

## 2015 Corporation for Public Broadcasting Station Activities Survey | Telling Public Radio's Story Station: KSOR

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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 sessions 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.
- Printed and distributed 115,000 copies of its members' magazine, *The Jefferson Monthly*, to JPR contributors which contained features and columns with the same journalistic standards JPR employs for its broadcast content.
- Attracted an average of over 30,000 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 5-8 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*, *Modulation*, *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.
- 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), KBSU (Boise), 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 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 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).

*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:

- JIM FERGUSON From MEDFORD,OR -- Intelligent, in-depth news and information that I can learn from and trust. Real journalism in a country that really needs it.
- PEPPER TRAIL From ASHLAND,OR -- JPR is one of the best things about living here!
- RICHARD PECK From WILDERVILLE,OR -- I grew up in an area with no public radio so I am glad to find you. Geoff Riley does such an excellent job interviewing guests -- he really knows his stuff.

- HANA RUBENS From GRANTS PASS,OR -- I appreciate the forum for civil conversation and discussion of ideas that JPR provides.
- VANSTON SHAW From ASHLAND,OR -- Enjoy the "actually fair and balanced" reporting.
- ANDEE CREGER From TALENT,OR -- JPR is the only radio station I listen to ... and I'm not alone! Thank you for providing diverse educational and entertaining programming to our region.
- HEIDI PARKER and JIM SHAMES From ASHLAND,OR -- We can't imagine our world without you; keep up the great work!
- EILEEN BUCKLIN From CHILOQUIN,OR -- Classical music is an important part of my life. When I moved to Chiloquin I wanted to know if I could get a classical music station. It's my pleasure to listen to and support JPR.
- DAVID WINCKOSKI From ALAMEDA,CA -- I am a frequent visitor to Ashland and the State of Jefferson. Always enjoy the programming in the car when I am in the area. And the beauty of your area. I began streaming at home about 9 months ago ... Awesome programming for Ashland and beyond!
- WARREN FULLMER From MEDFORD,OR – JPR is our only news source and we stream it from Belize in the winter.
- BONITA PLANTON From POWERS,OR -- JPR is a wonderful gift to humanity.

*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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. 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 Fiscal Year 2015, 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:

- Interview with Andrew W. Cohen, author of "Two Days in June," a book that details speeches John F. Kennedy made in June of 1963 -- speeches which the author says led to historic civil rights legislation.
- Interview with former Black Panther Party (BPP) leader Bobby Seale prior to his lecture at Southern Oregon University. Seale recounted the BPP's mission to combat racism, fascism and male chauvinism and how the party's "all power to the people" approach was widely misunderstood and feared.
- Interview with organizers of Shasta County's Multi-Cultural Celebration at Central Valley High School. The event is a celebration of the Mien community in Shasta County and chronicles how this community began developing a dozen years ago in Lake Shasta.
- Interview with Mark Johnston, deputy director of the Coquille Tribe about the tribe's goal in establishing a new casino in Medford, Oregon.
- Interview with Jason Sokol, author of "All Eyes Are Upon Us: Race and Politics from Boston to Brooklyn." Sokol's book explores the history of bigotry and racism in the U.S.

- Interview with Michelle Glass, Lead Organizer at Oregon Action and Ricardo Lujan, board member of Oregon Action. Oregon Action is pushing for state laws that would curtail or end racial profiling by police in Oregon.
- Interview with Jeana Frazzini of Basic Rights Oregon and Samantha Ames, staff attorney for the National Center for Lesbian Rights about Oregon's effort to join California and New Jersey as states that ban "conversion therapy" for gay minors. Both houses of the Oregon Legislature passed a bill putting this controversial therapy off-limits to people under the age of 18.

*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.

## 2015 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 sessions 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.
- Printed and distributed 115,000 copies of its members' magazine, *The Jefferson Monthly*, to JPR contributors which contained features and columns with the same journalistic standards JPR employs for its broadcast content.
- Attracted an average of over 30,000 unique monthly visitors to its website, [www.ijpr.org](http://www.ijpr.org), to engage in JPR created and curated digital content.

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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.
- Partnered up with Cow Creek Middle School to offer a summer internship to a disadvantaged youth.
- Participated in Leadership Redding's Media & Arts Day to introduce civic-minded young professionals to public radio and its activities in the community.

- Participated in the Shasta Early Literacy Project's Take 10 program. Twice a year, a JPR personality heads out into community schools and libraries and attends other public gatherings to get children excited about learning how to read by holding story time with youngsters and giving away free books.
- Collaborated with The Catalyst, a group of young professionals in Shasta County to host TedX events throughout the area.
- Served as a judge in the Scripps Foundation's "20 Under 40 Program." Together with a number of other community leaders and organizations, JPR has helped choose and honor 20 young people from the region who are nominated for making a difference in their communities.
- Collaborated with area non-profits to educate the community about health and environmental issues, including Shasta Living Streets (Shasta County) and the Mount Shasta Ecology Center (Mt Shasta, CA).
- Collaborated with the following community based organizations to promote live music performances and fine arts education programs in the KNCA listening area: VIVA Downtown Redding (Redding, CA), Shasta College (Redding, CA), Simpson University (Redding, CA), College of the Siskiyous (Weed, CA), Music By The Mountain (Dunsmuir & Mt Shasta, CA), Siskiyou Arts Museum (Dunsmuir, CA), Redding City Ballet (Redding, CA), Siskiyou String Summit (Weed, CA), Redwood Coast Music Festival (Eureka, CA), North State Symphony (Redding, CA), Symphony of the Redwoods (Fort Bragg, CA), the Musical Arts League (Redding, CA), Shasta Live (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), KBSU (Boise), Spokane Public Radio and KMUN (Astoria). JPR actively produces content that is shared and regularly broadcast on N3 partner stations.
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- ANDREA ECSEDY From REDDING, CA -- In my travels all over the U.S. JPR is best of the NPR services.
- PAUL SHIGLEY From AMERICAN CANYON, CA (formerly from Redding, CA) -- Because I moved out of the area, I now stream Rhythm and News. There is nothing like it in the Bay Area. I've been a dedicated Open Air listener since the late 1990s and have enjoyed most of its evolution. I love World Cafe, Mountain Stage and E-Town.
- JOHN WOOD From YREKA, CA -- JPR is the only radio station we listen to! It's wonderful to have such a great source of world class information that you don't get anywhere else than public radio ... and JPR in particular. The music rocks ... David Dye is a favorite, as well as World Café, Science Friday, Ted Talks ... Thanks for keeping public radio alive in the state of Jefferson.
- AVA MONTGOMERY From FORTUNA, CA -- JPR looks at the world differently, and we like that!
- JUDITH CHAMPAGNE From REDDING, CA -- I LOVE the music on JPR. I enjoy being introduced to new albums by both familiar artists and new musicians. I appreciate getting in-depth news features on topics that don't make the reports of other news sources and are delivered in a calm, non-sensational way.
- JACQUELINE JONES From MILL VALLEY, CA -- I live in Mill Valley, CA and my friends and I listen to Rhythm and News while we work. I'm famous for my playlists, and that's because I Shazam your music whenever I hear a good song. Thank you for the great music.
- KATHLEEN ANDERSON From SAUSALITO, CA -- My office mornings are hugely brightened by Open Air, and my playlists thank you. I can often be found here at my desk, bustling and hustling around for my cell phone to Shazzam my next tune for purchase. Indeed, my life is enriched by ya'll each day!
- CASSIE SIMONS From REDDING, CA -- I love the music and programming that you bring to our region. Thank you JPR!
- REBECCA MANDEVILLE From COTTONWOOD, CA -- Moved from Bay Area and was sure I'd never have good national public radio again - and then they discovered JPR which is wonderful. Thursday, Friday and Saturday night are the best.
- TERRY LAWHON From MOUNT SHASTA, CA -- JPR is wonderful - been listening for 20 years. Really likes Radio Lab.
- LOUISE WILSON From REDDING, CA -- I don't know what I would do without the 2 JPR stations in Redding. I love the Cascade Theater programs JPR sponsors.
- ROBBY PEIRCE From REDDING, CA -- I love this station!!! Been listening for years and meaning to make this pledge for a long time. Helps me get thru' the work day. Love hearing new bands. And the number of new artists I've heard on JPR is astonishing.
- JAMES DAVIS From YREKA, CA -- Love American Rhythm & Craig Faulkner, World Café and Live Studio Performances.
- SAMANTHA CHILCOTE From WEAVERVILLE, CA -- Thank you so much for everything you do. Life wouldn't be as much fun without JPR.
- ERNIE WASSON From DUNSMUIR, CA -- I enjoy listening! Moved up from Santa Cruz and so happy that there is a great public radio station!

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