



NORTHWEST PUBLIC BROADCASTING

(NWPB) is a community service comprised of radio, television 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.

In a time of increased digital focus, NWPB must also continue to serve the needs of those who listen in traditional formats. A large portion of NWPB's audience is not only rural but also remote, 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 learning.

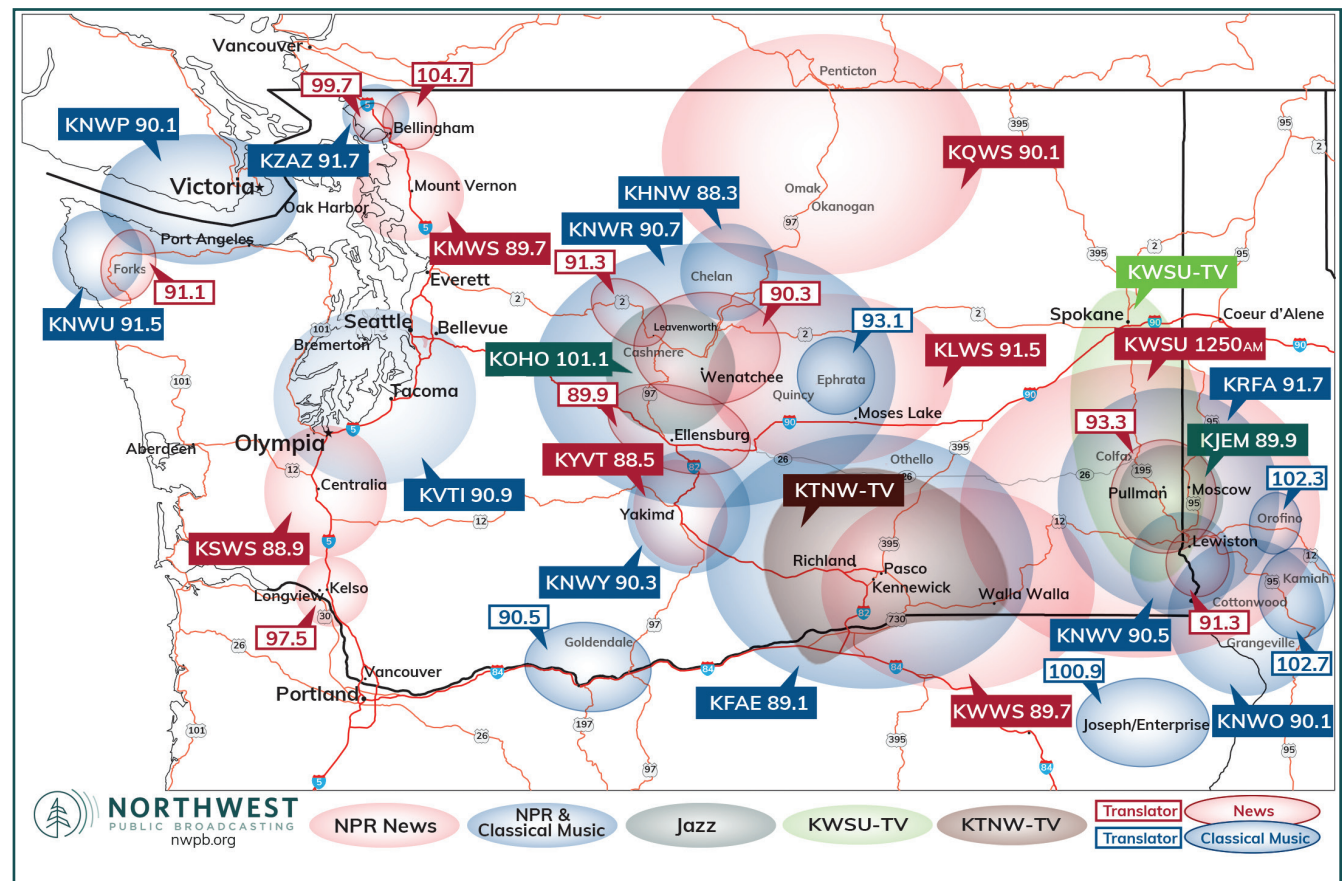


WASHINGTON STATE UNIVERSITY
Edward R. Murrow
College of Communication

Northwest Public Broadcasting is a community service of the Edward R. Murrow College of Communication at Washington State University.

NORTHWEST PUBLIC BROADCASTING
Celebrating 100 years of broadcasting
in the Pacific Northwest

nwpb.org



CONTENT PARTNERS



JOURNALISM

NWPB reporters cover 80% of the state of Washington with timely, in-depth reports on the region, with a focus on agriculture and rural issues, environmental and climate impact on communities and natural resources (wildfires, heat waves and the Hanford nuclear waste clean-up program), arts and culture, Indigenous stories, Hispanic and Latino/a/x communities, and health care access and disparities.

Bilingual Reporter Johanna Bejarano has a specific concentration on missing and murdered Indigenous women (MMIW).

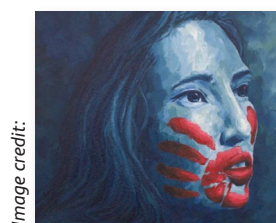


Image credit:

Silenced by
Yakima High School
student Morgan Greene



See article at: <https://www.nwpb.org/2022/07/05/wsp-launches-missing-indigenous-person-alert-system/>

LISTENER/VIEWER ENDORSEMENT

“I value the commitment NWPB is making to the region; it’s really quite meaningful... Hats off to all of you and to the reliable NPR brand of journalism.”

—Tom, somewhere between the Cascades and the Olympics, WA

EDUCATION



EXPLORE TOGETHER/EXPLOREMOS JUNTOS

NWPB’s bilingual early education initiative, is designed to meet families where they are, celebrate children

in their early learning and support their pathway to elementary school. NWPB relies on research, developmentally appropriate practices, and the resources of public media to promote STEAM learning, encourage literacy and support family connection.



EXPLORE TOGETHER/EXPLOREMOS JUNTOS IS STRATEGIC.

NWPB leverages PBS Kids character appearances to engage families in community events that range in size and location—from local libraries to university science centers—and we partner with trusted, local organizations. In addition to taking a photo with a favorite character, families engage in STEAM activities, education-based games and enjoy take-away resources including a children’s book.

EXPLORE TOGETHER/EXPLOREMOS JUNTOS IS INCLUSIVE.

Everything families experience at an Explore Together/Exploremos Juntos event, from welcome signs and web resources to the books they take home are in Spanish and English, which reflects the audience NWPB serves.

EXPLORE TOGETHER/EXPLOREMOS JUNTOS IS DELIGHTFUL.

Early learning is playful, joyful and fun. These events and experiences celebrate wonder and the joy of discovery.

ASK DR. UNIVERSE

Ask Dr. Universe is an animated video series created by Washington State University and Northwest Public Broadcasting. Dr. Universe is a fictional feline who answers science questions from kids ages 8–12 and aims to inspire young audiences’ interest in science, technology, engineering and math.



35%

35% of all kids ages 2–11 watch PBS Kids



#1

PBS Kids ranks #1 in reaching diverse audiences of Black, Asian, Hispanic and Native American kids 2–11



38

TV & Radio Transmitters



8

Distinct Program Channels



9,896

Members



\$7.94M

Revenues

42% - Members
33% - University
16% - Federal
9% - Other



+554K

2022 Web Visitors
+722K - Sessions
+1M - Page Views



8,526



1,640

Social Media Followers



3,447