



# 2024 ANNUAL REPORT





## LETTER FROM THE PRESIDENT



Dear Friends of TVW:

I'm pleased to share that TVW ended 2024 in a very healthy financial position and that is thanks, in large part, to the generosity of our viewers around the world and people just like you! Thank you for your role in ensuring TVW will remain for future generations.

Part of our success is related to the growth of our online viewership, which you will see in the pages of this annual report. And here are some other things that moved forward for us in 2024:

- We wrapped up a two-year long oral history project in partnership with the University of Washington-Tacoma's (UW-T) Center for Urban Waters focused on the unique collaborative leadership model driven by "The Boldt Decision." Those oral histories quickly found their way into a documentary entitled, ***Finding Common Ground: Collaborative Leadership in Washington State***. It's an historic look at the role collaborative leadership and decision making has played in some challenging issues our state has faced in relation to natural resources. This documentary has been featured in live screenings throughout the state in 2024, with many more scheduled in 2025. It's an excellent piece and I encourage you to find it at TVW.org. In 2025, we'll be working with the UW-T to build on this project with curriculum and future case studies.
- And, speaking of live screenings, TVW was honored to partner with the student-led Mental Health Club at Olympia High School to facilitate a screening of the Emmy® Award winning episode of ***Washington to Washington: The Fentanyl Crisis***. Students and parents gathered at the high school to learn more about the devastating impact of fentanyl and to hear from legislators, law enforcement, and rehabilitation providers as we look for solutions to this crisis.
- In 2024, TVW saw online viewership numbers skyrocket. From Spokane to Singapore, people with connections to our state are tuning in to TVW. During the 2024 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 2024 broke all records. Pretty exciting!
- And in other growth news, in 2024, TVW purchased a parking lot from The United Churches of Olympia that rounded out our ownership of the entire north-end of the block, making way for expansion of TVW's production facilities and creating the Center for Civic Engagement. You're going to want to know more about that, and I encourage you to reach out to me to have that conversation! However, in a nutshell, Washingtonians around the world know they have access to the content of state government, now they are looking for access to the processes and language of government, as well as direction in how to work in productive ways with governments at all levels. We're excited about the creation of the Center for Civic Engagement, and the role TVW will play in providing much-needed conference space in our state capitol.

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,

A handwritten signature in black ink, appearing to read "Hence", with a long, sweeping underline.

## PROGRAMMING



### LIVE ONLINE PLAYS

1,005,081 - 2024 TOTAL  
933,076 - 2024 LEGISLATIVE



### ON-DEMAND PLAYS

449,223 - 2024 TOTAL  
266,423 - 2024 LEGISLATIVE

## 2024 LEGISLATIVE SESSION - TOP 5 “MOST WATCHED”

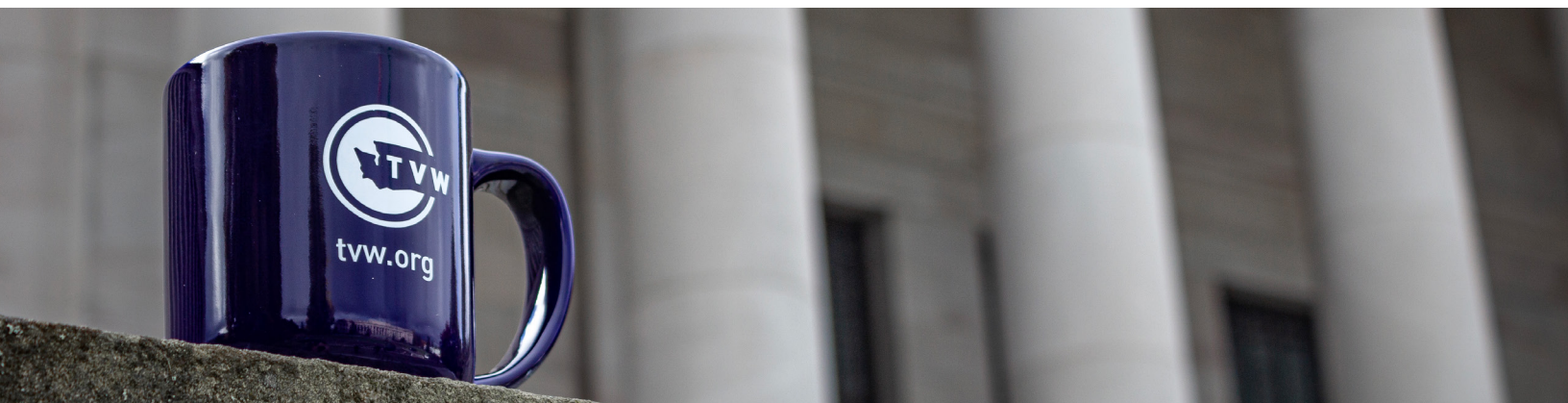
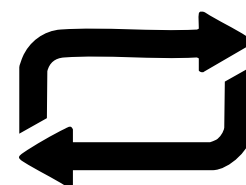
February 29 Senate Floor Debate: 22,573 TOTAL PLAYS

February 29 House Floor Debate: 20,407 TOTAL PLAYS

February 5 House Appropriations Committee: 18,405 TOTAL PLAYS

February 13 House Floor Debate: 17,166 TOTAL PLAYS

March 1 Senate Floor Debate: 15,042 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, including an exit interview with 3-term governor, Jay Inslee.

### THE IMPACT

40 original episodes hosted by Mike McClanahan, including extensive coverage of the 2024 elections. Plus, two special episodes: live inside-the-Capitol interviews with state legislators and Governor Inslee on opening day of the 2024 legislative session, and on “sine die” legislative adjournment.

### LEGISLATIVE REVIEW

Hosted by Angela Nolasco. 43 daily episodes during the 2024 legislative session, followed by a post-session Year in Review episode summarizing the hot topics and debates of the session. Plus, 7 Interim Edition episodes covered work sessions on interesting current issues being discussed by House and Senate committees.

### WASHINGTON TO WASHINGTON

Hosted by Jennifer Huntley. New episodes: The Fentanyl Crisis and Clean Energy, Part 1. The Fentanyl episode won a Northwest Regional Emmy® Award for its coverage of the deadly and escalating impact of fentanyl across Washington state. Clean Energy was Emmy® nominated for its exploration of Washington’s transition to a green energy future, including the debate over removal of the lower Snake River Dams.

### THE DECISION

Hosted by Robert Mak. A new episode covers the case of *Carl Schwartz v King County*. It’s a life-changing moment on a well-used pedestrian and biking trail, when experienced bicyclist Carl Schwartz hits a bollard - and ends up paralyzed.

### MY FAVORITE PLACES

Hosted by Ralph Munro. Three new episodes were assembled from previously gathered footage: *Beverly Bridge*, *The Bloedel Reserve*, and the Emmy®-Award nominated *Panama Hotel*.

## PROGRAMMING

### NEW TVW DOCUMENTARY IN 2024

***Washaway Beach: A Line in the Sand.*** For a century the community of North Cove has dealt with the most extreme coastal erosion on the West Coast, losing more than 100 feet of sand a year as house after house toppled into the water. But over the last few years the place often referred to as “Washaway Beach” has made a stunning comeback that caught the world’s attention. What started as a grassroots, last-ditch effort to save a town has transformed into a partnership with state and local agencies that could be a model for erosion control in other coastal communities.



### 2024 PROGRAMS RECEIVE AWARDS & NOMINATIONS

Washington to Washington received the NATOA Award of Excellence for its episode on The Blake Decision.

TVW was nominated for five Emmy® Awards, receiving one win for 2024 programs.

**PUBLIC AFFAIRS PROGRAM:** *Washington to Washington: The Fentanyl Crisis* – Emmy® Award winner.

**ENVIRONMENT/SCIENCE:** *Washington to Washington: Clean Energy, Part 1.*  
*Washaway Beach: A Line in the Sand.*

**HISTORICAL/CULTURAL - SHORT-FORM:** *My Favorite Places - The Panama Hotel.*

**WRITER - LONG FORM:** *Mike McClanahan for Washaway Beach: A Line in the Sand*

### TVW ON SOCIAL MEDIA

Total Reach: 3.9M (Total # of users TVW content was shown to on all platforms)

Total Followers: 39K (all platforms)

2024 Top YouTube Videos:

- Nest Zero 116K views (1.1M total)
- Tsunami Escape 48K views (290K total)

LinkedIn Newsletter: 54K article views, average 4.5K/month



### TVW MEDIA PARTNERS

Charter Communications • Click! Network • Coast Communications • Comcast • Frontier FIOS  
Hood Canal Communications • Fiber 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



# 2024 ANNUAL REPORT

## TEACH WITH TVW

Teach With TVW provides civics resources for Washington State social studies teachers. Our short explainer videos and lesson plans provide Washington State middle and high school teachers with the tools to teach key aspects of Washington state civics and government. Our resources provide a front row seat to understanding how policy is crafted, and teaching students when and how to effectively engage with their state government.

## CAPITOL CLASSROOM



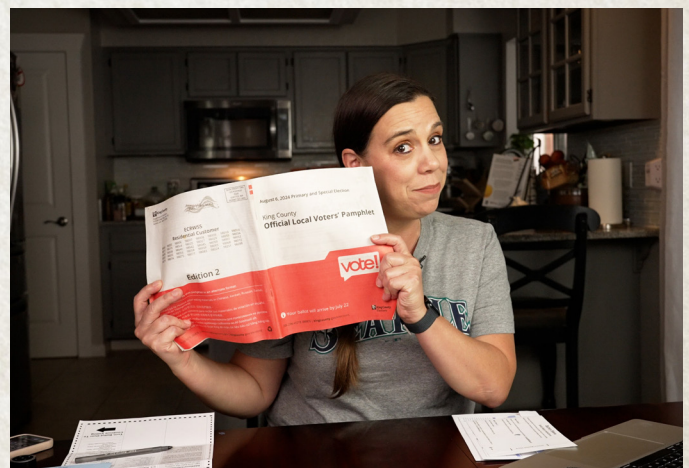
Teach With TVW's FREE hands-on civics education program, *Capitol Classroom*, teaches students across Washington State how to participate in the legislative process by working directly with our team of volunteer lobbyists in Olympia via bi-weekly Zoom meetings during the Legislative session. Students and teachers choose actual bills to support, oppose, or amend, bringing civic participation into the classroom. Then, under the guidance of their lobbyist, they track and advocate for their bill as

it moves through the legislative process. The goal of *Capitol Classroom* is to provide a rich and immersive learning experience by showing students how to work within the system to make their voices heard.

In 2024, *Capitol Classroom* reached over 470 students involving 17 classrooms across rural and urban Washington. The students followed bills on topics ranging from childcare, housing, energy, drug abuse education and prevention, and juvenile justice, to vehicle pursuit, firearms, victim rights, and recycling. The Green Hill student's advocacy from within the juvenile justice system has become a powerful example of how impactful teaching civic engagement can be in helping to bring profound change and elevate community members into positive leadership roles. This was demonstrated by the *Capitol Classroom* students' Pursuit for Change Event, where program participants worked together with volunteer lobbyist guidance to draft legislation proposals, and deliver presentations along with breakout sessions with legislative leadership.

## ELECTIONS EXPLAINED

NEW in 2024, Teach with TVW developed the *Elections Explained* series to guide teachers and their classes through the journey of elections in Washington state. Throughout the summer and fall leading up to the November General Election, Teach with TVW produced 15 short explainer videos showcasing all aspects of how elections work in Washington State, from the floors of the state conventions to the final counting of votes in





November. Each video stands alone, or can be viewed as a series. Each episode includes a lesson plan for the classroom. Though this series was produced for middle and high school students, it has been a popular addition to the TVW broadcast schedule and has broad appeal on YouTube.

## CAPITOL CLASSROOM+

In 2024, 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 offered an asynchronous option that allowed classrooms to watch short informative videos, view lesson plans

and provide boots on the ground perspective on the current legislative session to serve as a springboard for class discussion. This series of videos and lesson plans provided teachers resources that align with current OSPI civics standards.



## NATIVE CIVICS

2024 was also a year to focus on native civics - In partnership with 2022 Teacher of the Year, Jerad Koepp, Wukchumni, and Josh Parker, Instructional Specialist with North Thurston Public Schools, TWT produced *Native Civics: The Medicine Creek Treaty, 1854 to Present*. Created as a native civics learning tool for local schools, this video discusses the significance of the Medicine Creek Treaty signed in 1854 and how the language of this agreement has helped to shape relationships between tribes and the state, and helped to preserve tribal communities and cultures.

## ON THE ISSUES

During the 2024 session Teach with TVW launched a partnership with the Legislative Page Program to create a series of short youth driven Q&As with legislative leadership. These episodes became discussion starters for the classroom, and a vehicle for exploring tangible examples of the role of committees in the legislative process. Each week a new group of Legislative Pages (students ages 14-16) were given a 15 min. briefing on that week's topic area and the committee handling that issue, along with some pointers for researching and composing a well crafted question. The next day, pages recorded their questions and the best two were delivered to both the Majority and Minority party leadership of that committee. In total, 12 episodes with lesson plans were created during the legislative session.



# 2024 ANNUAL REPORT

## 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	1,967,965
Certificate of deposit	2,031,705
Sponsorships receivable	15,790
Current portion of pledges receivable	51,700
Note receivable	0
Prepaid expenses	40,439
<b>TOTAL CURRENT ASSETS</b>	<b>\$4,107,599</b>
Cash restricted for purchase of long-term assets	141,277
Pledge receivable, net of current portion	160,098
Justice Gerry Alexander Fund	155,290
Property and equipment, net	5,600,133
<b>TOTAL ASSETS</b>	<b>\$10,164,397</b>

### LIABILITIES AND NET ASSETS

#### LIABILITIES

Current portion of notes payable, net of issuance costs	904,245
Current portion of finance lease liability	125,969
Accounts payable	54,687
Accrued payroll and benefits	132,666
Contract liability and deferred revenue	3,148,739
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$4,366,306</b>
Notes payable, net of current portion and issuance costs	449,513
Finance lease liability, net of current portion	419,795
<b>TOTAL LIABILITIES</b>	<b>\$5,235,614</b>

#### NET ASSETS

Without donor restrictions	4,729,896
With donor restrictions	198,887
<b>TOTAL NET ASSETS</b>	<b>\$4,928,783</b>

<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$10,164,397</b>
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*In-kind airtime contribution	\$16,289,835
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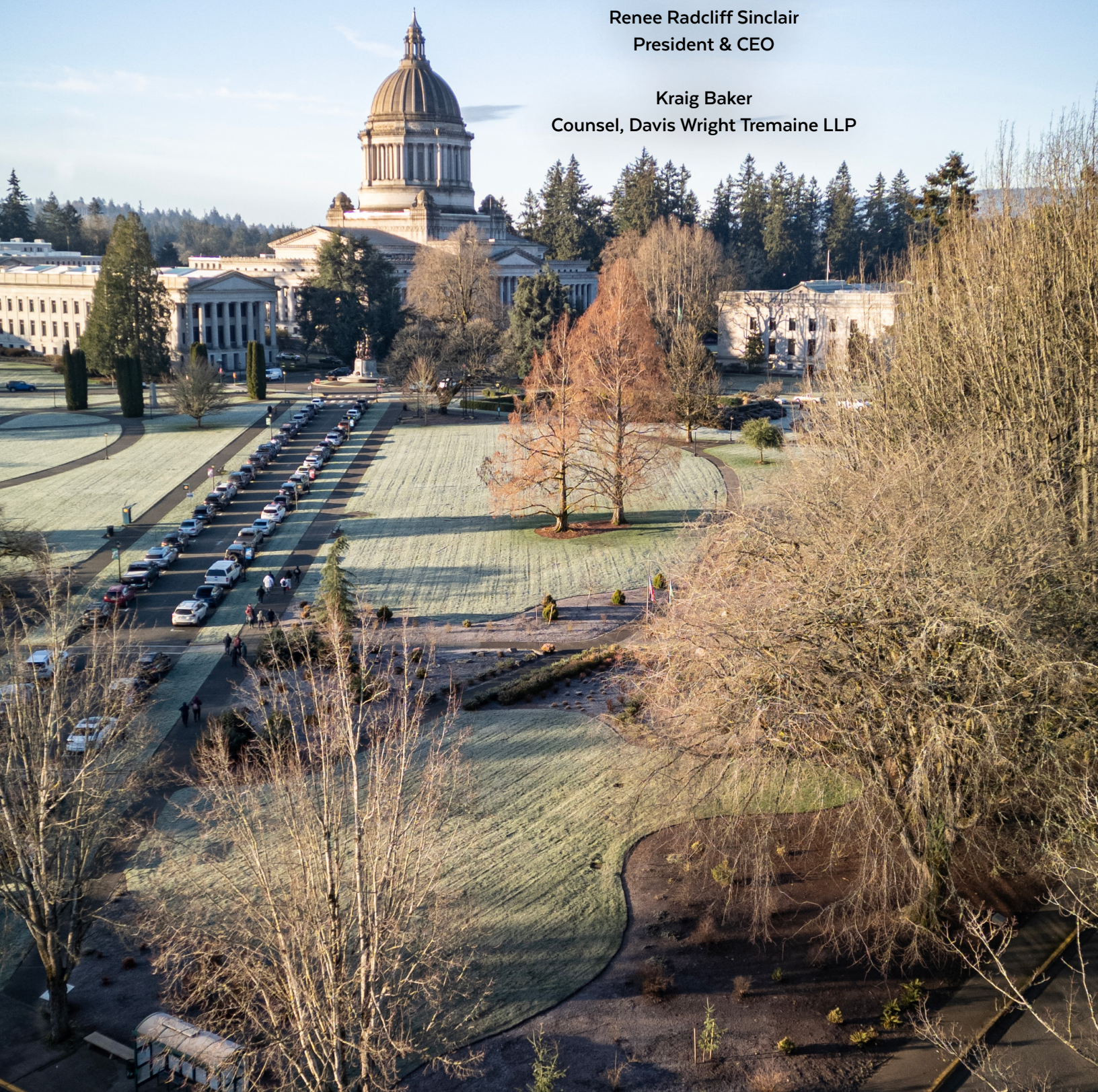


# 2024 Board Members

Marty Brown, Chair • Joe Dacca, Vice Chair  
Chris Mulick, Secretary • Briahna Murray, Treasurer  
Charlie Brown • Susan Champlain • Duane Davidson • Lyn Dennis  
David Ducharme • Denny Eliason • Karen Fraser • Carl Gipson • Ann Goos  
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Carmen Mendez • Victor Moore • Ralph Munro • Karla Graue Pratt  
Mark Riker • Mary Thompson • Rhonda Weaver • Lacie West

Renee Radcliff Sinclair  
President & CEO

Kraig Baker  
Counsel, Davis Wright Tremaine LLP







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