

From: Heather at KUOW evergreen@npr.kuow.org
Subject: [Test]:Your support right now is vital
Date: March 31, 2020 at 5:10 PM
To: Rashad Brown rbrown@kuow.org

HK

Web Versic



Judith and Hank,

Our Spring Drive was scheduled to start tomorrow, but we're postponing it because we want to direct as much time and energy as we can to covering the COVID-19 outbreak in our community for you. However, reaching our fundraising goal is still vital to our continued operations.

If you value...

- up to the minute live updates out of our newsroom
- reporters Casey Martin and Megan Farmer camping out in Kirkland, the epicenter of the crisis, keeping you informed
- our digital team working round the clock updating content and making sure you have access to critical and useful info on KUOW.org

...then please consider increasing your monthly Evergreen contribution by any amount today to help fund this KUOW and NPR coverage.

INCREASE MY SUPPORT

You depend on reliable and accurate information so you can make informed decisions for yourself, your family, and community.

As Seattle's NPR News Station, it's times like these that bring our mission even more clearly into focus.

Thank you in advance for your support.



Heather Dannenfelser (*she/her*)
Development Services Officer, Evergreen Program

UPGRADE TODAY

P.S. [Any additional amount you can donate now](#) means we can keep the fundraising to a minimum later.



KUOW Puget Sound Public Radio

4518 University Way NE Suite 310, Seattle, WA, 98105 US

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From: Jennifer Strachan at KUOW jennifer@npr.kuow.org
Subject: [Test]: KUOW is your constant
Date: March 19, 2020 at 9:24 AM
To: Michaela Gianotti mgianotti@kuow.org



Web Versic



Friends,

People who know me best know I love a good analogy. One that popped to mind this week is related to the early 2000's television series *LOST*. I was a HUGE fan. Throughout its run, the show sent characters back and forth through time, leaving them disoriented and uncertain of where their world would shift to next. To stay grounded, the characters found a "constant" — something or someone who, no matter where you are in time or space, is still there.

KUOW is our constant.

Our lives have been upended and our ways of moving about the world severely disrupted but KUOW is still here. We've been here for nearly 70 years and we will be here 70 years from now working around the clock to bring you the critical news and information you need.

If you're struggling to keep up with the news, I encourage you to think about your consumption habits from a new perspective. KUOW has many different ways to access our journalism — whether you want to dive deep or just get a quick update. Below, I've shared my recommendations.

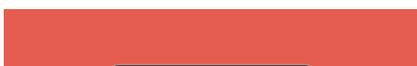
Thanks for listening,



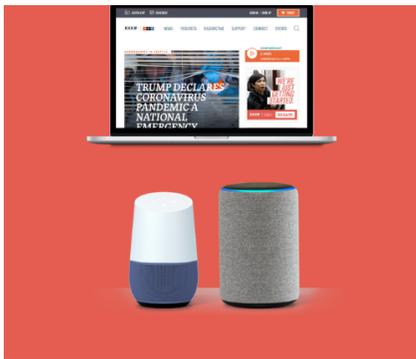
Jennifer Strachan
Chief Content Officer

Ways to get the information you need

If you are used to tuning in on the radio in your car, here are other ways to access KUOW stories on-demand, streaming, and on other digital channels.



**Stream at home online or through
your smart sneaker**



your smart speaker

If you don't have a radio at home, you can stream KUOW live at KUOW.org (click "Listen Live" in the top menu) or by asking your smart speaker to "Play KUOW."



Browse recent broadcast stories in the *KUOW Newsroom* podcast feed

Just search "KUOW Newsroom" in any podcasting app to find our recent coverage. If you're new to podcasting, [here's more information about how to get started.](#)



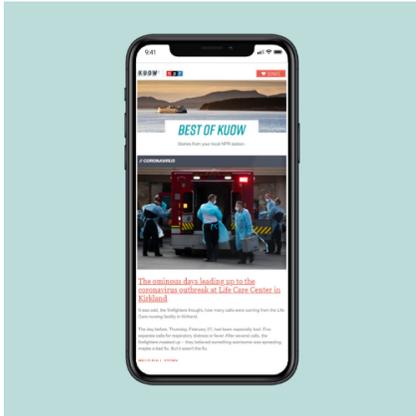
Catch up every morning with *Seattle Now*, our daily 10-minute podcast

Hosted by Patricia Murphy, [this podcast](#) has new episodes every weekday at 6 a.m. It's a great way to stay connected to the news and our Puget Sound community.



Listen to *The Record* and *Week in Review* via podcast

Host Bill Radke has recently interviewed Governor Jay Inslee as well as doctors, nurses, healthcare experts and journalists at the forefront of this crisis. [You can listen online](#) or wherever you get your podcasts.



Stay informed with a weekly round-up of our top stories

Every week, our "Best of KUOW" email newsletter brings you a curated list of recommended local stories. [You can sign up here.](#)

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From: Caryn Mathes caryn@npr.kuow.org
Subject: [Test]: KUOW is here for you
Date: March 13, 2020 at 9:36 AM
To: Michaela Gianotti mgianotti@kuow.org

CM

Web Version



 DONATE

Dear KUOW Community,

It's times like these that bring KUOW's mission even more clearly into focus.

Against the evolving tableau of the coronavirus' spread, KUOW's role was brought home to me in a very poignant way just yesterday. A listener said to me: *"I can't really express enough appreciation for what KUOW is providing in this stressful and confusing time. But KUOW makes me feel that you are right there, in this with me—almost at a cellular level."*

That's how KUOW is. We "get next to you" by design and by conviction. When the coronavirus story intensified and we asked our frontline staff to pivot immediately to coverage on multiple fronts and vastly increased hours on the clock, not a single journalist—**not one**—said: "I don't want to do this." The responses were: "Where do you need me? Is there more hand sanitizer? Are there any gloves left?" This team's primary thought was "suit me up and let me out there."

We get next to your questions, your concerns, your need to know and your imperative for sense-making. This is a stressful time and I want you to know: **We're here for you. Whatever it takes.**

Individual contributors provide the bulk of the funds necessary to put best-in-class professionals at work on your behalf, but you know what? You're getting way more than you pay for. Our frontline journalists and support staff are working 'round the clock to keep you on top of events and announcements that cascade hourly so you can stay safe and understand what this situation means for our community, our economy and our future.

Here's a sampling of where we've taken you this past week:

- Our digital team has been updating [a live blog on our homepage](#) every time we have new information. As one listener told me, it's become their number one read every morning.
- Kim Malcolm, Isolde Raftery and Megan Farmer reported this incredible piece about [the days leading up to the outbreak at Life Care Center in Kirkland](#).
- Bill Radke spoke with Governor Jay Inslee immediately following [Wednesday's press conference](#) to directly pose questions you submitted to us.
- Patricia Murphy, host of KUOW's new daily podcast [Seattle Now](#), has interviewed infectious disease experts, journalists and citizens at the forefront of this crisis.
- Our events team quickly re-imagined a planned in-person event and instead

- Our events team quickly reimagined a planned in-person event and instead brought it to you live on-air and over [Facebook](#).

There are many unknowns as to what will happen in the coming weeks. We are doing everything we can to fulfill our mission to create and serve a more informed public, and together, **we will get through this**.

Thank you for listening. Thank you for your questions, your comments, your stories and your commitment to our mission. We are here for you – and the entire Puget Sound community – because of your support.

If you have additional ideas for how we can best serve the community during this difficult time, [please let us know](#). **And if you are able, [please consider making a gift to fund this essential journalism](#)**.

Sincerely,



Caryn Mathes (*she/her*)
KUOW President and General Manager

SUPPORT KUOW



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