Start at KCTS

Mission KCTS Television enhances the quality of life in its communities by providing meaningful programs that ***inform***, ***involve***, and ***inspire***.

Vision KCTS Television will excel in providing media services that enrich the lives of its viewers and will be recognized as one of the three most highly-valued community institutions in the Pacific Northwest.

Mission-related Values

QUALITY • We provide excellent programming of enduring value.

INTELLIGENCE • We respect our audience's intelligence and ability to draw their own conclusions.

TRUST • Our editorial integrity and ethical business practices inspire the confidence of our viewers.

CREATIVITY • We entertain our viewers with creative programing that enlivens their spirits.

DIVERSITY • We celebrate cultural differences and embrace diverse perspectives.

LIFELONG LEARNING • We help viewers of all ages learn and grow.

LOCALISM • We tell stories about our region and present in-depth coverage of local issues.

PUBLIC SERVICE • We are committed to making a positive difference in peoples' lives.

Strategic Goals

- **Reach** more people.
- **Build** a strong organization.
- **Make** a positive impact in the community.

KCTS Facts and Figures

- 1.5 million U.S. and Canadian viewers tune in to KCTS each week.
- KCTS is the 4th most-watched PBS station, broadcasting to the 13th largest market in the U.S.
- Individual members provide 70% of our operating budget of over $18 million. 132,485 individuals (96,700 U.S. and 35,785 Canadian) gave an average of $92.03 each in 2004.

More KCTS Facts and Figures

- 5,265 volunteers provide approximately $300,000 worth of service to KCTS every year.
- More than 250 companies support KCTS through matching gifts, program underwriting, in-kind contributions and volunteerism.
- In FY '04, public television cost less than $1 in CPB funding per person. KCTS' federal grant of $1.9 million for FY '06 amounts to less than 11% of our annual funding.
- 99% of U.S. residents receive at least one PBS station free over the air.

KCTS...

- is a community-licensed station. The license is held in trust by a 12-member volunteer board.
- was founded on December 7, 1954.
- has 97 employees.
- produces local programs *Serious Money*, *KCTS Connects*, and *The Learning Curve*, a series of special reports on education issues.
- airs four pledge drives annually. Total pledge breaks make up only 4% of our air time each year.
- was the first PBS station to broadcast digitally in 1997.
- broadcasts 52 hours of educational and children's programming each week.
- distributes thousands of free books annually to children who would not otherwise own them.
- produces *The Golden Apple Awards* to honor outstanding Washington state educators.
- presents over 100 workshops/community events annually.

The KCTS broadcast tower is located on Seattle's Capitol Hill at 23rd and Madison St.

The KCTS Studio is located on the Seattle Center campus.
401 Mercer Street • Seattle, WA • 98109
TEL: 206.728.6463/1.800.443.1999 FAX: 206.443.6691

Our Yakima station operates from Yakima Valley Community College.
1106 S. 15th Avenue • Yakima, WA • 98902
TEL: 509.452.4700 FAX: 509.452.4704

Our Canadian partner, Pacific Coast Public Television Association, is located at
850 West Hastings Street, Suite 600 • Vancouver, B. C. • V6C 1E1
TEL: 604.685.7375 FAX: 604.685.5203