.6 million people in 44 counties throughout Washington state and parts of Oregon, Idaho and British Columbia. Approximately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

In a time of increased digital focus, NWPB continues to serve the needs of those who listen and watch on traditional formats. A large portion of NWPB's audience is not only rural but remote, including areas where residents choose to be off grid. These listeners are dependent on NWPB radio service for news coverage as well as vital, potentially lifesaving information, such as EAS alerts and urgent evacuation notices during fire season.

NWPB programming provides communities with information, entertainment and local connection, including two cornerstone initiatives: rural reporting and early education.

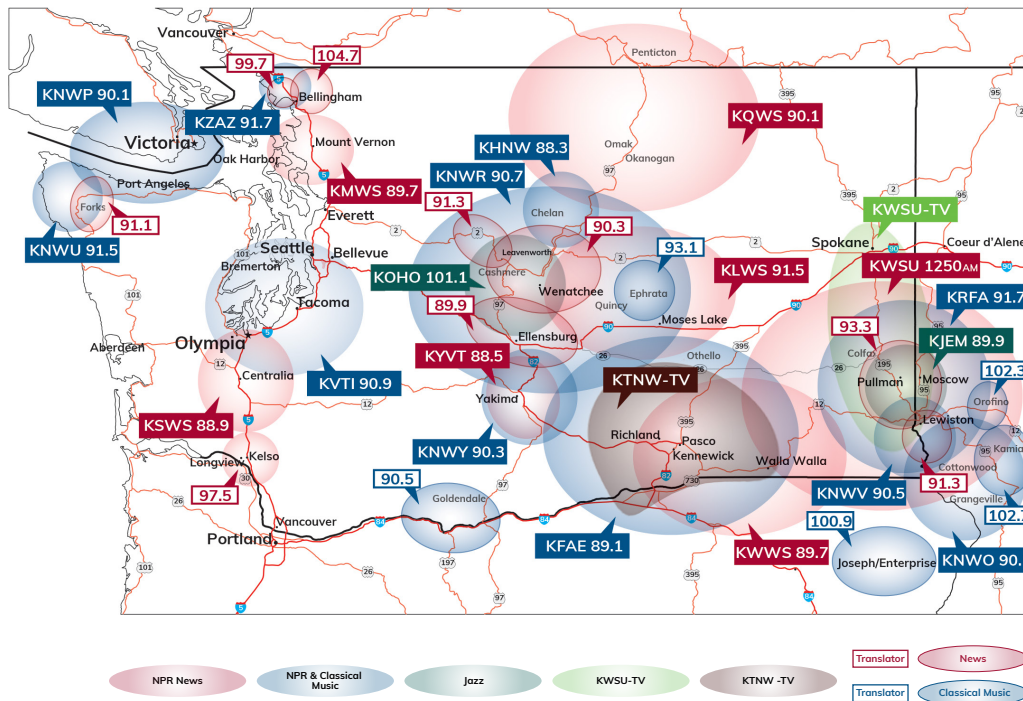
## NWPB QUICK FACTS

Total Revenue - \$7.3 Million



- Membership
- Federal Grants
- University support
- Other

## COVERAGE AREA



nwpb.org  
+560K visitors

NWPB   
9,256 Members



38 Transmitters



8 Programs



8.7k+



2k+



1.1k+

## NWPB PBS VIEWER COMMENTS



"I love PBS. It is the only channel I would let my kids watch."

— Kennewick viewer