

2016 Corporation for Public Broadcasting Station Activities Survey | Telling Public Radio's Story | Station: KSOR

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 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 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 over 30,000 unique monthly visitors to its website, 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:

- ANNE LAFRANCE From MEDFORD, OR – “We listen nearly all day throughout the week, and especially enjoy the Jefferson Exchange, and its focus on regional issues. Thanks for your excellent programming!”
- JANET EASTMAN From ASHLAND, OR -- "I appreciate the solid journalism of Geoffrey Riley, Jessica De Nova, Chris Lehman, and others. Thanks to everyone at JPR who keeps me informed, entertained and more connected to my community."
- KAI GREEN From ASHLAND, OR – “We are 7 and 5 and we listen to JPR on our way to school every morning and then we pick something we hear to discuss at dinner at night ...”

- JOHN RAMSEY From EAGLE POINT, OR – “We listen to JPR all day and are grateful that we have such an informative and interesting group of stations. We love many programs, but especially Science Friday, Living on Earth, and Fresh Air ...”
- MARK COFFMAN From GRANTS PASS, OR – “JPR is the best public radio station we have ever experienced.”
- ESTELLE WOMACK From GOLD HILL, OR – “I enjoy the news that is unbiased, informative and permits me to make my own opinions.”
- LYNDA BUFORD From COOS BAY, OR -- "JPR provides easy access to classical, folk, blues and other kinds of music; and in-depth intelligent discussion of topics that may otherwise be difficult to find in our area. I encourage everyone on the coast to show their support."
- LOWELL KOBRIN From COOS BAY, OR – “You are my main source of news. There's nothing that comes close to what you do -- the depth of news is remarkable ... “
- SHEILA WANAMAKER From EAGLE POINT, OR -- "I enjoy listening to the classical music on my way to and from work. It gives me my calm down time to myself during a busy day ... "
- LORRAINE WARREN From WINSTON, OR -- "I learn something new every day from the variety of guests Geoffrey Riley has on his show."
- JAMIE DOUGLASS From KLAMATH FALLS, OR – “You have turned me onto so much new music over the years, I can't imagine where it would learn about amazing new music without you. I love the Moth, This American Life, Wait, Wait, Don't Tell Me and Radio Lab as well. JPR is a welcome respite from the current climate of "reality show" styled auditory drama ...”

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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 the Yurok Tribe Chief Justice Abby Abinanti on the Tribe's new justice center and youth wellness program. Northern California's Yurok Tribe is taking a greater hand in the administration of justice to its members which includes opening a new justice center, and making plans to move juvenile

cases from state court to tribal court. The juvenile court plans are part of a larger vision for younger Yuroks through the Yurok Youth Wellness Project.

- Interview with Aydin Olson-Kennedy, a Clinical Social Worker at the Los Angeles Gender Center and Dr. Johanna Olson-Kennedy, Medical Director for the Center for Transyouth Health & Development at the Children's Hospital in Los Angeles about issues facing transgendered people. The interview was conducted in advance of a workshop called "Supporting Transgender Youth," that took place at Southern Oregon University.
- Interview with Judge Anne Aiken, a federal judge who advocated for and coordinated the presentation of "The Art of Survival: Enduring the Turmoil of Tule Lake" at The Wayne Morse Federal Courthouse in Eugene, Oregon. The art exhibit showcased a dark moment in American history: the sentencing of Japanese-Americans to prison camps, including one at Tule Lake, California.
- Interview with Julia Hammond, founder of FolkLaLa, who led a discussion event in Medford and Grants Pass called "How Much Inequality Is Acceptable?" The event was part of a series of listening sessions presented by the Conversation Project of Oregon Humanities.
- Interview with Vanessa Campbell, Special Education Specialist for the Medford School District about the District's Ability Awareness Campaign. The campaign strives to raise the awareness of what life is like for students with a disability of some kind. The program enables fourth graders to experience short periods without sight or speech, or with some other disability.

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.

2016 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 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 over 30,000 unique monthly visitors to its website, 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.
- 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 agencies and non-profits to educate the community about health and environmental issues, including Shasta Living Streets (Shasta County) and Shasta County Health & Human Service’s Healthy Shasta program, Friends of Whiskeytown & National Park Service (Old Shasta, CA), Turtle Bay Exploration Park (Redding, CA) and the Parkinson’s Patient Support Group (Redding).
- Collaborated with area organizations and learning institutions to increase awareness of educational and grant opportunities including Chico State University (Chico, CA), Shasta College (Redding, CA), Shasta Regional Community Foundation (Shasta County), Dignity Health North State (Shasta County), and Humboldt State University (Arcata, 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), Jefferson State Blues Society (Anderson, CA), Friends of Whiskeytown (Old Shasta, CA), Dunsmuir Chamber of Commerce & Visitor’s Center (Dunsmuir, CA), Shasta Taiko (Mt Shasta, CA), Playhouse Arts & Arcata Creamery Arts Festival (Arcata, CA), Mendocino Music Festival (Mendocino & Fort Bragg, CA), Siskiyou String Summit (Weed, CA), Redwood Coast Music Festival (Eureka, CA), North State Symphony (Redding, CA), Coastal Grove Charter School parent Foundation (Humboldt County, CA), Symphony of the Redwoods (Fort Bragg, CA), the Musical Arts League (Redding, CA), Southern Oregon Music Festival (Medford, OR), 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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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 BURGER From MOUNT SHASTA, CA -- "I call JPR the big little station that hasn't forgotten its roots and just keeps getting better."
- LOUISE WILSON From REDDING, CA -- "I've discovered if I'm driving around and I turn the radio to Classics and News, I instantly become calm and relaxed by listening to the music ... I love JPR ..."
- WILLIAM HEIL From ALBION, CA -- "JPR newstalk is a welcome change that from the partisan rants that pass for newstalk on commercial radio. Thanks."
- ROBERT VAN PEER From FORT BRAGG, CA -- "JPR gives me the best news service in the Northern California area. It is wonderful to have such professionalism from a public radio station."
- LESLIE ANDERSON From ARCATA, CA -- "JPR is the sun shining through the fog, here on the California coast! You brighten my day, every day!"
- ROSALIND SUMNER From MONTAGUE, CA -- "Where would we be without JPR? We are so lucky to have such quality programming and the attention to the issues of everyday living here in the North state and Southern Oregon. Nobody does it better."
- DARYL HARRIS From REDDING, CA -- "Continuing thanks for your support past and present of our historic Cascade Theatre."
- SALLY DRUSE From YREKA, CA -- "I am 80 and I have no TV. JPR is my constant companion."
- WILHELMINE (WILLIE) SHUCK From EUREKA, CA -- "We have just moved back to Eureka from Hawaii, where we lived for 15 years and enjoyed the all-classical NPR Station Hawaii Public Radio. What a thrill it is to be able to listen to a wonderful all-classical NPR station way over here on the coast in Eureka."
- PAM DESMOND From WEAVERVILLE, CA -- "We just love the freshness and originality of the programming. Our whole family enjoys it; there's something for everyone."
- BEN BROWN From PETROLIA, CA -- "JPR is awesome. This world needs more public radio."
- Anonymous From LAKE SHASTINA, CA -- "You are a sanity break from the confusion in the world."
- WILLIAM VAN AUKEN From REDDING, CA -- "The service you provide is outstanding. The news and features are excellent ..."

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- Interview with the Yurok Tribe Chief Justice Abby Abinanti on the Tribe's new justice center and youth wellness program. Northern California's Yurok Tribe is taking a greater hand in the administration of justice to its members which includes opening a new justice center, and making plans to move juvenile cases from state court to tribal court. The juvenile court plans are part of a larger vision for younger Yuroks through the Yurok Youth Wellness Project.
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- Interview with Judge Anne Aiken, a federal judge who advocated for and coordinated the presentation of "The Art of Survival: Enduring the Turmoil of Tule Lake" at The Wayne Morse Federal Courthouse in Eugene, Oregon. The art exhibit showcased a dark moment in American history: the sentencing of Japanese-Americans to prison camps, including one at Tule Lake, California.
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