

## NWPB 2024 Station Overview

NWPB is a media station that offers radio, television and digital services, with a history dating back to 1922. The radio network can reach approximately 3.6 million people across 44 counties in Washington state as well as parts of Oregon, Idaho and British Columbia. Many of NWPB's listeners live in rural areas and depend on the network for news, entertainment and important emergency alerts.



## STATION COLLABORATION

### The Hanford Site

The Hanford site, located in southeast Washington state, is one of the world's largest and complex environmental cleanup sites. There are 56 million gallons of radioactive waste stewing in aging underground tanks. It's all the leftovers from plutonium production for bombs during World War II and the Cold War.

NWPB staff and Oregon Public Broadcasting's (OPB's) "Think Out Loud" radio program worked together to bring [special coverage about the Hanford site](#).

### NOVA Science and Society

In their second year of collaboration, NWPB was one of ten stations participating in NOVA's national campaign focused on data and how it's used. NWPB produced a multimedia campaign focusing on ballot rejection data in Washington state. [Check out the video](#).

### The Last Bellwether

NWPB staff produced [a mini documentary](#) that aired on NPR and PBS about the last bellwether county ahead of the 2024 general election. Clallam County in Washington state had predicted every winning president since 1980 and remains a hub of productive civil discourse.

### Leadership Initiatives

Several NWPB leadership members, including the directors of news and content as well as General Manager Cara Williams Fry, participated in programs focused on strengthening and building critical newsroom and editorial skills, content production, communication and change management.



## JOURNALISM

[NWPB's newsroom](#) provides bilingual, comprehensive reporting on a variety of topics, including health, arts and culture, Indigenous communities, wildfire coverage, agriculture and more. In 2024, the newsroom participated in an Advancing Democracy fellowship focused on increasing election coverage based on the audience's wants and needs. The station also added two reporters in Walla Walla and Wenatchee to provide increased local coverage in these communities.



## BILINGUAL EARLY EDUCATION PROGRAM

NWPB's Explore Together/Exploreemos Juntos focuses on children 2–8 years old and their families. The program promotes bilingual education, STEAM learning and family connection with events and activities in over 40 communities throughout the year. The efforts of NWPB's Education team reach nearly 4000 people.

