

## 2018 Corporation for Public Broadcasting Station Activities Survey | Telling Public Radio's Story | Station: KSOR

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*1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.*

Each day Jefferson Public Radio (JPR) explores the issues, needs and interests of its listeners through its news, music and cultural programming. JPR's local news department actively identifies issues of public importance and creates programs and multi-platform content designed to address these issues. JPR's fact-based approach to addressing community issues embraces the highest journalistic standards for accuracy, fairness and balance with the goal of stimulating constructive civic discourse about topics of public importance. During the past year key local services and engagement activities included:

- Conducted in-depth interviews with over 1,000 different sources and engaged over 2,500 different JPR listeners in an interactive discussion about regional civic issues on its daily public affairs program, *The Jefferson Exchange*.
- Produced and broadcast in-depth, contextual news features that explored issues of community importance and interest. These features aired during local cutaways of NPR's *Morning Edition* and contained over 300 different independent sources.
- Produced and broadcast nearly 800 regional newscasts, reporting on the state legislatures of both Oregon and California as well as other local government bodies.
- Produced, broadcast and disseminated via digital/social media platforms over 50 interviews and live musical performances featuring regional and touring musicians.
- Maintained a Public Service Announcement program that provided thousands of free announcements to community non-profit groups addressing important community issues and promoting regional events.
- Printed and distributed 60,000 copies of its members' magazine, *The Jefferson Journal*, to JPR contributors which contained features and columns with the same journalistic standards JPR employs for its broadcast content.
- Attracted an average of nearly 35,000 unique monthly visitors to its website, [www.ijpr.org](http://www.ijpr.org), to engage in JPR created and curated digital content.

*2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.*

JPR supports the regional educational mission of its licensee, Southern Oregon University (SOU), and collaborates with numerous community partners to serve its audience. During the past year key initiatives included:

- Continued stewardship of its SOU Internship/Community Volunteer Program. The program provides opportunities for SOU students and general community members to participate in the programming and operation of the station, learning new skills and sharing their talent with JPR listeners. JPR typically has 10-15 program participants active in the operation of the station each week. Daily and weekly radio programs contributed to by program participants include the *Jefferson Exchange*, the *Retro Lounge*, *First Concert*, *Late Night Blues*, *Open Air*, *The Folk Show*, *American Rhythm*, *Jazz Sunday*, *As It Was* and *Siskiyou Music Hall*.
- Partnered with the Southern Oregon Historical Society to produce *As It Was*, a daily program dedicated to the local history of Southern Oregon and Northern California.

- Partnered with Mark Tveskov and Chelsea Rose of the Southern Oregon University Anthropology Lab to create a regular segment called *Underground History* on JPR's weekday public affairs program, *The Jefferson Exchange*, about regional archeological findings and the historical context they provide about life in Southern Oregon. This initiative also includes several *Underground History* live events that explore key topics and are hosted by rotating craft breweries in the region.
- Actively participated in the Northwest News Network (N3), a consortium of 9 public radio stations in the Northwest, which shares both radio and digital content covering issues of regional significance. These stations include: Oregon Public Broadcasting (Portland), KLCC (Eugene), KUOW (Seattle), KPLU (Seattle), Northwest Public Radio (Pullman), Spokane Public Radio and KMUN (Astoria). JPR actively produces content that is shared and regularly broadcast on N3 partner stations.
- Actively participated in EarthFix, a regional public media partnership of Pacific Northwest public broadcasters that expands our collective ability to cover more consequential news on the environment. EarthFix uses a variety of online and social media resources to examine environmental issues unfolding in our own backyards and explore how local and regional actions intersect with national issues. Other Earthfix public broadcasting stations include: Oregon Public Broadcasting, KUOW, Northwest Public Radio, KCTS-TV (Seattle), KLCC (Eugene) and Southern Oregon Public Television (Medford).
- Actively participated in the Capital Public Radio Network, a consortium of public radio stations lead by Capital Public Radio in Sacramento, CA, which collaborates to cover statewide news in California.
- Collaborated with the following community based organizations to promote and present live music performances and music education programs in JPR's listening area: The Oregon Shakespeare Festival (Ashland, OR), Oregon Center for the Arts at Southern Oregon University, Britt Festivals (Jacksonville, OR), The Craterian Ginger Rogers Theater (Medford, OR), The Cascade Theatre (Redding, CA), The Rogue Theatre (Grants Pass, OR), The Southern Oregon University Chamber Music Concerts (Ashland, OR), Music on the Halfshell (Roseburg, OR), The Oregon Coast Music Festival (Coos Bay, OR), Riverbend Live (Winston, OR), Sisters Folk Festival (Sisters, OR), Summer Serenade (Anderson, CA), Redwood Coast Music Festival (Eureka, CA) and Northstate Symphony (Redding, CA).
- In collaboration with Native Voice 1, maintained a reference website ([http://triplepronunciation.wikia.com/wiki/TripleAPronunciation\\_Wikia](http://triplepronunciation.wikia.com/wiki/TripleAPronunciation_Wikia)) for contemporary musical artist pronunciation that is shared with, and contributed to, by numerous non-commercial music stations, artist management companies and record labels.

*3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.*

While no formal surveys of the impact of JPR's key initiatives have been conducted, anecdotal evidence of the significance of JPR's community partnerships abound. Presenting organizations routinely report that ticket sales for their events spike after an appearance on a JPR program. Oregon state legislators have indicated that JPR is an essential outlet for educating citizens in Southern Oregon about pending legislative proposals or initiatives and state legislators appear in person frequently on JPR.

Perhaps the strongest measure of JPR's value to the communities it serves is what JPR listeners say about our work. Here's a collection of listener comments from our most recent pledge drive:

- MARIE RICHARDSON / KLAMATH FALLS, OREGON: “JPR is the only radio I listen to. I appreciate the care and forethought that goes into forming your playlists. I’ve discovered my favorite music through your programming. Thank you for providing a service that not only keeps me informed and current, but also enhances my life.”
- JULIE ALONZO / EUGENE, OREGON: “I love the Jefferson Exchange. I really appreciate the quality of Geoffrey Riley’s interviews: in depth, balanced, and informative.”
- MELANIE DINES / MEDFORD, OREGON: “My husband and I have been listening to JPR ever since we moved here 18 years ago and we love it! My CD collection has grown enormously because I hear great music on Rhythm & News and just have to have it. Thank you!”
- WILLIAM CARROLL / TALENT, OREGON: “We listen in Talent and Yreka and appreciate that we can get JPR everywhere. I’m a truck driver and it’s important that we can get such good coverage in a rural area.”
- KATE NOAH / EUGENE, OREGON: “I so appreciate the civil dialogue offered during conversations of differing viewpoints. Your efforts to inform us, of the goings-on in the world and close to home, gives me hope. Thank you all so very much.”
- ELLEN GRIJALVA / ASHLAND, OREGON: “Thank you very much for presenting in-depth, balanced news and heartwarming stories. We need that very much today.”
- SARAH HARMON / COOS BAY, OREGON: “Keep it going, nothing like sitting next to a warm fire while listening to classical radio without the commercial interruption. Love the community feel of JPR in my area.”

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

Jefferson Public Radio routinely explores issues facing minorities and diverse populations as part of its public service mission. During the past year, JPR produced the following segments that provide a sample of programming specifically developed to stimulate community dialogue and awareness of issues facing minority populations within JPR’s service area:

- Monthly segment called *The Keenest Observers* on JPR’s weekday public affairs program, *The Jefferson Exchange*, featuring conversations about social issues, as seen through the lens of people usually considered minorities in our region. Segments are hosted by Oregon Shakespeare Festival Education Director, Robert Goodwin.
- Monthly segment called *Compass Radio* on JPR’s weekday public affairs program, *The Jefferson Exchange*. *Compass Radio* is about listening to people as they navigate mental illnesses and the mental health system. The project is produced in partnership with the staff and members of the *Compass House* in Medford, a clubhouse for adults with a history of mental health issues.
- Interview with John McConnell, PhD from the Oregon Health Sciences University about his research that indicates that Oregon’s ongoing work expanding Medicaid through the Oregon Health Plan is closing the gap in positive health outcomes between whites and minority groups.

- Interview with artist Maria De Los Angeles about her exhibit *Transcending Myths* which is on display at the Schneider Museum of Art at Southern Oregon University. The exhibit chronicles the artist's journey as an illegal immigrant to the U.S. from Mexico at the age of 11 to her graduation from Yale.
- Interview with Anna Smith, assistant editor and reporter for High Country News (HCN), about HCN's work uncovering a growing volume of evidence of sexual harassment at the Bureau of Indian Affairs and Bureau of Indian Education.
- Interview with Naomi Hirahara and Heather Lindquist, authors of *Life After Manzanar*, about what happened to Japanese-Americans after they were released from prison camps during World War II.
- Interview with Surabhi Mahajan, the host of an Oregon Humanities Conversation Project about cultural appropriation.
- Interview with playwright Octavio Solis; Milo Salgado, of the Jackson County Hispanic Interagency Committee; and Javier De La Mora, organizer of Club Latino at Rogue Community College, about events taking place to celebrate Hispanic History Month in the Rogue Valley.
- Interview with Marjorie Trueblood-Gamble, Southern Oregon University (SOU) Director of Diversity and Inclusion, and SOU student Linda Escot-Miranda about the impact on students of the Trump Administration's rescission of the Deferred Action for Childhood Arrivals (DACA) program.

5. *Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?*

The mountainous terrain of Southern Oregon and Northern California makes FM broadcasting extremely difficult and costly, requiring extensive use of translators and repeater stations to reach both the populated valleys and the smaller more rural communities of the region. Jefferson Public Radio (JPR) relies on CPB funding to support the site lease, utility, and maintenance costs of more than 50 communication sites that make rural service possible. Most of the communities served by JPR are so small that direct listener support could not sustain the service without CPB assistance. In some of these towns, JPR is the only available radio signal, and in most, the only available public radio signal. In addition, JPR relies heavily on CPB support to acquire programming from National Public Radio and produce local news content. Any reduction in CPB funding would likely translate into a reduction in the NPR programming available to our listeners and less original reporting on local community issues. Fewer NPR programs and less local news would likely lead to fewer listeners and a diminished capacity to generate contributions and underwriting from individuals and businesses to support local programming, production and service.

## 2018 Corporation for Public Broadcasting Station Activities Survey | Telling Public Radio's Story | Station: KNCA

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- Produced and broadcast in-depth, contextual news features that explored issues of community importance and interest. These features aired during local cutaways of NPR's *Morning Edition* and contained over 300 different independent sources.
- Produced and broadcast nearly 800 regional newscasts, reporting on the state legislatures of both California and Oregon as well as other local government bodies.
- Produced, broadcast and disseminated via digital/social media platforms over 50 interviews and live musical performances featuring regional and touring musicians.
- Contributed over \$25,000 worth of public service announcements in support of the music and cultural programming of Redding's primary performing arts center, the historic Cascade Theatre.
- Maintained a Public Service Announcement program that provided thousands of free announcements to community non-profit groups addressing important community issues and regional events.
- Printed and distributed 60,000 copies of its members' magazine, *The Jefferson Journal*, to JPR contributors which contained features and columns with the same journalistic standards JPR employs for its broadcast content.
- Attracted an average of nearly 35,000 unique monthly visitors to its website, [www.ijpr.org](http://www.ijpr.org), to engage in JPR created and curated digital content.

*2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.*

JPR supports the regional educational mission of its licensee, Southern Oregon University (SOU), and collaborates with numerous community partners to serve its audience. During the past year key KNCA initiatives included:

- Participated in Career Day at one of the nation's top high schools, University Preparatory School in Redding, to educate young people about careers in the media. Offered an annual summer internship to a student from that school.
- Participated in Leadership Redding's Media & Arts Day to introduce civic-minded young professionals to public radio and its activities in the community.
- Collaborated with national and local agencies to create a public information campaign to provide crucial information about disaster assistance available to residents impacted by the devastating Carr Fire, including FEMA, the Small Business Administration, and the City of Redding.

- Collaborated with area agencies and non-profits to educate the community about health, social and environmental issues, including Shasta Living Streets (Shasta County) and Shasta County Health & Human Service's Healthy Shasta program, and Court Appointed Special Advocates of California (Shasta and Siskiyou Counties).
- Collaborated with area organizations and learning institutions to increase awareness of educational and grant opportunities including Shasta College (Redding, CA), Shasta Regional Community Foundation (Shasta County), Humboldt State University (Arcata, CA) and College of the Siskiyous (Weed, CA).
- Collaborated with the following community based organizations to promote and present live music performances and fine arts education programs in the KNCA listening area: Shasta College (Redding, CA), Simpson University (Redding, CA), College of the Siskiyous (Weed, CA), Mendocino Music Festival (Mendocino & Fort Bragg, CA), Siskiyou String Summit (Weed, CA), Redwood Coast Music Festival (Eureka, CA), North State Symphony (Chico, CA and Redding, CA), Coastal Grove Charter School Parent Foundation (Humboldt County, CA), Music By The Mountain Festival (Mt Shasta & Weed, CA), Pacific Crest Music Festival (Redding, Dunsmuir, Mt Shasta, Weed, McCloud and Yreka, CA), Trinidad Bay Arts & Music Festival (Trinidad, CA), The City of Shasta Lake (Shasta Lake, CA), Axiom Theatre Company (Redding, CA), Riverfront Playhouse (Redding, CA) and The Cascade Theatre (Redding, CA).
- Actively participated in the Capital Public Radio Network, a consortium of public radio stations led by Capital Public Radio in Sacramento, CA, which collaborates to cover statewide news in California.
- Actively participated in the Northwest News Network (N3), a consortium of 9 public radio stations in the Northwest, which shares both radio and digital content covering issues of regional significance. These stations include: Oregon Public Broadcasting (Portland), KLCC (Eugene), KUOW (Seattle), KPLU (Seattle), Northwest Public Radio (Pullman), Spokane Public Radio and KMUN (Astoria). JPR actively produces content that is shared and regularly broadcast on N3 partner stations.
- Actively participated in EarthFix, an innovative public media partnership of Pacific Northwest public broadcasters that expands our collective ability to cover more consequential news on the environment. EarthFix uses a variety of online and social media resources to examine environmental issues unfolding in our own backyards and explore how local and regional actions intersect with national issues. Other Earthfix public broadcasting stations include: Oregon Public Broadcasting, KUOW, Northwest Public Radio, KCTS-TV (Seattle), KLCC (Eugene) and Southern Oregon Public Television (Medford).

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- **FAY JOHNSON** From WEAVERVILLE, CALIFORNIA: "Thank you for the culture you bring into our communities with your excellent musical programming and NPR news! Weaverville needs you!"

- CYNTHIA HAMMOND From LOLETA, CALIFORNIA: “I am doubling my sustaining membership donation to show my appreciation for your wonderful radio station. Your programs show us the best that people are capable of, including beautiful music and rational discourse. It’s a much needed reminder these days! I especially love Millennium of Music with Robert Aubrey Davis and the Jefferson Exchange with Geoff Riley. Thank you so much!”
- CRIS SMYRNOS From MOUNT SHASTA, CALIFORNIA: “Always excited to contribute to causes I really care about. JPR contributes to the quality of my life, so I enjoy the return on my investment.”
- JIM BURGER From DUNSMUIR, CALIFORNIA: “I really value the interesting and diverse programming. I also greatly appreciate the professionalism of the hosts.”
- STEVEN TOWERS From PALO CEDRO, CALIFORNIA: “JPR is our favorite news and music portal to the outside world.”
- JENNA KANE From MOUNT SHASTA, CALIFORNIA: “I listen to JPR almost every day. The Folk Show is my favorite but I appreciate all your programming and transparent news coverage.”
- CHRIS BROWN From FORT JONES, CALIFORNIA: “I really enjoy hearing news I can trust and rely on.”
- JOHN BRENNAN From HAMMOND RANCH, CALIFORNIA: “JPR is the finest radio station on the west coast. It is on my radio pre-select from Redding to Eugene.”

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- Interview with Bryan Little, Director of Employment Policy with the California Farm Bureau Federation, about the farmworker shortage in California following immigration raids and other enforcement actions by U.S. Immigration and Customs Enforcement (ICE).
- Interview with historian Steven Gillon, author of *Separate and Unequal: The Kerner Commission and the Unraveling of American Liberalism*, about the history of race relations in the U.S.
- Interview with Susan Ornelas, City Council member from Arcata, CA, and Chris Peters of the Seventh Generation Fund about the effort to remove a statue of former U.S. President William McKinley which some citizens in Arcata believe represent racist and imperialist attitudes from our country’s past.

- Interview with Claire Evans, author of *Broad Band: The Untold Story of Women Who Made the Internet*, about the pioneering work of key women in tech industry.
- Interview with Barbara Risman, author of *Where the Millennials Will Take Us: A New Generation Wrestles with the Gender Structure*, about the evolving way the Millennial generation views gender identity and what that might mean for American society.
- Interview with Eureka, CA police officer Corrie Watson and Sergeant Edward Wilson about the Eureka Police Department's participation in a program called "Principled Policing" which includes attention to implicit bias and procedural justice.
- Interview with Abby Abinanti, chief judge of the Yurok court, and Anne Makepeace, director of a PBS documentary about tribal justice, about the effort by Native American tribes to establish legal systems tailored to tribal culture.

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