

## 2023 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 digital 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 1,500 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 2,300 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 over 54,000 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 47,000 unique monthly visitors to its website, [www.ijpr.org](http://www.ijpr.org), to engage in JPR created and curated digital content.

*2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.*

JPR supports the regional educational mission of its licensee, Southern Oregon University (SOU), and collaborates with numerous community partners to serve its audience. During the past year key initiatives included:

- Continued stewardship of its SOU Internship/Community Volunteer Program. The program provides opportunities for SOU students and general community members to participate in the programming and operation of the station, 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 6 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), KNKX (Seattle), and Northwest Public Radio (Pullman). JPR actively produces content that is shared and regularly broadcast on N3 partner stations.
- 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), Summer Serenade (Anderson, CA), Redwood Coast Music Festival (Eureka, CA), Northstate Symphony (Redding, CA) and Ashland Folk Collective (Ashland, OR).
- 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:

- REBECA FRANCO / WEED, California: "JPR is basic to our daily lives, with news and music. Providing real local and national issues, and your investigative and in depth reporting opens up my eyes to situations I would not have known about otherwise."
- JOANN DIXON / ROGUE RIVER, Oregon: "JPR is an incredible benefit for everyone in our huge broadcast area, the news, all of the local coverage, the fantastic music, and your continuous improvement of the service. Thank you so much for Jefferson Public Radio!"
- LESLIE ANDERSON / ARCATA, California: "We are so fortunate to have a full-time classical music station in our area! Your beautiful, uplifting music and informative news is vital to my happiness! Thank you for being here!"
- LAURALEE SVENDSGAARD / MEDFORD, Oregon: "Factual and compassionate, JPR is by far the best source of reliable information and often joyful entertainment in this region. JPR is a vested part of our community, and clearly working toward a better future for all."

- DOUG SMITH / ASHLAND, Oregon: “JPR has always been our go-to for news, music and local events; we've been listening since the 70's! The added local news coverage available online is great for us and helps keep us informed now that our newspaper is not available in hard format. Thank you JPR staff for your dedication and constant improvement.”
- PAM PALMER / COOS BAY, Oregon: “The only place I can find actual journalism and reporting that is not slanted. I rely on JPR 100% for my international news. I love all the news and stories!”
- STEPHEN DUNMORE / WEDDERBURN, Oregon: “I am continually enthralled by the wide ranging classical music offered on your radio station. From opera to the joys of Sunday Morning Baroque , JPR brings so much joy to this very confusing world.”
- DIANE BILDERBACK / BANDON, Oregon: “We listen online and so appreciate your beautiful classical music as well as interesting information about composers! But currently your news programs, especially those about our state and local areas, are vital to understanding what is going on for the upcoming elections! Thank you for all you are doing to enrich our lives!”
- KARI JORGENSEN / TALENT, Oregon: “Thank you for continuing to provide great stories, excellent journalism and wonderful music and programming to our area!”

*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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.*

Jefferson Public Radio routinely features interviews and conversations with people from historically underserved communities and highlights issues facing underserved and diverse populations as part of its public service mission. During the past year, JPR produced segments specifically aimed at stimulating community dialogue and awareness of issues facing underserved and minority populations within JPR’s service area:

- 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 with focus on issues impacting the mostly rural JPR coverage area.
- Bi-monthly segment called *Fresh Eyes* on JPR’s weekday public affairs program, *The Jefferson Exchange*. *Fresh Eyes* is produced by a diverse team of Ashland High School students who explore issues germane to young people, with an emphasis on students of color, LGBTQ+ students, and young people who often don’t feel heard in their community.
- Weekly segment called *The Keenest Observers* on JPR’s weekday public affairs program, *The Jefferson Exchange*. *The Keenest Observers* offers a venue for conversations about social issues, as seen through the lens of people usually considered minorities in our region.
- Interview with Oregon Department of Human Services Office representatives, including Tribal Affairs Director, Adam Becenti, and Senior Indian Child Welfare Act Manager, Ashley Harding, about the US Supreme Court decision to keep the Indian Child Welfare Act (ICWA) fully intact. If the court had changed the ICWA, more Native American children could have been legally separated from their tribes.

- Interview with Silvia Cuesta from Oregon Farm Link about their work to recruit new Black, indigenous or people of color (BIPOC) farmers, and efforts to lower barriers for BIPOC people in farming.
- Interview with Eliot Feenstra and Finn Franklin, organizers of the Rogue Action LGBTQ Listening Project, about resources and advocacy for trans youth in light of national pushback against LGBTQ+ people and the recent election of right-wing backed school board members in Southern Oregon. The goal of the Listening Project is to map the assets, challenges, and resources needed in the LGBTQ+ community in Jackson & Josephine counties and to support a thriving LGBTQ+ movement in Southern Oregon.
- Interview with three members of Temple Emek Shalom, the Jewish Temple in Ashland, Oregon, including Chair of Ashland's Social Equity and Racial Justice Advisory Committee, Emily Simon, community member Dana Kline, and Temple Emek Shalom Board President, Steven Portnoy, about concerns and the responses to the rise of antisemitism in the country and the Antisemitism Proclamation issued by the Ashland City Council.
- Interview with Truth to Power, a student club at Ashland High School in Oregon, about the results of their investigation into the motivations of a group called Parents Defending Education (PDE) that had filed a federal civil rights complaint against Ashland schools. PDE claimed discrimination by the "affinity groups" in the schools, including the Black Student Union at Ashland High School.
- Interview with Gabriel Barrera and Bobby Arellano, developers of a one-year art mentorship program for early career BIPOC artists, and Executive Director of Oregon Humanities, Adam Davis, about their collaboration on the program. The program for BIPOC artists provides mentorship, some financial support, and an art show at the end of the program.
- Interview with Cobi Lewis, Executive Director of the Micro Enterprise Service Oregon (MESO), a nonprofit that offers support to people in underserved communities starting small businesses, about expanding the small business base in Southern Oregon through lowering barriers to small business formation in minority communities.
- Interview with ProPublica Video Journalist, Katie Campbell, and OPB Director of Communications, Lauren Elkanich, about a new documentary from OPB and ProPublica called *Wy-Kan-Ush-Pum: Salmon People*. The film follows the lives of three Yakama nation people confronting the collapse of salmon populations on the Columbia River as they fight to preserve their way of life.

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.

## 2023 Corporation for Public Broadcasting Station Activities Survey | Telling Public Radio's Story | Station: KNCA

---

*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 digital 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 1,500 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 2,300 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 over 54,000 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 47,000 unique monthly visitors to its website, [www.ijpr.org](http://www.ijpr.org), to engage in JPR created and curated digital content.
- 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.

*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 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), Sisson Museum (Siskiyou 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), College of the Siskiyous (Weed, CA) and Institute of Technology (Redding, CA).
- Collaborated with the following community based organizations to promote and present live music and theatre 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), KIXE-TV (Redding, CA), Music By The Mountain Festival (Mt Shasta & Weed, CA) Turtle Bay Exploration Park (Redding, CA), Redding Roots Revival (Redding, CA), Redwood Coast Music Festival

(Eureka, CA), Axiom Repertory Theatre (Redding, CA), Riverfront Playhouse (Redding, CA), The Redding Civic (Redding, CA), Redfish Music Festival (Crescent City, CA), Arcata Main Street (Arcata, CA), Eureka Chamber Music Society (Humboldt County, CA), Cal Poly Humboldt (Humboldt County, CA), Eureka Symphony (Eureka, CA), Jefferson Center for the Arts (Mt Shasta, 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 6 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), KNKX (Seattle), and Northwest Public Radio (Pullman). 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).

*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. JPR is an essential outlet for educating citizens in Northern California 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:

- GREG GOTHAM / REDDING, California: "We continue to really appreciate JPR providing fact-based news and alternative music not played on other stations."
- ANONYMOUS / MONTAGUE, California: "I hesitate to think where we would be in the north state and southern Oregon without all the wonderful services of news, music and coverage of local issues that JPR provides to its listeners. We are blessed."
- LARRY HOOD / WEED, California: "JPR's contribution to fact-based journalism is increasingly important in today's world. A sincere appreciation and thanks."
- ANONYMOUS / REDDING, California: "JPR really is part of my life that I wouldn't want to do without. You make the difference in my days with beautiful music and with news that I can trust. Thank you for all you do. Your on-air hosts are familiar voices that I've come to love over many years of listening! Thank you so much!"

- JEANINE HEDMAN / REDDING, California: “I appreciate the various news shows. Great job!”
- DEMETRA KRISTENSEN / REDDING, California: “We love JPR.”
- CATHERINE OLIVOLO / MONTAGUE, California: “I try to listen to JPR every day. I like excellent reporting, *Wait, Wait, Don't Tell Me*, *All Things Considered*, and *Fresh Air*. Thank you for being a bastion of high standards.”
- JUDY BADENOCH / MOUNT SHASTA, California: “I appreciate that our community has an informative, factual news source, grateful for the exposure to a variety of music, and enriched by interesting topical discussions...thank you all for the work that you do.”

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

Jefferson Public Radio routinely features interviews and conversations with people from historically underserved communities and highlights issues facing underserved and diverse populations as part of its public service mission. During the past year, JPR produced segments specifically aimed at stimulating community dialogue and awareness of issues facing underserved and minority populations within the KNCA service area:

- 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 with focus on issues impacting the mostly rural JPR coverage area.
- Bi-monthly segment called *Fresh Eyes* on JPR’s weekday public affairs program, *The Jefferson Exchange*. *Fresh Eyes* is produced by a diverse team of Ashland High School students who explore issues germane to young people, with an emphasis on students of color, LGBTQ+ students, and young people who often don’t feel heard in their community.
- Weekly segment called *The Keenest Observers* on JPR’s weekday public affairs program, *The Jefferson Exchange*. *The Keenest Observers* offers a venue for conversations about social issues, as seen through the lens of people usually considered minorities in our region.
- Interview with Save California Salmon Education Director, Charley Reed, and Executive Director, Regina Chichizola, about the new Traditional Ecological Knowledge and Science Curriculum which aims to teach California students about Native people, science and the environment. California schools now have the option to include Traditional Ecological Knowledge in middle schools by using a curriculum developed by several tribes and released through Save California Salmon.
- Interview about the impact of the 2022 Mill Fire that burned through the historically Black neighborhood of Lincoln Heights in Weed, California, and the neighborhood’s connection to the history of Black workers in Northern California. Guests included researcher Mark Oliver and Lincoln Heights resident Al Bearden.
- Interview with Karuk Tribe Executive Director, Josh Saxon, about the Katimiin and Aamekyáaraam Sacred Lands Act that was introduced in the Senate and would restore control of sacred lands to the Karuk Tribe. The Karuk Tribe holds their annual World Renewal Ceremony at Katimiin, currently within the boundaries of the Six Rivers and Klamath National Forests, and the act proposes the transfer those lands from the Forest Service to a trust on behalf of the tribe.



- Interview with California Salmon Youth Coordinators, Danielle Frank and Carrie Tully, about a group of Klamath Basin native teens who completed a training session preparing them to kayak down the Klamath River after the dams are removed. They will be the first to navigate the river after the dam removal.
- Interview with Matt Voelkel, Klamath Museum Curator, and Ken Sandusky, a Modoc Tribal Representative, about a series of events on the 150th anniversary of the Modoc War of 1872-73 remembering the war and the aftermath, including the removal of the Modoc people from the Klamath Basin.
- Interview with Ryan Reed, a tribal member of the Karuk, Yurok and Hoopa Tribes, and Regina Chichizola, Executive Director of Save California Salmon, about the Northern California LandBack Symposium and the LandBack movement which seeks to put lands taken by force, treaty and other means back into the ownership of tribes.
- Interview with author Phil Allen Jr. about his book *The Prophetic Lens: The Camera and Black Moral Agency from MLK to Darnella Frazier*. The book illuminates the crucial role that the camera has played in African Americans' quest to achieve justice for racially motivated tragedies, particularly those that have happened at the hands of White people.
- Interview with Raymond Pierotti, evolutionary ecologist at the University of Kansas, and co-author Dr. Gene Anderson, about their book *Respect and Responsibility in Pacific Coast Indigenous Nations: The World Raven Makes*. The book follows sustainability practices, both ancient and modern, of the Nuuchah-nulth of Canada and the Makah, now on Washington's Olympic peninsula.

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.