

quality



My public television station

trusted resource

lifelong learning

news & public affairs



SINCE 1954, KCTS 9 HAS CONTINUOUSLY SERVED SEATTLE AND THE PACIFIC NORTHWEST. From our first half-hour broadcast day on the University of Washington campus, we have grown to be an independent, thriving station, annually broadcasting over 26,000 hours of programs that **inspire** viewers to expand their points of view, that **inform** citizens of the state of our nation, and that **involve** individuals in their community.

In 2008, we marked several major milestones: Hiring a new President and CEO, re-launching KCTS9.org and completely paying off our debt consolidation loan—all while preparing for the complete shut-off of analog broadcasting in 2009.

Now, KCTS 9 is looking to the future of our region and the future of broadcasting. It's time for the station to produce more local programs and to make more services available to those who need them most. Public broadcasting is more than just television—we provide educational outreach for parents and caregivers; connect with community organizations to spur conversation and lifelong learning; and connect individuals with the issues, causes and resources to help them find a new job, get out of debt, or avoid foreclosure—and much more.

Your support of public broadcasting makes an impact in the lives of Washingtonians. Thank you.



Quality programs that inform, involve and inspire

FACTS – 2009

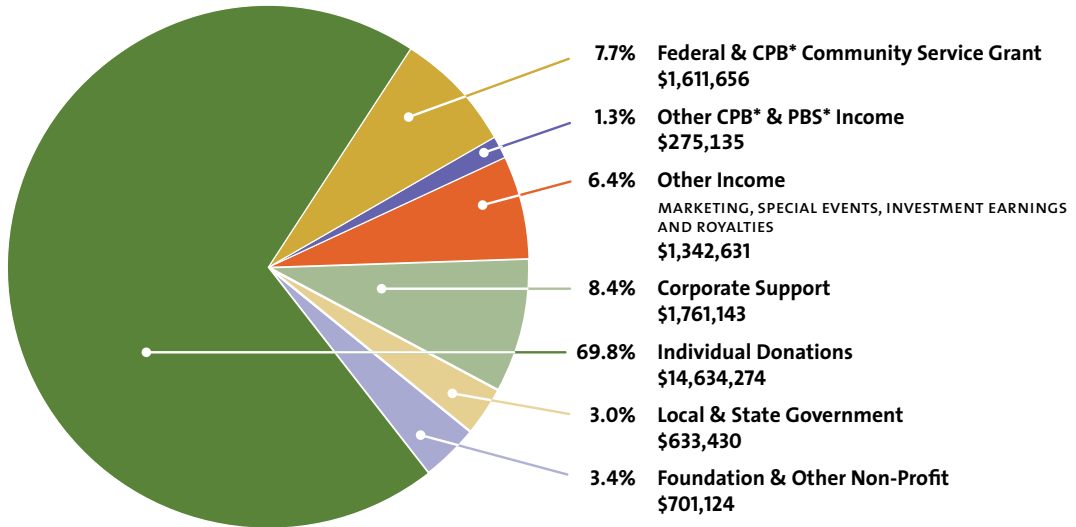
- KCTS 9 has been in continuous operation since December 7, 1954; since 1994, KCTS Television has also operated KYVE/Yakima.
- We serve an average of 2.1 million weekly viewers and a potential universe of over 8 million viewers in Western Washington, Central Washington and British Columbia.
- KCTS 9 and KYVE 47 provide three, 24/7 digital channels in Western and Central Washington, plus KCTS 9 HD via Shaw Cable in B.C.
 - **HD**, our original primary channel, now in high-definition format.*
 - **Create**, the best in lifestyle and how-to programming.
 - **V-me**, the quality and integrity of public television, en español.

*Standard definition (SD) television sets equipped with a digital tuner or converter box show the channel in a down-converted format.
- In partnership with WSU, KCTS 9 has extended the free, high-quality Spanish language programming of V-me to viewers across Washington state.
- Viewers are downloading and streaming all KCTS 9 local programs and many PBS programs online, as well as on demand through cable service.
- **Over 114,000 individual donors directly contribute two-thirds of KCTS 9's annual operating funds—an average of \$124 per donor in 2008.** Giving levels increased 14% over the prior year.
- At close of 2008, KCTS 9's Signal Society counted over 20,000 individuals who have supported the station for 20 years or longer. And, our Sustaining Circle—donors who provide reliable, monthly income—increased nearly 50 percent year-over-year.
- Every week, we provide 50 hours of trusted noncommercial programming for children and parents on KCTS 9, and 40 hours in Spanish on KCTS 9 V-me.
- In 2008, KCTS 9 and KYVE 47 reached over 34,000 children, families and individuals through outreach workshops and activities.
- KCTS 9 and KYVE 47 productions include:
 - *KCTS 9 Connects with Enrique Cerna* and *About The Money with Josephine Cheng*, weekly series covering public affairs and personal finance, with a special focus this season on helping individuals spot scams and avoid fraudulent offers.
 - Election and civic engagement programs from *The Washington State Governors Debate* and *Ask the Governor to Video Your Vote* and live coverage of local election issues.
 - The annual *Golden Apple Awards*, celebrating outstanding Washington state educators.
 - Interstitial series *Puget Sound Matters* and *Spotlight on the Arts*, mini-stories featuring local environment issues and arts highlights.
 - *KCTS 9 Cooks* and *Chefs*, viewer-participation cooking programs.
 - *Yakima Rotary: This Week*, *Insiders Roundtable* (monthly), *Good News Yakima* (monthly) and *The Apple Bowl* (weekly in season), productions in partnership with our community partners in Central Washington.
 - Specials such as *Dan and Nancy Evans: 50 Years of Leadership and Service*; *A Winter's Eve: Celebrating Children's 100 Years*; *Home Sweet Home*; *Mad About Money* and *Jazz Alive*.
 - *Nick Stellino Cooking with Friends*, a national presentation co-produced with Stellino Productions.

KCTS Television & Subsidiaries

Financials, FY2008

OPERATING INCOME REVENUE SOURCES

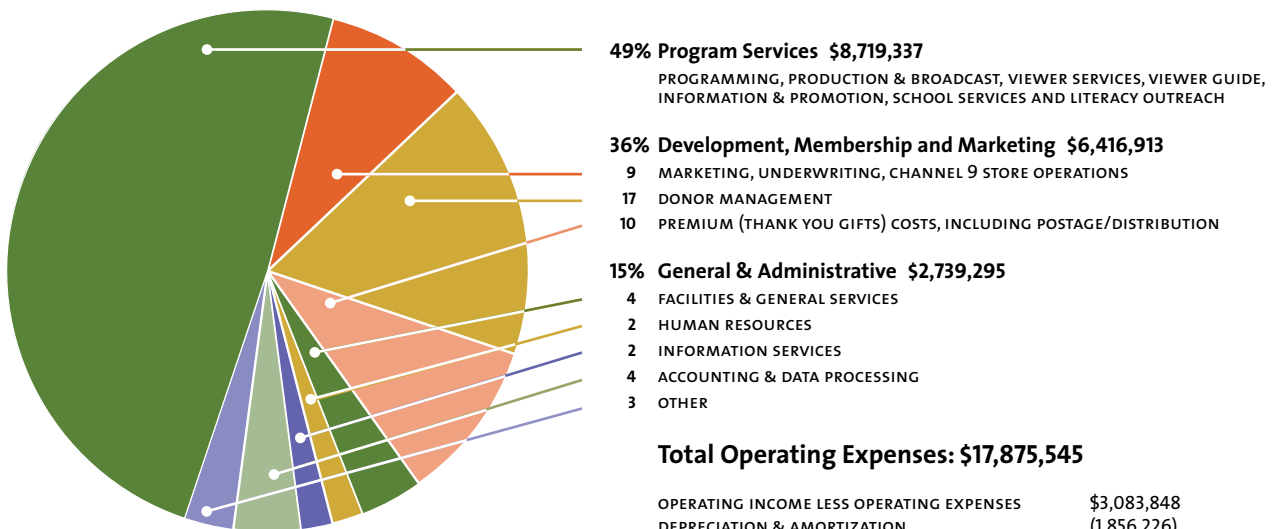


Total Operating Income: \$20,959,393

DOES NOT INCLUDE CAPITAL ADDITION INCOME

*CPB CORPORATION FOR PUBLIC BROADCASTING
PBS PUBLIC BROADCASTING SERVICE

FUNCTIONAL EXPENSES



Total Operating Expenses: \$17,875,545

OPERATING INCOME LESS OPERATING EXPENSES	\$3,083,848
DEPRECIATION & AMORTIZATION	(1,856,226)
INCOME AFTER DEPRECIATION	\$1,227,622

DURING THE YEAR, CAPITAL REVENUE OF \$153,873 WAS RECEIVED

In 2008, Development, Membership and Marketing and General and Administrative expenses decreased, with additional funds directed toward program services. Additionally, for the fifth year running, KCTS 9 ended the fiscal year with a cash surplus sufficient to maintain station operations.

Public Broadcasting Outreach: Beyond the Television Screen

In 2008, KCTS 9 touched the lives of millions over the air, and reached over 34,000 individuals through community engagement initiatives and educational outreach. In support of V-me, the first Spanish-language television channel to provide free, educational programs to the fastest-growing population group in Washington state, we have also added workshops presented in Spanish.

Here are just a few of the responses to our programs:

"I am getting a lot out of these meetings. I really love the ones making this all possible for us. Now my kids have a better chance for progress in life, for their future."

– Licensed-exempt caregiver, workshop participant
Attending A Place of Our Own: Language & Literacy, Infants & Toddlers

"The workshops offered by KCTS represent powerful, educational tools which enable parents to learn about relevant issues that impact their young children's emotional, physical and intellectual development."

– Sabrina Cahn & Kris Jones, Bellevue educators

"Being a single mom of four kids, it's hard to referee and I am so excited to start utilizing what I've learned."

– Parent, workshop participant
Attending A Place of Our Own: Conflict Resolution

*"Muchas gracias por estas enseñanzas tan necesarias que nos ayudan mucho."
["Many thanks for these lessons which are so necessary and teach us so much."]*

– Parent, workshop participant
Attending A Place of Our Own: Using Television to Teach

Me da tanto gusto saber de usted y del maravilloso trabajo que esta llevando a cabo y espero pronto tenga un tiempo para poderlo invitar de Nuevo, nuestras familias quedaron muy agradecidas con sus charlas y ellas comentan que las ha ayudado mucho sus recomendaciones para poder llevar una relación mejor con sus hijos. Yo veo el programa muy tempranito 6am. Y realmente es muy bueno y lo estoy recomendando.

It gives me great pleasure to know of you and the marvelous work that you are doing. I hope that you can return soon ... our families left very content with the workshops and they've commented how your recommendations have helped them to improve their relationships with their children. I watch [Los niños en su casa] early at 6:00 a.m. and truly it is very good and I'm recommending it.

– Norma Ortiz, Family Advocate

PBS and KCTS 9: Award-winning Quality

PBS received 10 Annual News and Documentary Emmy Awards in 2008, **more than any other network and twice as many as the closest competition (CBS)**. PBS also brought home 10 Primetime and 10 Daytime Emmys, plus eight George Foster Peabody Awards. Additionally, Ken Burns, who has extended his exclusive agreement with PBS through 2022, was honored with a Lifetime Achievement Emmy.

PBS Emmys and Peabodys in 2008 include:

America at a Crossroads: Operation Homecoming – 2 News & Documentary Emmy Awards
American Experience – News & Documentary Emmy Award
American Masters – Primetime Emmy Award
Art:21 – Art in the 21st Century – George Foster Peabody Award
Bill Moyers Journal – News & Documentary Emmy Award
Carrier – Primetime Emmy Award
Craft in America – George Foster Peabody Award
Design Squad – George Foster Peabody Award
FRONTLINE – News & Documentary Emmy Award and George Foster Peabody Award
Great Performances – Primetime Emmy Award
Independent Lens – News & Documentary Emmy Award and 2 George Foster Peabody Awards
Live From Lincoln Center – Primetime Emmy Award
Masterpiece Classic – 2 Primetime Emmy Awards
The Mysterious Human Heart – News & Documentary Emmy Award
NATURE – George Foster Peabody Award
The NewsHour – News and Documentary Emmy Award
NOVA – News & Documentary Emmy Award and George Foster Peabody Award
P.O.V. – News & Documentary Emmy Award
The War – 3 Primetime Emmy Awards

KCTS 9 Awards in 2008 Include:

The War: Stories from the Northwest, World War II – Northwest Regional Emmy Award Nomination
Secret City – Northwest Regional Emmy Award Winner
In the Belly of a Bomber – Northwest Regional Emmy Award Nomination
The Tail Gunner – Northwest Regional Emmy Award Nomination
Mad About Money – Northwest Regional Emmy Award Nomination
The New KCTS 9 Connects with Enrique Cerna – 2 Northwest Regional Emmy Award Nominations
The Fort Lawton Lynching – Northwest Regional Emmy Award Nomination
Human Trafficking – Northwest Regional Emmy Award Nomination
Iraqis Left Behind – Northwest Regional Emmy Award Nomination
Sharify Reports – 2 Northwest Regional Emmy Award Nominations
Generation IX – Northwest Regional Emmy Award Nomination
Puget Sound Matters – Northwest Regional Emmy Award Nomination





PBS Member Stations Are ...

In the fifth annual poll on public broadcasting by the international, nonpartisan research company GfK Roper,* viewers reaffirmed the findings of the first four polls, including:

- PBS is the **most trusted** of all the national institutions included in the study: 48% of Americans trust PBS “a great deal.” By comparison, courts of law came in second, at 25%.
- PBS is second in **excellent tax dollar value**, behind military defense by just 3%.
- When comparing PBS with cable and commercial television, Americans are **more satisfied with PBS programs and believe PBS is more important**. The majority of viewers (57%) believe having PBS is “very important.” Commercial broadcasting and cable networks were considered very important by only 40% and 34% of respondents, respectively.
- PBS has the **most-trusted news and public affairs programs**. PBS outranked its nearest competitor, CNN, by 11%.
- **PBS is a wise investment**: 80% of Americans believe that funding given to PBS stations from governments, corporations and individuals is “money well spent.”

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

KYVE 47/Yakima was founded in 1962 and operates under a community license held by KCTS Television.

KCTS Television

401 Mercer Street
Seattle, WA 98109
206.728.6463
KCTS9.org
E-MAIL: Start@KCTS9.org

KYVE Television

12 South 2nd Street
Yakima, WA 98901
509.452.4700

Pacific Coast Public Television

KCTS 9's Canadian Partner
850 West Hastings Street, Suite 600
Vancouver, BC V6C 1E1
604.685.7375

*Source: PBS.org.

For more information about KCTS 9's programs and services, log on to KCTS9.org.

KCTS 9 financial and viewership data compiled for fiscal year 2008: July 2007 through June 2008.
Membership numbers were compiled for calendar year 2008.

Broadcast Range

KCTS 9 24-hour program services until analog shut-off are **ANALOG CHANNEL 9** (158 kW power) and **DIGITAL CHANNEL 41** (427kW power) digital multichannel and high definition (HD).

After analog shut-off: **DIGITAL CHANNEL 9** (21.7 kW power) digital multichannel and HD.

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 translator: Wenatchee channel 18 (ANALOG CHANNEL 9 ONLY)

By satellite: Shaw Broadcast Services for cable systems throughout Canada and Washington, Star Choice and Bell ExpressVu direct-to-home service in Canada (all parts west of the Ontario-Manitoba border), DirecTV and Dish Network in Puget Sound area.

KCTS 9 digital television services in Western Washington include:

KCTS 9 HD	OUR ORIGINAL PRIMARY CHANNEL, NOW IN HIGH-DEFINITION FORMAT*
KCTS 9 V-me	SPANISH-LANGUAGE PUBLIC TELEVISION PROGRAMMING FOR WASHINGTON STATE
KCTS 9 Create	THE BEST IN LIFESTYLE AND HOW-TO PROGRAMMING

KYVE 47 24-hour program services until analog shut-off are **ANALOG CHANNEL 47** (110 kW power) and **DIGITAL CHANNEL 21** (50 kW power) digital multichannel and HD.

By transmitter: Central Washington (Ellensburg to the north, Prosser to the south)

By cable: Central Washington (Cle Elum to Prosser)

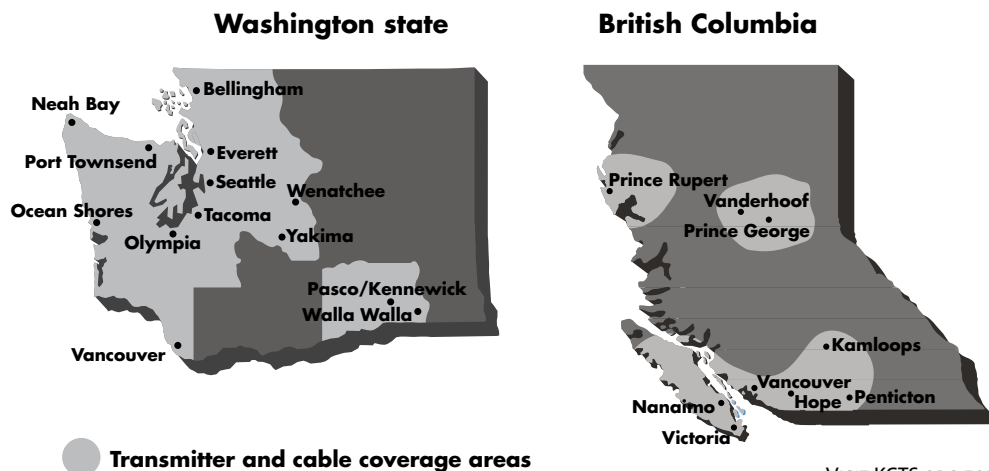
By translator: Cle Elum, Ellensburg

By satellite: DirecTV and Dish Network EchoStar

KYVE digital television services in Central Washington include:

KYVE HD	OUR ORIGINAL PRIMARY CHANNEL, NOW IN HIGH-DEFINITION FORMAT*
KYVE V-me	SPANISH-LANGUAGE PUBLIC TELEVISION PROGRAMMING FOR WASHINGTON STATE
KYVE Create	THE BEST IN LIFESTYLE AND HOW-TO PROGRAMMING

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



VISIT KCTS.ORG FOR LOCAL TUNE-IN INFORMATION



KCTS Television Board

Board of Directors

KCTS Television, a nonprofit corporation, holds the station's Federal Communications Commission license and is responsible for the financial and broadcasting activities of the station. The KCTS Television Board included all of the following members during 2008:

Officers

Robert Flowers, CHAIR
Nancy Evans, VICE CHAIR
Michael Coie, TREASURER
Doug Beighle, SECRETARY
Maurice "Moss" Bresnahan, PRESIDENT/CHIEF EXECUTIVE OFFICER
Michal Anderson Jacob, ASSISTANT SECRETARY

Directors

Doug Beighle
Eric Bremner
James C. Carmody, Yakima
Michael Coie
Nancy Evans
Anne V. Farrell
Robert Flowers
Christopher Gray
Linda Killinger
Carolyn Lake
Tomio Moriguchi
Don Nielsen
Dr. Donald Rix, Canada
ChangMook Sohn
John Warner
Stephen Welch

KCTS Advisory Board

Community Advisory Board

The KCTS Advisory Board comprises up to 35 community and 10 institutional representatives from Washington and British Columbia who provide ongoing advice and perspective on a broad range of KCTS 9 and KYVE 47 activities. In 2008, the following community leaders served on the KCTS Advisory Board:

Officers

Bill Ptacek, CHAIR
Jim Pirak, U.S. VICE CHAIR
H. Anne Lippert, CANADIAN VICE CHAIR
Randy Brinson, EXECUTIVE SECRETARY

Community Advisors

Sandy Abraham, Canada	Amy Meiser
Nina Auerbach	Barbara Mowat, Canada
Diana Barkley, Canada	Michael Ogden, Central WA
Diane Carlson	Bertha Ortega, Central WA
Martha Dankers	Linda Petersen
Doug Eglington	Doug Picatti, Central WA
Frieda Granot, Canada	James D. Pirak
Meron Hadero	Bill Ptacek
Janet Hayakawa	Anne Repass
Jim Hoggan, Canada	Jennifer Rice
Jane Kilburn	Rouvé Ritson, Canada
Ruthann Kurose	Greg Ryan, Canada
Anita Lammert	Darwin Sauer, Canada
Nancy Leahy, Central WA	Suzanne Smith, Canada
Dr. Terry N. Lindquist	J.T. Stewart
H. Anne Lippert, Canada	Bryan Tisdall, Canada
Aurora Martin	Dr. Doyle E. Winter



KCTS 9 V-me Advisory Council Community Advisory Board

The KCTS 9 V-me Advisory Council includes representatives from educational, cultural, business and government organizations, as well as the general public, who advise and support KCTS 9's new 24-hour Spanish-language public television channel. In 2008, the following community leaders served on the KCTS 9 V-me Advisory Council:

John Fraire
Erasmus Gamboa
Celina Garza
Noé Gutierrez
Phyllis Gutiérrez-Kenney
Janet Hayakawa
Uriel Iñiguez
Leticia Lucero
Hugo Ludeña
Jorge Madrazo
Bertha Ortega
Margarita Prentice
Bill Ptacek
Bernardo Ruiz
Mike Sotelo
Natalie Vega-O'Neil

KCTS Television Management

Maurice "Moss" Bresnahan
PRESIDENT & CHIEF EXECUTIVE OFFICER

Michal Anderson Jacob
VICE PRESIDENT & CHIEF FINANCIAL OFFICER

Randy Brinson
EXECUTIVE DIRECTOR OF CONTENT DEVELOPMENT

Enrique Cerna
EXECUTIVE DIRECTOR OF PRODUCTION

Karen Fujii
EXECUTIVE DIRECTOR OF
MARKETING & COMMUNICATIONS

Ken Messer
KYVE GENERAL MANAGER

Jay Parikh
EXECUTIVE DIRECTOR OF
PROGRAM DEVELOPMENT & DISTRIBUTION

Jabran Soubeih
EXECUTIVE DIRECTOR OF ENGINEERING
& TECHNICAL PLANNING

Laura Spies
EXECUTIVE DIRECTOR OF HUMAN RESOURCES