



ANNUAL REPORT 2021



LETTER FROM THE PRESIDENT

Dear Friends of TVW:

Well, 2021 was certainly a year for the books! In addition to the challenges of managing a virtual legislative session through remote hookups, I'm pleased to report TVW accomplished a number of noteworthy events...

- Closed Captioning for Cable TV. Although TVW has provided closed captioning and the ability to create machine-assisted transcripts at TVW.org for several years, in early 2021 we were able to secure the equipment necessary to translate that work to our cable television channels. This was a big step forward in making certain that all Washington citizens will have access to TVW content any time, anywhere, and on any device.
- Establishment of an Endowment. Thanks to the sale of a TVW asset and the foresight of our Board of Directors, we were able to seed an endowment for TVW in May of 2021. More to come on that as we name the fund and plan for major giving opportunities to ensure TVW is here to serve as your lens into state government for many years to come.
- Transmission Migration. Also in 2021, TVW's engineering and IT teams wrapped up a project to migrate transmission from satellite to internet protocol. Although this project was derailed by the pandemic, I am pleased to report that all our cable television providers were able to make this transition with us in a timely way with no interruption of service. We are deeply grateful to the ongoing support of members of the Broadband Communications Association of Washington for their very generous annual contribution of carriage that keeps TVW coming into homes across our state.
- Podcasts. This year we were also able to make the audio content of TVW's produced shows available by podcast. Our work is now available through a variety of streaming sites — Apple, Google, CastBox, Deezer, I-Heart-Radio, and so many more — and a great way to keep tabs on your state government while driving.
- Washington State Debate Coalition Partnership. And although there were no statewide races in 2021, TVW partnered once again with the Washington State Debate Coalition to serve as the core of the operational side of two debates for the Seattle mayoral race. Because so much of what occurs in Seattle impacts the rest of the state, and because TVW has the expertise to manage these kinds of live events, we were pleased to, once again, be at the heart of providing candidate access to Washington's voters.
- Updated Website. Our technical teams spent most of the year preparing to launch a new website that debuted in December, just in time for the 2022 sessions of the Legislature and Supreme Court. Although there are always additional tweaks to be made, early reviews from our most ardent viewers have been very positive.

And, as always, none of this would be possible without the incredibly smart, creative, professional team that daily steps up to the challenge of bringing you the work of state government. That, along with the financial support of our many friends and the steady leadership of TVW's Board of Directors, makes our ability to serve as your lens on state government so rewarding.

Thank you,

Renee Radcliff Sinclair
President | CEO





PROGRAMMING

WASHINGTON LEGISLATURE GOES VIRTUAL DUE TO COVID

2021 will long be remembered as the year the Washington State Legislature went virtual.

The backdrop: COVID hit Washington state in March of 2020, at the very end of that year's legislative session. As the pandemic raged throughout the rest of 2020, House and Senate administration began planning for a virtual session starting in January of 2021.

TVW's engineering and IT departments worked closely with legislative technical staff to make it happen. Successfully pulling off a virtual session was a monumental task that required technical collaboration and constant communication, both before and during the session.

During the 2021 session, legislative committee hearings were conducted entirely over zoom. House and Senate floor sessions were hybrid, but included only a very limited number of legislators on either floor. TVW covered many legislative meetings that it had never or only rarely covered in the past: all Senate Rules Committee meetings; all House and Senate "pro forma" floor sessions; all conference committee bill signings.

This expanded coverage was critical, because it was not only legislators who were not at the Capitol. There were no lobbyists. Only a skeleton crew of legislative staff were permitted to be on site. The only access for almost everyone to view legislative deliberations was on ... TVW.

Whereas a virtual session restricted many people's access to the Capitol, it expanded access for others – namely, those wishing to testify in front of legislative committees. Virtual access meant any person, in any corner of the state, could easily testify before a committee, without having to travel to Olympia. The virtual legislative access Washingtonians enjoyed starting in 2021 is expected to continue even after the Legislature returns to entirely in person.



TVW'S STATE GOVERNMENT COVERAGE, ONLINE VIEWING EXPAND DRAMATICALLY

The “virtual coverage revolution” brought to TVW by COVID in 2020 became more fully realized in 2021. It became increasingly apparent TVW coverage would expand dramatically, given that logging into zoom and covering meetings required exponentially less personnel resources than sending out cameras and crew to cover the same meeting.



In a typical year, when the Legislature is not in session, TVW offers extensive coverage of state government agencies, boards and commissions – but always in the past, that coverage dropped nearly off the map when the Legislature was in session. That changed in 2021. TVW was able to maintain much of its state agency coverage, while at the same time offering expanded coverage of the Legislature. During the legislative interim, TVW was typically able to cover 2-3 events on a given day, given crew/camera limitations. The number of daily events covered by TVW doubled, tripled, even quadrupled as TVW covered ever more state government entities.

This expansion of coverage was matched by a corresponding expansion in online viewing. As with the Legislature, those who followed state government boards were not able to attend in person, but were able to tune into those meetings virtually via TVW.

2021 ONLINE PLAYS OF TVW VIDEO:

- 568,000 total plays
- 1,500+ online plays/day
- 52% LIVE, 48% on-demand

2021 PROGRAMS RECEIVE AWARDS & NOMINATIONS

TVW's *Washington to Washington* episode, “The Covid-19 Vaccine” received NATOA's “Award of Excellence” in the Public Health (COVID)- Long Form category. Three more programs received NATOA's “Award of Honor.” TVW also received 3 Emmy™ nominations for its 2021 programs. Nominees were:

- Category: Sports Story. Entry: *TVW Field Report: ASUW Shell House*.
- Category: Program Promotion. Entry: *TVW Podcasting*.
- Category: Branded Content. Entry: *My Favorite Places: Goldendale Observatory*

The 2021 nominees were atypical for TVW. Over the years TVW has won many Emmy™ awards, most frequently in the Politics/Government category. The 2021 nominations were a tribute to the excellent work TVW is doing in visual media, creative scripting and short-form story telling.



PROGRAMMING

NEW TVW PROGRAMS IN 2021

A new TVW documentary premiered in 2021: *Tsunami Escape – Washington's Uphill Battle* covered the threat of a coast-inundating title wave, birthed by the Cascadia Subduction Zone off the Northwest Pacific Coast. To tell the story, we visited coastal towns including tribal communities, and the Pacific Coast “ghost forest” that bears the historic scars of a massive tsunami in the year 1700. We interviewed coastal residents as well as state emergency management experts who are planning for a tsunami they know will come.

In 2021 the WA Redistricting Commission re-drew the boundaries of Washington's 49 state legislative districts – rendering TVW's long-running *Washington Road Trip* series out of date. Thus, TVW embarked on a multi-year effort to morph Washington Road Trip into focusing on each of Washington's 39 counties. Videos on 15 of those counties were produced during 2021, with the rest to follow in 2022.

NEW EPISODES FOR CONTINUING TVW PROGRAMS

TVW's long-running studio programs *Inside Olympia* and *The Impact* each produced 40 weekly episodes during the year. Both programs offer interviews with state leaders and in-depth, “beyond the soundbites” coverage of key public policy issues affecting the people of Washington.

Legislative Review, TVW's program that focuses on the WA State Legislature, produced 75 daily episodes, 15 weekly episodes, and one year-end summary episode.

Field Report: Our primary show for following public policy beyond the legislative walls out into the field in Washington. In 2021 TVW premiered episodes covering the restoration of the AWUW Shell House, home of “The Boys in the Boat”; the first graduating class from the WSU Elson S. Floyd College of Medicine; the replacement of fish-blocking culverts; and the state's ongoing battle against invasive species.

My Favorite Places with Ralph Munro: 10 new episodes came online in 2021: Museum of History and Industry, Celilo Falls, Daybreak Star Indian Cultural Center, George Bush butternut tree, Center for Wooden Boats, Women's Club of Olympia, Ballard Locks, Goldendale Observatory; Washington Hall, and Washington Pioneer Hall.

Washington to Washington: TVW's groundbreaking show that covers public policy issues from Washington state and Washington, D.C., produced two new episodes in 2021, covering development and deployment of the COVID vaccine, and the effort to bring high-speed broadband to underserved areas of Washington.

Photo by TVW Production Technician Patrick Maxwell



PROGRAMMING

TVW shot and produced 50+ more episodes of *Washington State Parks*, continuing an effort begun in 2021. These short, 2-5 minute pieces show viewers the beauty and variety of our state's parks – and provide valuable “filler” programming for TVW.

PROGRAMMING & STATION PARTNERS

Charter Communications City of Sumas TV Cable System Click! Network
Coast Communications Comcast Davis Communications Frontier FIOS
Hood Canal Communications Husky TV iFiber Communications
LocalTel Communications R & R Cable Company, Inc. Rainier Connect
Tulalip Broadband Wave Broadband

KBTC – Tacoma King County TV – King County KSPS – Spokane
KSTW – Seattle KTNW – Tri-Cities KWSU TV – Pullman

Photo by TVW Production Technician Pedro Franqui



FINANCIAL POSITION

Modeled after C-SPAN, TVW is one of the oldest and most respected state public affairs networks in the country. Recognized with numerous awards for its produced programs, TVW has broadcast statewide proceedings of all three branches of Washington state government – legislative, executive and judicial – as well as public policy events of statewide significance since 1995.

TVW is a 501 (c)(3) private non-profit corporation, not a state agency, governed by an independent board of directors.

Statement of Financial Position

CURRENT ASSETS

Cash	\$2,264,977
Certificates of Deposit	0
Accounts Receivable	16,908
Note Receivable	37,800
Prepaid Expenses and other	26,241
Website Development Costs	-
Property and Equipment, Net	3,480,370
TOTAL ASSETS	\$5,929,484

LIABILITIES AND NET ASSETS

CURRENT

Accounts Payable and Accrued Expenses	87,575
Accrued Payroll and Benefits	121,126
Deferred Revenue	1,692,132
Current Portion of Note Payable	75,089
Note payable, net of current portion.	785,563
Total Liabilities	2,761,485
NET ASSETS	

Total Net Assets - Without Donor Restrictions	3,167,999
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TOTAL LIABILITIES AND NET ASSETS	\$5,929,484
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*In-kind airtime contribution	\$11,613,010
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THE TVW BOARD

2021 Board Members

Carl Gipson, Chair • Marty Brown, Vice Chair
Sam Reed, Secretary • Lynn Kessler, Treasurer

Rick Bender • Susan Champlain • Joe Dacca • David Ducharme
Denny Eliason • Karen Fraser • Ann Goos • Kelly Love
Carmen Mendez • Sid Morrison • Chris Mulick • Ralph Munro
Briahna Murray • Karla Graue Pratt • Christopher Rankin • Antonio Sanchez
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Renee Radcliff Sinclair
President & CEO

Kraig Baker
Counsel, Davis Wright Tremaine LLP

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