

2017 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 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 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 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.

- 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 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, created and maintained a reference website (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.
- In partnership with KALW in San Francisco, helped designed and launch a new weekly radio program and online site called *California Speaks*. This weekly module engages Californians across the state with a weekly "question of importance," then collects and broadcasts a variety of listener responses on stations throughout the state. Just out of BETA, the program is beginning to roll out as a broadcast in early 2018.

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:

- CAROLYN RAMSEY From EAGLE POINT, OREGON: “What would we do without JPR?!! Now more than ever, we need public radio. We love JPR. It is on all day in our house, and in our cars. It is an island of investigative journalism and rationality in a sea of chaos and fake news.
- MARY KORBULIC From GOLD HILL, OREGON: “JPR is right up there with the best. We've listened to other public radio all over the US and in Canada. The music programming on JPR is exceptional and the local and regional news is much appreciated. We are sustaining members who listen to JPR nearly every day, even while traveling.”
- DAVID HOLLANDSWORTH From ASHLAND, OREGON: “I listen daily and rely on real news.”
- KIRPAL From ROGUE RIVER, OREGON: “Keep information flowing to the people!”
- THERESA PALANJIAN From GRANTS PASS, OREGON: “I'm a teacher and I tell my students to listen to NPR because it is the least biased, portraying both sides of issues.”
- RICHARD HERSKOWITZ From EUGENE, OREGON: “Thanks for your arts coverage!”
- LARRY COOPER From ASHLAND, OREGON: “We've been listening for 45 years and you're still doing a great job of keeping us entertained and informed.”
- STEPHANIE SHRUM From KLAMATH FALLS, OREGON: “Thanks for the journey JPR! Soothed by classics one hour, then grooving to some world beats at another. There is no other radio station that can take me on such a ride!”
- PAT RORDEN From CAVE JUNCTION, OREGON: “Intellectually stimulating programs!”

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 Claudia Alick, Community Producer at the Oregon Shakespeare Festival (OSF) in Ashland, who created the *Every 28 Hours Project*, a series of one-minute plays highlighting the fact that every 28 hours a black person in America is killed by a vigilante, security guard, or police officer in the United States.

- Interview with Southern Oregon University Communications Professor Precious Yamaguchi, author of *The Journeys and Strength of Japanese American Women: Stories and Life Experiences During and After World War II*, which explores the effects of internment camps on Japanese Americans during and following World War II.
- Interview with Rogue Valley resident Erica Ledesma, a student of Cultural Anthropology and Ethnic Studies at the University of Oregon and a frequent contributor to the bilingual magazine, *Revista Caminos*, about the history and traditions of Día de los Muertos.
- Interview with Amy Cordalis, Yurok Tribal Member and attorney, about the status of the plan to remove four dams on the Klamath River in Oregon and California, which the Yurok Tribe supports.
- Interview with Cindy Hunt, of the Oregon Department of Education, and Robert Oakes, of the California Department of Education, about the status of transgender rights for students in Oregon and California schools.

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.

2017 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 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.
- Collaborated with The Catalyst, a group of young professionals in Shasta County in a county-wide project to design a new city flag.

- 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 & Suicide Prevention program (Shasta County), Friends of Whiskeytown & National Park Service (Old Shasta, CA), Turtle Bay Exploration Park (Redding, CA) Humboldt Botanical Gardens (Eureka, CA), Court Appointed Special Advocates of California (Shasta and Siskiyou Counties) and the Redwood Coast Energy Authority (Eureka, CA).
- 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), 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: VIVA Downtown Redding (Redding, CA), Shasta College (Redding, CA), Simpson University (Redding, CA), College of the Siskiyous (Weed, CA), Jefferson State Blues Society (Anderson, CA), Friends of Whiskeytown (Old Shasta, 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), Advance Redding (Redding, CA), The Russian Grand Ballet (Redding, CA), Redding City Ballet (Redding, CA), Music By The Mountain Festival (Mt Shasta & Weed, CA), Pacific Crest Music Festival (Redding, Dunsmuir and Yreka, CA), Trinidad Bay Arts & Music Festival (Trinidad, 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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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:

- TERRY LITTLE From REDDING, CALIFORNIA: ““I like the way interviews are conducted -- I like to hear several points of view.”
- TOM HESSELDENZ From MOUNT SHASTA, CALIFORNIA: “Thank you for your thorough and well-researched coverage! JPR has become even more important to us during the current political challenges facing our nation.”
- LESLIE ANDERSON From ARCATA, CALIFORNIA: “You are the joy in my day! Keep up the glorious music!”
- GREG GOTHAM From REDDING, CALIFORNIA: “Thank you -- your programming is more important than ever!”
- CHRIS BROWN From FORT JONES, CALIFORNIA: “I really enjoy hearing news I can trust and rely on.”
- DOROTHY KOSTRIKEN From BAYSIDE, CALIFORNIA: “It's my only station, we're monogamous.”
- STEPHEN ADAMS From REDDING, CALIFORNIA: “I really enjoy listening to the thoughts and insights of the hosts. Keep up the great offerings. I am also a big fan of the Jefferson Exchange and Fresh Air.”

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- 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 Roberto Gonzales, author of *Lives in Limbo*, a book that tracked 150 undocumented young adults in Los Angeles which detailed the obstacles in education faced by the estimated 2 million young people who were brought to the U.S. illegally as children.
- Interview with Lenya Quinn Davidson of the University of California and Amanda Stamper of The Nature Conservancy in Oregon who completed a Women in Fire Prescribed Fire Training Exchange, (WTREX) in Northern California.
- Interview with Marc Dadigan, Freelance journalist; Barbara Wolfin; and Jack Potter, Jr., Redding Rancheria Tribal Chairperson about the film *Undamming History* being shown at the Cascade Theatre in Redding, California. The film explores the history of four tribes of Native Americans in Shasta County.

- Interview with Amy Cordalis, Yurok Tribal Member and attorney, about the status of the plan to remove four dams on the Klamath River, which the Yurok Tribe supports.
- Interview with Robert Oakes, of the California Department of Education and Cindy Hunt, of the Oregon Department of Education, about the status of transgender rights of students in California and Oregon schools.

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