

2022 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 1,500 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 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 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 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:

- MARLENE STOWE / TALENT, Oregon: "I so appreciate JPR. Particularly the past few years with the fires, smoke and Covid! Your diverse programming keeps us well informed, connected and a bit more sane. Thank you for all you provide with such excellence."
- KATHLEEN CAPRARIO-ULRICH / SPRINGFIELD, Oregon: "I love JPR--the service you provide is incredibly valuable for our region. Thank you!"
- BARBARA TAYLOR / NORTH BEND, Oregon: "I can't imagine enduring this pandemic without access to JPR's comprehensive news coverage and eclectic programming."
- JOHN RAMSEY / EAGLE POINT, Oregon: "JPR is our main source of news -- Its programs are informative and entertaining. We listen all day long."
- RUTH DAVIS / MCKINLEYVILLE, California: "I live and breathe Jefferson Public Radio's Classic and News!"
- PATRICIA ESCAMILLA / KLAMATH FALLS, Oregon: "I listen to Classics and News every day, sometimes all day, as I find it soothing and the news is real and helpful. On the weekends we listen to the

morning programming on Rhythm and News, it brightens our week. Thank you for being there for all of us near and far.”

- DORCEY WINGO / SELMA, Oregon: “Thankful for JPR to shine their bright light into the darkness and highlight things that are important and poignant.”
- SUSAN RUST / ASHLAND, Oregon: “I depend on JPR for balanced local, regional, national and international news. When I’m taking a break, I love the music too.”
- JUDITH ANDERSON / MEDFORD, Oregon: “Thank you, JPR, for the wonderful music, weekend entertainment, and thoughtful news programs. You are the best.”

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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 Matthew Reynolds about the workshops he runs to teach people in organizations to understand their biases and the biases of others in order to move toward equity for all
- Interview with Dr. Brook Colley, a professor in the Native American Studies Program at Southern Oregon University (SOU), about her work to develop an indigenous garden on the SOU campus as part of the Indigenous Garden Network, which is focused on Indigenous-led land projects centering on food sovereignty, land stewardship, educational opportunities and habitat restoration.
- Interview with Eve Callahan, Executive Vice President of Umpqua Bank, Cobi Lewis, Executive Director of Micro Enterprise Services of Oregon (MESO), and Eli Cherner, Director of Kiva US about their partnership to bring a MESO office to Jackson County with the goal of providing assistance for women and minority-owned businesses.
- Interview with Amaury Vogel, Associate Executive Director of the Oregon Values and Beliefs Center, about their recent survey on Asian Oregonians and the impact of race-based incidents that found Oregonians are experiencing greater concern about hate crimes against Asian communities, and greater awareness of bias incidents, but continue to not report all such incidents.
- Interview with Jodi Grant, Executive Director of Afterschool Alliance’s, and Brad Russell, CEO/Executive Director of the Rogue Valley Family YMCA, about the need for afterschool programs in rural communities. Communities of color and families with low incomes in rural communities have

extremely high levels of unmet demand for afterschool and summer learning programs, the Afterschool Alliance exists to work for more after-school programs to help advance children's needs, educational and otherwise.

- Interview with Professor Ron Mize and Jennifer Martinez, co-authors on the COVID-19 Farmworker Study, and Kathy Keese, Program Coordinator for UNETE about farmworker working conditions in Washington, Oregon and California and the impacts of COVID-19, which further degraded their working conditions.
- Interview with author Minda Harts about her book *You Are More Than Magic: The Black and Brown Girls' Guide to Finding Your Voice*, which is a guide for girls of color on how to find their unique path to success at school, at work, and at home.
- Interview with author Leslie Fenwick about her book *Jim Crow's Pink Slip: The Untold Story of Black Principal and Teacher Leadership* which discusses the decades-long repercussions of resistance to the Brown v. Board of Education decision, that resulted in the systematic dismissal of Black educators from public 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 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.

2022 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 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 in-depth, 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 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.

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) 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 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), 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) and The Cascade Theatre (Redding, CA).

- 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).

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:

- PAMELA PIEMME / MONTAGUE, California: "JPR is my go-to source for most everything quality - news, music, informative programing. Much thanks and gratitude for your many years of reliable service and many more to come."
- RICK ZELLER / COTTONWOOD, California: "We can always rely on JPR for the current news and love listening to new music. JPR is such a wonderful asset for our community!"
- Anonymous / WEED, California: "The breadth and depth of JPR's programming and service area is truly amazing!"
- DAVID KENISTON / BLUE LAKE, California: "I appreciate JPR's programming! I really liked a recent piece on myths surrounding Native American peoples."
- SARA SUNDQUIST / REDDING, California: "I've been listening to JPR for over 20 years and the past couple I've been especially grateful while working from home. Thank you for the excellent news, music, and programming."
- JUDY BROECKEL / YREKA, California: "I really appreciate JPR as a resource for our community!"
- Anonymous / MOUNT SHASTA, California: "JPR is amazing! I primarily tune in for the news and appreciate the thoughtful, fact-based, and balanced journalism."
- DOUGLAS HELD / REDDING, California: "Thank you for the fine programming and the service you provide to the listening community. It is truly unique."

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 *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 Douglas O. Smith, Coordinator of the Umoja Center for Pan African Student Excellence at Humboldt State University about their 'Black to the Land' project to get Black students from the university involved in agriculture, growing both plants and animals.
- Interview with Yurok Tribal Chair Joseph James and Yurok Tribal Court Director Jessica Carter, and about the missing persons and attempted human trafficking incidents on the reservation and in Arcata, and their efforts to help to guard against abduction and trafficking.
- Interview with Jodi Grant, Executive Director of Afterschool Alliance’s, and Brad Russell, CEO/Executive Director of the Rogue Valley Family YMCA, about the need for afterschool programs in rural communities. Communities of color and families with low incomes in rural communities have extremely high levels of unmet demand for afterschool and summer learning programs, the Afterschool Alliance exists to work for more after-school programs to help advance children's needs, educational and otherwise.
- Interview with Professor Ron Mize and Jennifer Martinez, co-authors on the COVID-19 Farmworker Study, and Kathy Keesee, Program Coordinator for UNETE about farmworker working conditions in Washington, Oregon and California and the impacts of COVID-19, which further degraded their working conditions.
- Interview with author Minda Harts about her book *You Are More Than Magic: The Black and Brown Girls' Guide to Finding Your Voice*, which is a guide for girls of color on how to find their unique path to success at school, at work, and at home.
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