



2022 ANNUAL REPORT



Dear Friends of TVW:

While we thought 2021 was a year for the history books, 2022 proved to be just as momentous. In spite of a challenging year, including a major COVID-19 outbreak at TVW mid-year, I'm pleased to share that our team managed to stay on top of our mission to serve as your lens on Washington state government. 2022 was a productive year for us and following is just a sampling of some of the major activities of our year.

The Chief Justice Gerry Alexander Endowment for TVW. Although we seeded an endowment account in May 2021, in 2022 former Chief Justice Alexander graciously gave us his name. Justice Alexander was instrumental in ensuring TVW became the first organization in the world to regularly cover oral arguments before an appellate court – the Washington State Supreme Court. Following Justice Alexander's retirement from the bench, he served on TVW's board with distinction for many years. The success of TVW is due, in large part, to the influence and leadership of Justice Alexander and we are very honored he agreed to lend his name to the TVW endowment which will become a significant part of ensuring TVW's sustainability well into the future. Mid-year, we had a lot of fun with Justice Alexander at the Tacoma Law Offices of Gordon, Thomas Honeywell to celebrate this milestone.



Planning for the future. The TVW Board of Directors continues to explore ways in which the organization can maximize our resources to ensure Washington's residents, and beyond, will have access to the work of state government well into the future. To that end, we are exploring ways to improve the viewing experience of our audience who accesses our content via the internet. To get where we need to go on that front, we will need to build out our existing space and add additional staff. We have a series of exciting projects developing on that front that are on track for significant news in 2023. Stay tuned!

Partnerships. TVW continues to partner with the Washington State Debate Coalition to provide the operational core of debates that air on commercial channels throughout the state. This year, we produced debates in a U.S. Senate race, the 9th Congressional District, and the special election for Secretary of State. Additionally, TVW continued to share our story with a number of organizations around the state including service clubs, chambers of commerce, industry associations, retirement communities, and more. We also remain very grateful to members of the Broadband Communications Association of Washington (our state's cable carriers) who continue to provide carriage of TVW's television signal as an in-kind contribution to our operations. Without them, the television side of our business would not exist.

Returning to "normal." In 2022, we started planning and ramping up equipment and staff to support the return of in-person sessions of the supreme court, legislature, and state agency boards and commissions. Our team was extremely nimble as we moved to the remote nature of sessions during 2021-22, but grateful to be preparing to return to in-person coverage. It quickly became apparent that the future, at least in the near-term, will include hybrid sessions that present interesting engineering and IT challenges. Once again, our team has proven their ingenuity and resolve in managing these challenges. For that, I am grateful.

And, as always, none of this would be possible without the incredibly generous support of our many friends around the state coupled with the steady leadership of TVW's Board of Directors. We appreciate your financial support and value your friendship.

Thank you,

Renee Radcliff Sinclair
President | CEO



2022 WASHINGTON LEGISLATURE STAYS LARGELY VIRTUAL

2022 marked the second year of COVID impact on the State Legislature, which met largely virtual. All committee hearings were conducted virtually, and while more senators and representatives attended floor sessions in person, floor debates also had a major virtual component.

As in 2021, TVW's engineering and IT departments worked closely with legislative technical staff to ensure legislators' access to committee meetings and floor sessions, and the public's access to the Legislature.

The virtual access necessitated by COVID continued to be used extensively in 2022 - and are likely here to stay:

- Members of the public were able to testify virtually at legislative hearings;
- Legislators attended meetings virtually, if unable to attend in person;
- TVW regularly covered meetings it had not covered pre-pandemic: Senate and House Rules Committee meetings, and all Senate and House "pro forma" floor sessions.



MEETINGS GO FROM “VIRTUAL” TO “HYBRID” AS COVID WANES; DEMAND FOR ONLINE VIEWING DOES NOT WANE

The COVID pandemic brought about a widespread and enduring change in state government meetings and TVW coverage of those meetings. It’s difficult to overstate how significant this change has been for the breadth and consistency of TVW coverage, for online viewing numbers, and for the public’s access to state government.

As the threat of COVID eased during 2022, while some state government boards and commissions continued with fully virtual meetings, others began returning to in-person meetings. An overwhelming majority of these in-person meetings were “hybrid,” with some participants attending in person and others attending via virtual log-in. Fully virtual or hybrid meetings appear to be the new standard for state government meetings – fully in-person meetings, with no virtual access, are practically non-existent.

That means – as it did in 2021 – TVW was able to consistently cover a much broader range of meetings, due to the ease of covering virtual meetings. In nearly all cases, if TVW doesn’t send a crew with cameras to cover a meeting, we can still cover it via a simple virtual log-in. The bottom line is that the technological changes wrought by COVID appear to have permanently doubled or tripled TVW’s total coverage.

Another significant and enduring change has been online viewing of TVW coverage via tvw.org and social media. The online viewing explosion began with Gov. Inslee’s 2020 COVID press conferences, but – like a virus – spread to other meetings, particularly the State Legislature’s committee hearings and floor debates. The statistics below reflect the popularity of online viewing.



2022 ONLINE PLAYS OF TVW VIDEO

- 551,630 total plays
- 1,500+ online plays/day (much higher during the legislative session)
- 51% LIVE, 49% on-demand

2022 SOCIAL MEDIA STATS - INCLUDES FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM, AND LINKEDIN

- Reach: 1.3M (Total # of users TVW content was shown to all platforms)
- Followers: 33K

2021 PROGRAMS RECEIVE AWARDS & NOMINATIONS

TVW received four Emmy™ nominations for its 2022 programs. Nominees were:

- Category: Politics/Government - Short Form. *Washington to Washington: Vietnamese and Afghan Refugees*
- Category: Health/Medical - Long Form. *Washington to Washington: Kids, The Pandemic, and Mental Health*
- Category: Public Affairs Program. *Field Report: Washington’s Wildfire Divide*
- Category: Environment/Science - Long Form. *Field Report: Pygmy Rabbits, Giant Trouble*



NEW TVW DOCUMENTARY IN 2022

A new TVW documentary premiered in 2022. *Lake Effect: Fate of a Landmark* covered the debate over Capitol Lake. Built as part of the original design of the State Capitol Campus, to provide a reflecting pool for the beautiful buildings on the bluff above, the lake has drawn increasing scrutiny in recent years due to concerns over salmon runs, pollution, sediment accumulation and more. The question faced by the state and by the Capitol City of Olympia: whether to let the lake revert to an estuary. In its trademark balanced style, TVW covers both sides of the long-running debate.

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 43 daily episodes, eight 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 2022 TVW premiered episodes covering Washington's escalating battle against wildfires, the "Circle of Light" art encircling the Yakima SunDome, and efforts to save Pygmy Rabbits in Central Washington.

Washington Road Trip: Videos exploring the unique people and places of 17 of Washington's 39 counties were released in 2022; videos covering the remaining 22 counties are scheduled to be produced during 2023.

Washington to Washington: TVW's program that covers public policy issues from Washington state and Washington, D.C., produced three new episodes in 2022. One episode explored Washington state's role in aerospace. The other episodes comprised a two-part series on K-12 education during COVID, and the impact of the pandemic and remote learning on students' mental health.

My Favorite Places with Ralph Munro: TVW's series featuring fun trips and Washington's former secretary of state released two new episodes, visiting the Central WA Agricultural Museum in Union Gap and the Walter Clore Wine and Culinary Center in Prosser.



PROGRAMMING



TVW released 47 new episodes of Washington State Parks during 2022. These 2-4 minute videos explore the beauty and variety of Washington's state parks, found in every nook and cranny of the state.



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



TEACH WITH TVW is our online resource for teaching Washington state civics and government. Teach with TVW features real life civics programs that make participating as a citizen in WA state government an exciting and tangible experience for students. In addition, we produce engaging educational content to supplement our programs and teach the process in an entertaining way.

CAPITOL CLASSROOM

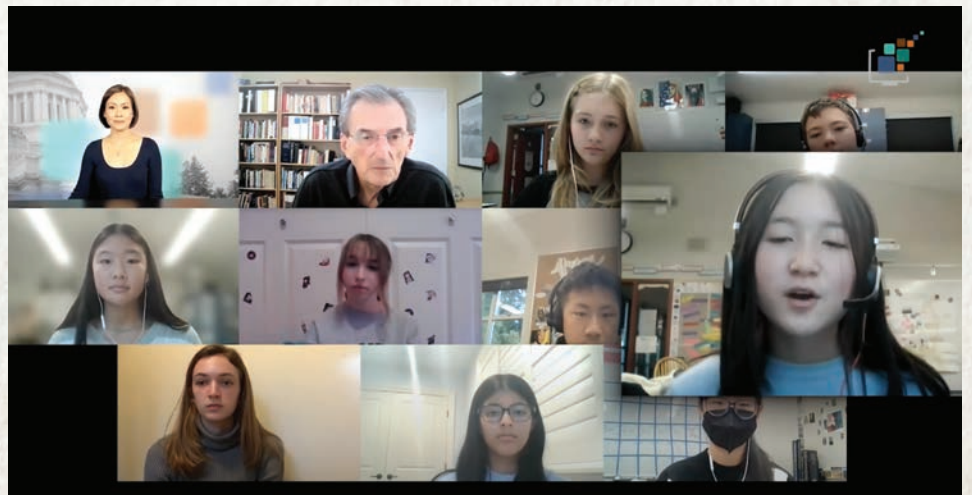
TVW's flagship civics education program lets students participate directly in the state legislative process by pairing classrooms with volunteer lobbyists who help them choose current legislation to support or oppose and guide the class through the legislative process by teaching them how to advocate for their positions using publicly available resources. Along the way many classes meet directly with their legislators to discuss policies and their experience in Olympia. In 2022, Capitol Classroom reached over 500 students involving 22 classrooms across Washington. The students chose bill topics to follow ranging from housing, recycling and affordable college tuition to animal welfare issues.

CAPITOL CLASSROOM+

Teach with TVW tested a pilot program designed to be an asynchronous alternative to Capitol Classroom. Drawing from the strengths of its predecessor, Capitol Classroom+ is meant to reach more students across Washington state without requiring classrooms to meet directly with a lobbyist, but instead follow along by watching a series of short videos released regularly throughout the session. Our goal is to create an option for teachers that can easily fit their classroom schedule while aligning with current OSPI civics standards.



TVW's student driven civics program where students across Washington state participate in a live Q&A via Zoom with elected officials, journalists and other state leaders which air on TVW and the web. During the 2022 elections, Washington State Pollster H. Stuart Elway took questions from students about political trends of the past 40 years and role of polling in today's media environment.





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.

ASSETS

Cash and Equivalents	2,356,873
Accounts Receivable, Net	46,732
Current Portion of Note Receivable	46,061
Prepaid Expenses	60,402

TOTAL CURRENT ASSETS **\$2,510,068**

Note Receivable, Net of Current Portion	0
Justice Gerry Alexander Fund	80,006
Website Development Costs, Net	0
Property and Equipment, Net	3,419,011

TOTAL ASSETS **\$6,009,085**

LIABILITIES AND NET ASSETS

LIABILITIES

Current Portion of Note Payable	77,621
Accounts Payable	62,026
Accrued Payroll and Benefits	125,667
Contract Liability and Deferred Revenue	1,722,781

TOTAL CURRENT LIABILITIES **\$1,988,095**

Note Payable, Net of Current Portion	624,912
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TOTAL LIABILITIES **\$2,613,007**

NET ASSETS

Without Donor Restrictions	3,388,438
With Donor Restrictions	7,640

TOTAL NET ASSETS **\$3,396,078**

TOTAL LIABILITIES AND NET ASSETS **\$6,009,085**

*In-kind airtime contribution **\$21,532,048**



THE TVW BOARD

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