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 JPR listeners in interactive discussions about regional civic issues on its daily public affairs program, The Jefferson Exchange.
- Produced and broadcast nearly 500 contextual news spots and features that explored issues of community importance and interest. These features aired during local cutaways of NPR’s Morning Edition and All Things Considered, and contained perspectives from a broad diversity of independent sources.
- Produced and broadcast nearly 2,000 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.
- Printed and distributed 60,000 copies of its members’ magazine, The Jefferson Journal, to JPR contributors which contained features and columns held to the same journalistic standards JPR employs for its broadcast content.
- Attracted an average of nearly 45,000 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, in order to learn new skills and share their talent with JPR listeners. JPR typically has 10-15 program participants active in the operation of the station each week. Program participants contribute to several daily and weekly radio programs including the Jefferson Exchange, the Retro Lounge, First Concert, Late Night Blues, Open Air, The Folk Show, American Rhythm, Jazz Sunday, and Siskiyou Music Hall.

- Partnered with Chelsea Rose of the Southern Oregon University Anthropology Lab to produce a regular segment called Underground History on JPR’s weekday public affairs program, The Jefferson Exchange, about regional archaeological findings and the historical context they provide about life in Southern Oregon.
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 a partnership with other public broadcasters in the Pacific Northwest to cover regional issues related to science and the environment. This partnership expands our collective ability to cover more consequential news on the environment, using 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. Public broadcasting partners 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), Northstate Symphony (Redding, CA) and Ashland Folk Collective (Ashland, OR).

In collaboration with Native Voice 1, maintained a reference website (http://tripleapronunciation.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.

Partnered with the Music Department at SOU to record and produce live music with several ensembles.

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 drives:

- ELIZABETH HASSMAN / CRESCENT CITY, California: “I really enjoy the variety of beautiful music and the commentary by the announcers. I depend on JPR for up to date and accurate local, national and
international news, based on facts. This is particularly important in these times when our democracy is clearly under attack. Thank you for your hard work to maintain fair and open journalism.”

- BONITA MARTIN / MEDFORD, Oregon: “I love JPR’s News & Information programs which provide amazing, thought provoking information & stories. I am always learning new things, and looking at things in a different way because of the great programs, great journalism. More important now than ever!! Thank You!!

- JANE RIGGAN / ARCATA, California: “I don’t know if I would have survived the Pandemic so far had it not been for the thoughtfully presented music on JPR. Your hosts are exceptionally knowledgeable. Thank you so much.”

- SERENA ST CLAIR / ASHLAND, Oregon: “Authentic news is critical to an informed electorate. Thanks to JPR for its persistence, excellence, and intelligent reporting and delivery.”

- KATE MCCLAIN / MCKINLEYVILLE, California: “I so appreciate your coverage of Southern Oregon and Northern California issues. So needed. Thank you!

- ARTHUR SHERMAN / GRANTS PASS, Oregon: “JPR is a breath of fresh air in this time of misinformation, rumors and fraud. Accurate information and healthy discussion is really needed now to preserve our democracy.”

- LORI SHANKS / NORTH BEND, Oregon: “Thank you for being there for all of your JPR listeners during the September and October fires, we appreciate all the JPR journalists who stayed on the front-lines, keeping us updated during such a scary and challenging time. We appreciate your valor, courage, and commitment to the JPR listening community.”

- ELIZABETH BROWN / ROSEBURG, Oregon: “The classical music of JPR's Classics & News service has been my refuge during these difficult times. It's wonderful to have this great music in my home by simply turning on my radio.”

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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.

- Monthly segment called Mental Health Matters on JPR’s weekday public affairs program, The Jefferson Exchange. Mental Health Matters is a joint project with the National Alliance on Mental Illness-Southern Oregon (NAMI), and covers the broad scope of mental health issues.
• Interview with authors Mark Rank, Lawrence Eppard, and Heather Bullock about their book *Poorly Understood: What America Gets Wrong About Poverty*, which confronts and debunks many of the myths surrounding American poverty and inequality.

• Interview with Kokayi Nosakhere, founder of the Ashland BIPOC Sanctuary at the Rogue Valley Unitarian Universalist Fellowship, about creating a place for Black and Indigenous people and People of Color to be apart from whiteness in a positive way.

• Interview with Adam Canter, Natural Resource Specialist for the Wiyot Tribe, about the $250K grant the tribe received from the California Ocean Protection Council to develop a sea-level rise mitigation plan to protect historic Wiyot tribal sites and structures.

• Interview with Cecilia Estolano, CEO and Founder of Estolano Advisors, and Asma Mahdi, Policy Director of Better World Group, about their December 2020 State of Oregon Climate Equity Blueprint requested by Oregon Governor Kate Brown to help ensure climate pressures do not have a greater impact on People of Color and people in poverty.

• Interview with Sophie Straub and Eliot Feenstra, of Beyond Boom & Bust, about their “OUT Dance Project” which was created as a way to connect LGBTQ people in rural Oregon through story and dance. The project will become part of the Gay & Lesbian Archives of the Pacific Northwest.

• Interview with Nick Charles, Managing Director of the website Word in Black, about the lack of diversity in newsrooms and its impact on news coverage and communities, and his organization's approach to increasing diversity in newsrooms.

• Interview with Native activists Natalie Jackson and Mandy Yeapau about the forced assimilation of Native children and the generational pain it caused as highlighted in the recent discovery of over 200 children whose buried remains were discovered at the Kamloops Indian Residential School in Canada.

• Interview with civil rights lawyer Tracy McCurty, of the Acres of Ancestry Initiative, about the historical and ongoing discrimination against farmers of African descent by local farm service agencies and private entities like banks.

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 an extensive network 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.
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.

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- Produced and broadcast nearly 2,000 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 on-air announcements in support of the music and cultural programming of Redding’s primary performing arts center, the historic Cascade Theatre.
- Printed and distributed 60,000 copies of its members’ magazine, The Jefferson Journal, to JPR contributors which contained features and columns held to the same journalistic standards JPR employs for its broadcast content.
- Attracted an average of nearly 45,000 unique monthly visitors to its website, 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 initiatives included:

- Collaborated with area agencies and non-profits to educate the community about health, social and environmental issues, including Shasta County Health and Human Services Agency (Shasta County) and KEET-TV (Humboldt County and Del Norte County, CA).
- Collaborated with area organizations and learning institutions to increase awareness of educational and grant opportunities including Shasta College (Redding, 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), College of the Siskiyous (Weed, CA), North State Symphony (Chico, CA and Redding, CA), Music By The Mountain Festival (Mt Shasta & Weed, CA) Turtle Bay Exploration Park (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.

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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 drives:

• ANNIE KRAMER / ETNA, California: “We love JPR! Thank you for everything you do to bring in-depth and balanced news stories to our area, as well as wonderful music and other programs.”

• Anonymous / FORT BRAGG, California: “We enjoy all of your news related programs. You are providing a much needed community service. Thank you for extending your service to Northern California.”

• ANDO MUELLER / MOUNT SHASTA, California: “Thank you for keeping up your good work and reporting, particularly during these very challenging times.”

• LIS PEERY / REDDING, California: “Dave Jackson on Open-Air has single-handedly been getting me through life these days. His playlists blow my mind and make me happy. Thank you for everything you do, Dave and JPR!”

• Anonymous / HYDESVILLE, California: “The JPR stations available in Northern California have provided an island of rational discussion and calming music in a highly troubled time.”

• RUTH RHODES / ANDERSON, California: “During the entire COVID-19 pandemic I have relied on public radio for my news, information and music. I do not own a TV or stream shows over the internet. Thank you for being on air.”
• MARK TELLES / REDDING, California: “I am grateful to April Ehrlich for her courage and steadfastness in doing her job as a news reporter. Now more than ever before, I rely on, and support objective journalism. I appreciate most of the programming on JPR, and during the pandemic I've listened more than I normally would have. Thank-you for continuing to provide a great source of news, information, and entertainment.”

• ROMAN LORANC / WEED, California: “You’re doing an excellent job providing balanced news.”

• SARA CRAYNE / MOUNT SHASTA, California: “Thank you so much for being a steady voice in a shaky time. I am particularly grateful for the BBC World Service and for April Ehrlich's willingness to stick her neck out recently in the interests of local coverage of the Greenway campers.”

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 content that provides a sample of programming specifically developed to stimulate community dialogue and awareness of issues facing minority populations within the KNCA 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.

• Monthly segment called Mental Health Matters on JPR’s weekday public affairs program, The Jefferson Exchange. Mental Health Matters is a joint project with the National Alliance on Mental Illness-Southern Oregon (NAMI), and covers the broad scope of mental health issues.

• Interview with Ann Marie Chischilly, Esq., the Director of the Institute for Tribal Environmental Professionals (ITEP) at Northern Arizona University, and Karen Cozzetto Ph.D., Co-Manager of ITEP, about the effects of climate change on Indigenous people.

• Interview with Sara Arce, Vice President of Policy & Advocacy at The Campaign for College Opportunity, about their report on the state of higher education for Lantinx Californians. The report found that higher numbers of Latinx Californian’s are completing high school and entering college, but many do not complete college.

• Interview with Judge Abby Abinanti from the Yurok Tribal Court about their project to focus attention on Missing and Murdered Indigenous Women, Girls, and Two Spirit People (MMIWG2) and their current effort to locate Emmilee Risling, a member of the Hoopa Valley Tribe.

• Interview with Don Gentry, Klamath Tribes Chairman, and Frankie Myers, Yurok Tribes Vice Chairman, about the water crisis in the Klamath Basin where the Tribes hold senior water rights and are working to avoid a major salmon die off.

• Interview with Michael Garcia Bochenek of Human Rights Watch and Warren Binford about their book Hear My Voice: The Testimonies of Children Detained at the Southern Border, discussing why migrant children arrive at the border without adults.

• Interview with Dr. Edward C. Bush, Co-Founder and Vice President of A2MEND (the African American Male Education Network Development), about The Campaign for College Opportunity’s report which
found that Black Californians are urged to attend for-profit colleges at a higher rate than white students, and that for-profit college attendees are less likely to graduate and more likely to shoulder a large debt burden.

- Interview with Louisa McCovey, the Director of the Yurok Tribe Environmental Program (YTEP), and Taylor Thompson, the manager of YTEP’s Food Sovereignty Division, about their recent purchase of 40-acres of agricultural land in Northern California to create a food security farm.

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?

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