



2023 ANNUAL REPORT



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LETTER FROM THE PRESIDENT



Dear Friends of TVW:

An interesting thing happened to TVW during the pandemic, the years of remote legislative and judicial sessions grew our web-streaming viewership to record highs. And those numbers have continued to grow now that state government has returned to in-person and hybrid meetings. It's been fascinating to watch. You'll see that reflected in this report, but I also want to share with you some other momentous moments from 2023:

The Legislature returned to in-person committee hearings and floor sessions in 2023, with the new twist of continuing to allow remote testimony. Thankfully, the all-remote sessions of

2021 and 2022 provided our engineering and IT teams with the experience they needed to build updated workflows to adjust to the new normal of remote testimony. I am incredibly proud of our team's ingenuity in rolling with the emerging needs of state government.

In 2023, TVW saw online viewership numbers skyrocket. From Maltby to Mongolia, people with connections to our state are tuning in to TVW. During the 2023 legislative session, it was not unusual to see 10,000+ live views on committee hearings and floor sessions. And, these views were coming from every corner of the globe. It's been fascinating to watch our growth over the years, but this year broke all records. Pretty exciting!

In 2023, TVW purchased the Washington Rural Electric Co-Operative Association (WRECA) property just to the north of the Jeannette C. Hayner Media Center. As TVW continues to grow our online viewership, this property will become an integral piece of our growth. Stay tuned, you'll be hearing more about that in 2024.

We launched a capital campaign in 2023 that will extend five years out. In addition to building out more space for an ever-growing TVW operation, we are extending our work to provide greater access and understanding to the language and processes of government. In 2023, we learned that our state's residents know they have access to the content of state government, but still stumble with the intricacies of the process. We can help with that and in 2024, you will learn much more about the Center for Civic Engagement and the natural extension of our work. It's very exciting!

And the renovation of TVW's was rounded out this year with a new set for Inside Olympia designed and constructed by our own very talented team. In 2022, we built a new set for The Impact, and now the studio is entirely refreshed for the next few years. Fun project.

As always, none of this would be possible without the generous support of our many friends around the world, coupled with the steady leadership of TVW's Board of Directors, and the unwavering commitment of our team to the mission of providing access to Washington state government.

Thank you,



PROGRAMMING



LIVE ONLINE PLAYS

1,578,029 - 2023 TOTAL
1,463,683 - 2023 LEGISLATIVE



ON-DEMAND PLAYS

666,962 - 2023 TOTAL
467,006 - 2023 LEGISLATIVE

2023 LEGISLATIVE SESSION - TOP 5 "MOST WATCHED"

March 2 Senate Floor Debate - Firearms Bill: **37,752 TOTAL PLAYS**

March 8 Senate Floor Debate - Vehicular Pursuit Bill: **30,643 TOTAL PLAYS**

March 2 House Floor Debate - Landlord-Tenant Bill: **25,192 TOTAL PLAYS**

February 24 House Appropriations - Fiscal Cutoff Hearing: **20,551 TOTAL PLAYS**

January 9 House Floor - Opening Ceremonies: **19,116 TOTAL PLAYS**



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PROGRAMMING



Inside Olympia



The IMPACT



Legislative Review



Washington to Washington

INTERVIEWS, REPORTING AND INTERSTITIALS

INSIDE OLYMPIA

40 original episodes hosted by Austin Jenkins. A new set constructed by TVW staff and local businesses debuted for the season premiere in September.

THE IMPACT

40 original episodes hosted by Mike McClanahan. Plus, two special episodes: live interviews from inside the State Capitol with state legislators and Governor Inslee on the opening day of the 2023 legislative session, and on “sine die” legislative adjournment.

LEGISLATIVE REVIEW

Hosted by Angela Nolasco. 75 daily episodes during the 2023 legislative session; 8 end-of-session *Year in Review* episodes focusing on specific topics and the 2023 session as a whole; plus, nine *Interim Edition* episodes focusing on the work of legislative committees during the legislative interim.

WASHINGTON STATE PARKS

Shot and produced by TVW production technicians. 4 new episodes: Rothschild House State Park Heritage Site, Jackson House State Park Heritage Site, Helen McCabe Memorial State Park, McMicken Island State Park.

WASHINGTON TO WASHINGTON

Hosted by Jennifer Huntley. New episode: *The Blake Decision*. Explores the impact on drug policy of the WA Supreme Court’s decision in the “Blake” case, and how drug policy is shifting nationwide. Washington to Washington was nominated for a 2003 Emmy® Award.

THE DECISION

Hosted by Robert Mak. A new episode covers the case of *Alex May vs Spokane County*, and the WA Supreme Court’s decision in a case involving racially restrictive covenants which are still on the books in some housing developments.



PROGRAMMING

NEW TVW DOCUMENTARY IN 2023



For its 2023 documentary TVW chose the contentious issue of vehicular pursuits by police. In trademark TVW style we sought the best arguments on both sides – from police, state legislators, and victims. *Pursuit* was nominated for a regional Emmy® Award.

2023 PROGRAMS RECEIVE AWARDS & NOMINATIONS

The IMPACT received the NATOA Award of Excellence for its episode on Juvenile Court Records.

TVW was nominated for three Emmy® Awards for 2023 programs:

PUBLIC AFFAIRS PROGRAM: *Pursuit* – Is the public more or less safe by restricting police pursuits? We examine the high-profile restrictions on police pursuits enacted in 2021 by state lawmakers.

POLITICS/GOVERNMENT LONG - AND SHORT-FORM CONTENT: *Washington to Washington: The Blake Decision* – Explores how drug policy is shifting in the state and nationwide in the face of ever-changing legislation around law enforcement.

POLITICS/GOVERNMENT LONG - AND SHORT-FORM CONTENT: *Teach with TVW's The Pink Tax: WA Students Push for Pricing Equity* – Students at Lake Washington High School advocate for a bill addressing gender pricing discrimination.



TVW ON SOCIAL MEDIA

Total Reach: 1.4M (Total # of users TVW content was shown to on all platforms)

Total Followers: 36K (all platforms)

Facebook: 423K total reach; 417K were non-followers

YouTube: 5K+ subscribers. Over 1M views for *Nest Zero: Murder Hornets in Washington State*

LinkedIn Newsletter: 4K average article views/month

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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 Washington 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

Teach with 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 2023, Capitol Classroom reached over 500 students involving 18 classrooms across Washington. The students followed bills on topics ranging from firearms, housing, free lunches in schools and gender equity in pricing. Lake Washington students’ journey of advocacy within the Capitol Classroom program became the subject behind a documentary called *The Pink Tax: Washington Students Push for Pricing Equity*, which was nominated for a Northwest Emmy® Award.



CAPITOL CLASSROOM+

In 2023, Teach with TVW continued its quest to reach more students and educate them about the legislative process by creating an online platform where students and teachers followed a lobbyist tracking select bills through the legislative session. The Capitol Classroom+ platform was an asynchronous option that allowed classrooms to watch short informative videos, view lesson plans that link with the videos, and post students’ questions and answers. Our goal is to create an option for teachers that can easily fit their classroom schedule while aligning with current OSPI civics standards.

CONNECTS

Connects is 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. In 2023, students met with Governor Jay Inslee and Supreme Court Justice Raquel Montoya-Lewis. In preparation for the conversation with Justice Montoya-Lewis, students researched about the differences between tribal courts, district courts, and the State Supreme Court. Justice Montoya-Lewis fielded questions about her path to the Supreme Court and her ideas on how to make the system more equitable.



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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	1,255,915
Certificate of deposit	1,528,948
Accounts Receivable, Net	22,069
Current Portion of Pledges Receivable	46,000
Note receivable	24,769
Prepaid Expenses	38,763
TOTAL CURRENT ASSETS	\$2,916,464
Cash restricted for purchase of long-term assets	171,811
Pledge Receivable, Net of Current Portion	207,759
Justice Gerry Alexander Fund	117,011
Property and Equipment, Net	4,238,706
TOTAL ASSETS	\$7,651,751

LIABILITIES AND NET ASSETS

LIABILITIES

Current Portion of Note Payable	80,237
Current Portion of Finance Lease Liability	144,296
Accounts Payable	80,606
Accrued Payroll and Benefits	133,958
Contract Liability and Deferred Revenue	2,260,899
TOTAL CURRENT LIABILITIES	\$2,699,996
Note Payable, Net of Current Portion and Issuance Costs	534,849
Finance Lease Liability, net of current portion	545,764
TOTAL LIABILITIES	\$3,780,609

NET ASSETS

Without Donor Restrictions	3,541,496
With Donor Restrictions	329,646
TOTAL NET ASSETS	\$3,871,142
TOTAL LIABILITIES AND NET ASSETS	\$7,651,751

*In-kind airtime contribution \$19,192,658





2023 Board Members

Marty Brown, Chair • Joe Dacca, Vice Chair
Chris Mulick, Secretary • Briahna Murray, Treasurer
Charlie Brown • Susan Champlain • Duane Davidson
David Ducharme • Denny Eliason • Karen Fraser
Carl Gipson • Ann Goos • Erica Hallock • Steven Hobbs
Lynn Kessler • Carmen Mendez • Victor Moore
Sid Morrison • Chris Mulick • Ralph Munro
Karla Graue Pratt • Christopher Rankin • Sam Reed
Mark Riker • Mary Thompson • Rhonda Weaver • Lacie West

Renee Radcliff Sinclair
President & CEO

Kraig Baker
Counsel, Davis Wright Tremaine LLP



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