

2020 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 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 60,000 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 create 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. 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 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:

- ADRIENNE FITZGERALD / MEDFORD, Oregon: "Beyond appreciative for the intelligent, critical thinking that goes into all of JPR's programming! My daily life is enhanced with the wonderful array of

music, stories and honest reporting.”

- KEITH SWINK / ASHLAND, Oregon: “JPR is a critical resource, especially in this time of uncertainty. I feel that it is the duty of everyone in our community to support this rich cultural resource and platform for important news and information. Thank you for always being there.”
- BARBARA HURD / JACKSONVILLE, Oregon: “I have the highest respect for the whole JPR team and operation. Exceptional reporting, interview talent, music programming, arts and community information.”
- Anonymous / TALENT, Oregon: “I rely on JPR's classical music and programming as an antidote to the current pandemic, along with the honest, fact-based news reporting. The NPR and JPR newsrooms balance this reporting with stories that are uplifting, inspiring, and even downright funny -- THANK YOU!”
- CHRIS WAYNE / CHILOQUIN, Oregon: “JPR IS AWESOME! It would be hard to live in this beautiful but remote area without JPR connecting us to the world. A free and objective media is essential to democracy. Keep up the good work!”
- EVELYN ROETHER / WILLIAMS, Oregon: “We love JPR! It is a backdrop to our lives. The programming is wonderful and we especially appreciate it as a local, as well as our NPR news source.”
- Anonymous / TRAIL, Oregon: “I am very grateful for the service JPR provides. It's particularly valuable to have a locally-produced and focused program in The Jefferson Exchange. Geoffrey Riley and his team help all area residents stay aware of the important issues and events affecting our geography and way of life.”
- DAVID BOWER / WHITE CITY, Oregon: “I listen to JPR every day at work as a delivery driver to Redding. There are no words to describe the value that your intelligent, unbiased news provides to your audience. Thank you for being a beacon of hope, not only in these trying times, but also in our normal everyday lives.”

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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.
- Regular 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 Southern Oregon University professors Brook Colley and Veronica Green about a gathering hosted by Dr. Brook Colley's Queer Indigenous Studies class, which addressed discrimination enacted on members of the indigenous and queer communities.
- Interview with Eliza Canty-Jones, Director of Community Engagement at the Oregon Historical Society, and Chelsea Rose of the Southern Oregon University Laboratory of Anthropology (SOULA) regarding an issue of the *Oregon Historical Quarterly*, which focused on White supremacy and resistance to it in a predominately white state.
- Interview with Leda Garside, R.N. and Service Manager, and Erika Sanchez-Lerma, Community Outreach Nurse, about ¡Salud!, a project launched by OHSU Hillsboro Medical Center to educate vineyard and winery workers about COVID-19 as well as keep them safe during the pandemic.
- Interview with Dolly England, Community Engagement Program Manager for the Oregon Health Authority (OHA), about an OHA program, which funds work by Community Based Organizations (CBOs) in communities across the state aiding in the response to COVID-19 in culturally- and linguistically-responsive ways.
- Interview with Vance Beach and Sidney Cooper, Jr. from Southern Oregon BASE (Black Alliance and Social Empowerment) about the organization's role in building black communities in a predominately white Rogue Valley.
- Interview with Shelley Francis of EVNoire and Alexa Diaz of FORTH, about how non-white communities are exposed to higher rates of pollution and the work that EVNoire and FORTH are doing to facilitate equal access to electric transport in Oregon.
- Interview with Nisha Anand, CEO of Dream Corps, and Esteban Nunez, Policy Director at the Anti-Recidivism Coalition, about a bill proposed by Oregon Senator Jeff Merkley to remove the clause in the 13th amendment permitting the enslavement of an individual as punishment for a crime.
- Interview with Julie Early Sifuentes of OHA's Environmental Public Health Section and Gabriela Goldfarb, Environmental Public Health Section manager for the OHA about a report released by OHA demonstrating the disproportional effects of climate change on the health of low-income communities and communities of color.

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.

2020 Corporation for Public Broadcasting Station Activities Survey | Telling Public Radio's Story | Station: KNCA

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- 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 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 *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 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 60,000 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:

- Collaborated with national and local agencies to create a public information campaign to provide crucial information about long-term disaster recovery assistance available to residents impacted by the devastating Carr Fire.
- Partnered with the Shasta County Arts Council (Redding, CA) and California Humanities to help residents work through trauma associated with the Carr Fire by recording and airing their story of surviving and escaping the Carr Fire.
- Collaborated with area agencies and non-profits to educate the community about health, social and environmental issues, including Shasta Living Streets (Shasta County), Shasta County Health and Human Services Agency (Shasta County), KEET-TV (Humboldt County and Del Norte County, CA) and Court Appointed Special Advocates of California (Siskiyou County).

- Partnered 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) 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), Siskiyou String Summit (Weed, CA), Symphony of the Redwoods (Mendocino County), 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), Trinidad Bay Arts & Music Festival (Trinidad, CA), Redding Roots Revival Downtown Music Festival (Redding, CA), Mercy Foundation (Redding, CA), Arcata Playhouse Arts (Arcata, CA), Axiom Theatre Company (Redding, CA), Riverfront Playhouse (Redding, CA), Advance Redding-Redding Civic Auditorium (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 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).

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- JUDY BADENOCH / MOUNT SHASTA, California: "Thank you for providing accurate information, thoughtful discussion and analysis, and an open door to arts and entertainment."
- LARRY HOOD / WEED, California: "I'm thankful for NPR's thorough and comprehensive news coverage especially during these challenging times. Thank you Jefferson Public Radio!"
- FELICE PACE / KLAMATH, California: "I really appreciate JPR's local and regional news. I like The Folk Show too. Keep up the great work."

- MURRY TAYLOR / GREENVIEW, California: “NPR and Jefferson Public Radio are simply the best in good cheer, good heart, and responsible journalism. I can't imagine my day without the grounding I feel from their great staff and volunteers.”
- REBECCA RICHMAN / YREKA, California: “I really enjoy Wait, Wait... Don't Tell Me! It is a welcome relief to the serious news of our time. I also appreciate JPR keeping us informed.”
- Anonymous / DUNSMUIR, California: “We enjoy listening to the broad spectrum of news reports and stories that Morning Edition provides and Open Air gives us an eclectic music selection that always gives us new favorite artists to listen to. Thanks!”
- KATHY BIGGS / MCCLLOUD, California: “We listen ALL the time, JPR is an integral part of our lives. If we go outside, we open the window so we can still listen. Thanks for adding to our lives.”

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.

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- 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 CalMatters Economy reporter Lauren Hepler about her research on the demographic and socioeconomic impacts on Black families forced to move because of the high cost of housing in California cities.
- Interview with Michaela Madrid, Operations Manager at Sovereign Bodies Institute, about the lack of scrutiny and data around cases of missing and murdered Indigenous women in northern California.
- Interview with Tess Albin-Smith, Fort Bragg City Council Member, about the proposal to rename Fort Bragg in an effort to undermine the city’s Confederate history.
- Interview with Joe Watkins, president of the Society for American Archaeology, about how the border wall proposed by the Trump Administration poses a threat to cultural artifacts such as Native American burial sites.
- Interview with Iridian Casarez, reporter for Community Voices Coalition, about the lack of federal support for undocumented residents during the COVID-19 pandemic.

- Interview with Thadeus Greenson of Northcoast Journal about how Humboldt County's Latin-x population is disproportionately affected by COVID-19.
- Interview with Nisha Anand, CEO of Dream Corps, and Esteban Nunez, Policy Director at the Anti-Recidivism Coalition, about a bill proposed by Oregon Senator Jeff Merkley to remove the clause in the 13th amendment permitting the enslavement of an individual as punishment for a crime.

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