

## 2019 Corporation for Public Broadcasting Station Activities Survey | Telling Public Radio's Story | Station: KSOR

---

*1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.*

Each day Jefferson Public Radio (JPR) explores the issues, needs and interests of its listeners through its news, music and cultural programming. JPR's local news department actively identifies issues of public importance and creates programs and multi-platform content designed to address these issues. JPR's fact-based approach to addressing community issues embraces the highest journalistic standards for accuracy, fairness and balance with the goal of stimulating constructive civic discourse about topics of public importance. During the past year key local services and engagement activities included:

- Conducted in-depth interviews with over 1,000 different sources and engaged over 2,500 different JPR listeners in interactive discussions about regional civic issues on its daily public affairs program, *The Jefferson Exchange*.
- Produced and broadcast in-depth, contextual news features that explored issues of community importance and interest. These features aired during local cutaways of NPR's *Morning Edition* and contained over 300 independent sources.
- Produced and broadcast nearly 800 regional newscasts, reporting on the state legislatures of both Oregon and California as well as other local government bodies.
- Produced, broadcast and disseminated via digital/social media platforms over 50 interviews and live musical performances featuring regional and touring musicians.
- Maintained a Public Service Announcement program that provided thousands of free announcements to community non-profit groups addressing important community issues and promoting regional events.
- Printed and distributed 60,000 copies of its members' magazine, *The Jefferson Journal*, to JPR contributors which contained features and columns held to the same journalistic standards JPR employs for its broadcast content.
- Attracted an average of nearly 40,000 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. Daily and weekly radio programs contributed to by program participants include the *Jefferson Exchange*, the *Retro Lounge*, *First Concert*, *Late Night Blues*, *Open Air*, *The Folk Show*, *American Rhythm*, *Jazz Sunday*, *As It Was* and *Siskiyou Music Hall*.
- Partnered with the Southern Oregon Historical Society to produce *As It Was*, a daily program dedicated to the local history of Southern Oregon and Northern California.

- Partnered with Mark Tveskov and 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 archeological 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 EarthFix, a regional public media partnership of Pacific Northwest public broadcasters that expands our collective ability to cover more consequential news on the environment. EarthFix uses a variety of online and social media resources to examine environmental issues unfolding in our own backyards and explore how local and regional actions intersect with national issues. Other Earthfix public broadcasting stations include: Oregon Public Broadcasting, KUOW, Northwest Public Radio, KCTS-TV (Seattle), KLCC (Eugene) and Southern Oregon Public Television (Medford).
- Actively participated in the Capital Public Radio Network, a consortium of public radio stations lead by Capital Public Radio in Sacramento, CA, which collaborates to cover statewide news in California.
- Collaborated with the following community based organizations to promote and present live music performances and music education programs in JPR's listening area: The Oregon Shakespeare Festival (Ashland, OR), Oregon Center for the Arts at Southern Oregon University, Britt Festivals (Jacksonville, OR), The Craterian Ginger Rogers Theater (Medford, OR), The Cascade Theatre (Redding, CA), The Rogue Theatre (Grants Pass, OR), The Southern Oregon University Chamber Music Concerts (Ashland, OR), Music on the Halfshell (Roseburg, OR), The Oregon Coast Music Festival (Coos Bay, OR), Riverbend Live (Winston, OR), Sisters Folk Festival (Sisters, OR), Summer Serenade (Anderson, CA), Redwood Coast Music Festival (Eureka, CA) and Northstate Symphony (Redding, CA).
- In collaboration with Native Voice 1, maintained a reference website ([http://triplepronunciation.wikia.com/wiki/TripleAPronunciation\\_Wikia](http://triplepronunciation.wikia.com/wiki/TripleAPronunciation_Wikia)) for contemporary musical artist pronunciation that is shared with, and contributed to, by numerous non-commercial music stations, artist management companies and record labels.
- Lectured during classes at Southern Oregon University and Willow Wind Charter School to engage students in audio production and storytelling.

*3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.*

While no formal surveys of the impact of JPR's key initiatives have been conducted, anecdotal evidence of the significance of JPR's community partnerships abound. Presenting organizations routinely report that ticket sales for their events spike after an appearance on a JPR program. Oregon state legislators have indicated that JPR is an essential outlet for educating citizens in Southern Oregon about pending legislative proposals or initiatives and state legislators appear in person frequently on JPR.

Perhaps the strongest measure of JPR's value to the communities it serves is what JPR listeners say about our work. Here's a collection of listener comments from our most recent pledge drive:

- DIANA ROOME / TALENT, OREGON: "We've been sustaining members ever since moving to the Rogue Valley, and listen to all the stations. We want to thank Don Matthews, Cody Grove and Robert Aubrey-Davis in particular for their inspiring music choices, and for their deep knowledge and dedication to music, which they share with us. Thank you!"
- SHAUN HALL / GRANTS PASS, OREGON: "National and local news coverage is outstanding, as well as the local & regional culture, arts, and community coverage. The Jefferson Exchange is my primary program."
- BRADEN PITCHER / KLAMATH FALLS, OREGON: "At a time when loud opinions dominate the news cycle, I appreciate the even-keeled reporting on both NPR and JPR for national and local news. You make my morning and evening commutes, as well as my home airwaves endlessly enjoyable. Thanks!"
- PATRICIA ESCAMILLA / KLAMATH FALLS, OREGON: "Thank you for all the beautiful music, the fun programs, and the helpful news you provide every day. I love it all!"
- ANNE LAFRANCE / MEDFORD, OREGON: "We listen to JPR every day, and really appreciate the intelligent subjects, fascinating reporting, and creative programming JPR offers. It truly enriches our lives!"
- SUSAN LYONS / MEDFORD, OREGON: "It is so important to have clear and unbiased reporting of world and local events in order to make our own intelligent decisions in our daily lives. JPR is my go to place for that, helps me keep my head on straight and gives me hope for the future of our country despite what's going on in Washington. I love the Jefferson Exchange--Geoffrey Riley is an excellent interviewer."
- MICHAEL SILVERSHER / ASHLAND, OREGON: "I just moved to Ashland from LA in July, and I absolutely love all the programming on the station. It is eclectic, smart, unpredictable and full of wonderful music, stories and interesting programs, both local and from afar. There were three NPR stations where I live and you fill them all for me."
- SUZAN TOWLEN / ASHLAND, OREGON: "I wake up with JPR each morning. I appreciate the daily and weekly newscasters and correspondents. The variety and topics of news are the reasons I listen. Thank you for bringing quality and honest reporting."

*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 segments that provide a sample of programming specifically developed to stimulate community dialogue and awareness of issues facing minority populations within JPR's service area:

- Monthly segment called *The Keenest Observers* on JPR's weekday public affairs program, *The Jefferson Exchange*, featuring conversations about social issues, as seen through the lens of people usually considered minorities in our region. Segments are hosted by Oregon Shakespeare Festival Education Director, Robert Goodwin.
- Monthly segment called *Compass Radio* on JPR's weekday public affairs program, *The Jefferson Exchange*. *Compass Radio* is about listening to people as they navigate mental illnesses and the mental health system. The project is produced in partnership with the staff and members of the *Compass House* in Medford, a clubhouse for adults with a history of mental health issues.
- Interview with racial justice activist Nadia Telsey about a speaker and film series on confronting white nationalism, presented in the Eugene area by Community Alliance of Lane County and Showing Up For Racial Justice (SURJ).
- Interview with Holly Hinson, a researcher at Oregon Health & Science University, about the need for better education for medical professionals to improve health care for sexual and gender minorities.
- Interview with Felicia Kornbluh, Associate Professor of History and Women's Studies at the University of Vermont and author of *Ensuring Poverty: Welfare Reform in Feminist Perspective*, about how changes in welfare policy have impacted poor single mothers, especially minority mothers.
- Interview with James Loewen, author of *Sundown Towns*, about the thousands of communities across the US that continue to have policies to exclude nonwhites.
- Interview with Dr. Fleeta Martin Jackson about the program she started to target racism in the medical profession in an effort to decrease the high infant mortality rate of African American babies.
- Interview with Linda Kay Klein, author of *Pure: Inside the Evangelical Movement that Shamed a Generation of Young Women and How I Broke Free*, about Klein's childhood in an evangelical Christian family in which young women were taught to hide their sexuality with shame and fear.
- Interview with Lisa Brunner, Co-director of the Indigenous Women's Human Rights Collective, and Mary Kathryn Nagle, of Pipestem Law, about the high rates of murder and sexual assault of Native American women.

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.

## 2019 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 over 2,500 different JPR listeners in interactive discussions about regional civic issues on its daily public affairs program, *The Jefferson Exchange*.
- Produced and broadcast in-depth, contextual news features that explored issues of community importance and interest. These features aired during local cutaways of NPR's *Morning Edition* and contained over 300 different independent sources.
- Produced and broadcast nearly 800 regional newscasts, reporting on the state legislatures of both California and Oregon as well as other local government bodies.
- Produced, broadcast and disseminated via digital/social media platforms over 50 interviews and live musical performances featuring regional and touring musicians.
- Contributed over \$25,000 worth of public service announcements in support of the music and cultural programming of Redding's primary performing arts center, the historic Cascade Theatre.
- Maintained a Public Service Announcement program that provided thousands of free announcements to community non-profit groups addressing important community issues and regional events.
- Printed and distributed 60,000 copies of its members' magazine, *The Jefferson Journal*, to JPR contributors which contained features and columns held to the same journalistic standards JPR employs for its broadcast content.
- Attracted an average of nearly 40,000 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 KNCA initiatives included:

- Participated in Career Day at one of the nation's top high schools, University Preparatory School in Redding, to educate young people about careers in the media.
- Participated in Leadership Redding's Media & Arts Day to introduce civic-minded young professionals to public radio and its activities in the community.
- Collaborated with 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.

- 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), Shasta Land Trust (Shasta County), and Court Appointed Special Advocates of California (Siskiyou County).
- Collaborated 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), Humboldt State University (Arcata, CA) and College of the Siskiyous (Weed, CA).
- Collaborated with the following community based organizations to promote and present live music performances and fine arts education programs in the KNCA listening area: Shasta College (Redding, CA), College of the Siskiyous (Weed, CA), Mendocino Music Festival (Mendocino & Fort Bragg, CA), Siskiyou String Summit (Weed, CA), Redwood Coast Music Festival (Eureka, 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), Pacific Crest Music Festival (Redding, Dunsmuir, Mt Shasta, Weed, McCloud and Yreka, CA), Trinidad Bay Arts & Music Festival (Trinidad, CA), Redding Roots Revival Downtown Music Festival (Redding, CA), Whole Earth & Watershed Festival (Redding, CA), Arcata Playhouse Arts (Arcata, CA), Axiom Theatre Company (Redding, CA), Riverfront Playhouse (Redding, CA) and The Cascade Theatre (Redding, CA).
- Collaborated with the Shasta Historical Society to produce a documentary film on the history of the construction and restoration of 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 EarthFix, an innovative public media partnership of Pacific Northwest public broadcasters that expands our collective ability to cover more consequential news on the environment. EarthFix uses a variety of online and social media resources to examine environmental issues unfolding in our own backyards and explore how local and regional actions intersect with national issues. Other EarthFix public broadcasting stations include: Oregon Public Broadcasting, KUOW, Northwest Public Radio, KCTS-TV (Seattle), KLCC (Eugene) and Southern Oregon Public Television (Medford).

*3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.*

While no formal surveys of the impact of JPR's key initiatives have been conducted, anecdotal evidence of the significance of JPR's community partnerships abound. Presenting organizations routinely report that ticket sales for their events spike after an appearance on a JPR program. Oregon state legislators have indicated that JPR is an essential outlet for educating citizens in Southern Oregon about pending legislative proposals or initiatives and state legislators appear in person frequently on JPR.

Perhaps the strongest measure of JPR's value to the communities it serves is what JPR listeners say about our work. Here's a collection of listener comments from our most recent pledge drive:

- MIKE MCFADIN From WEAVERVILLE, California: “We love JPR for the excellent regional and national news, as well as the great blend of music. We listen in the car, at home in the kitchen, and streaming at work! Thanks for all you do!”
- LAURI STURDIVANT From MOUNT SHASTA, California: “I love the music on Open Air, Undercurrents and Jazz Sunday because it's always different. I value Scott Simon's enthusiasm for sports & LuLu Garcia-Navarro's lovely sense of humor on Weekend Edition.”
- ANDREA HERR From DUNSMUIR, California: “I enjoy JPR very much. We're a little isolated where we live and it's good to have news coverage and great music!”
- BRUCE BRYAN From MCKINLEYVILLE, California: “I just love your programs! I appreciate feeling very informed and getting in-depth information.”
- JONI HANISKO From MT SHASTA, California: “JPR is wonderful! It's great to have this service and we love the programming.”
- Anonymous From REDDING, California: “I enjoy your thoughtful, interesting, and timely broadcasts. I appreciate that I can count on you for accurate and unbiased news. And I love Wait, Wait, Don't Tell Me!”
- SARA CRAYNE From MOUNT SHASTA, California: “Thanks for your consistent commitment to reliable trustworthy news in the State of Jefferson. In addition to the Rhythm and News Service, I am grateful for the BBC on the News and Information Service.”

*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. 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 Sasha Feldstein, Economic Policy Analyst at the California Immigrant Policy Center, about the Center’s recommendation to help California residents develop skills for the workforce regardless of immigration status.
- Interview with Mark Oliver and Patricia Lord, past Director at the Shasta Historical Society, about the performance of “Voices of the Golden Ghosts, which tells the stories of African Americans in the Northern California Gold Mining regions during the 1850s.

- Interview with Dr. Khal Schneider from the Graton Rancheria and a professor at CSU Sacramento and Gregg Castro from the Rumsen Ohlone about the California Indian History Curriculum Coalitions work to bring more indigenous educators into classrooms.
- Interview with Amy Cordalis, General Counsel for Yurok tribe, about the resolution the Yurok Tribal Council passed to extend legal rights to the Klamath River.
- Interview with Stephen Russell, Chair of the Department of Human Development and Family Sciences Population Research Center at the University of Texas at Austin, about research he conducted in California that shows that LGBTQ youth are more likely to be living either in unstable living situations or in foster care than straight youth.
- Interview with Carolina Valle, Policy Manager at California Pan-Ethnic Health Network, about the Network's report on the difficulties of obtaining mental health care for undocumented immigrants.
- Interview with Dr. Allison Diamant about a brief from the Center for Health Policy Research at UCLA on why people in the LGBTQ community do not appear to seek out health care as frequently as straight people, even when they have health insurance.

*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.