



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Independent, unbiased and entertaining. An Oregon institution to be proud of.”
-Daniel, Eugene, OR

Oregon Public Broadcasting: giving voice to the community, connecting Oregon and its neighbors, illuminating a wider world.



OPB's driving force is to provide more people with better access to trusted information. With a television and radio broadcast area that covers nearly 90 percent of the state of Oregon, OPB is the only media service connecting remote and rural populations. We provide the framework that facilitates conversation, inspires a sense of community, and serves as a catalyst for action and change as does no other institution in our region.

From expanded coverage of environmental issues through our EarthFix initiative involving partner stations from throughout the Pacific Northwest; to a renewed emphasis on our region's innovative cultural life with our Arts & Life online magazine and opbmusic.org, our online music service; to programs that engage public discourse such as *Think Out Loud* on the radio and online, people tell us again and again that OPB is one of their most important primary sources of news, information and engagement with their communities.

OPB delivers exceptional programs to 1.5 million people each week who listen to, watch and engage with OPB on air and online. Widely recognized as a national leader in the public broadcasting arena, OPB is a major contributor to the program schedule that serves the entire country and is proudly supported by 117,000 members.



Celebrating its 90th anniversary in 2012, OPB is a force that spreads ideas, sparks discussions and keeps those discussions going. We strive to provide the impetus for everyone who lives here to become someone who invents, analyzes and contributes to the fabric of our region, our nation and the world. It's all about connection.

OPB is a leader in using new and emerging technologies to form connections in a whole host of ways. In 2012, we focused on creative ways to tell stories and share information in three major areas: news, the environment, and arts and life.

News

OPB News provides in-depth coverage of stories that affect a broad cross section of people who live in the Pacific Northwest. We tell stories that illuminate shared experiences, recognize outstanding individual accomplishment and equip people to make intelligent decisions about their lives and communities.

Each weekday, our news team produces about 120 minutes of original local news content. Over a month, we produce an average of 215 local news stories for 21 local newscasts each weekday and at least five weekend day newscasts. Throughout all our reporting, we provide opportunities for conversation about issues in our community and our nation; we listen to those conversations and we contribute to them. Examples of stories from 2012 include:

- Ongoing, in-depth reporting on the Affordable Care Act and what the Supreme Court decision meant for Oregon's health care system.
- Investigative reports from April Baer on the "State Integrity Investigation," an unprecedented, data-driven assessment of each state's laws and practices that deter corruption and promote accountability and openness. Results of this series included an ever-growing number of states that have sparked or accelerated reform in government.
- An interview in April 2012 with Secretary of the Treasury Timothy Geithner about the state of the economy and policies of the Obama administration. *Think Out Loud* host Dave Miller interviewed Geithner for a live broadcast during a Portland City Club event, which garnered national attention.

OPB continues to engage with our community through our Public Insight Network (PIN), which is a way for our journalists to connect with news sources. PIN is a group of people from around the Northwest who have agreed to

help us cover the news as "public sources." We look into various subjects, and we ask people in the Network to share their observations and experiences with us to help diversify our coverage and provide greater depth to the stories we produce. To date, more than 7,000 people have signed up with PIN to share their knowledge and insight with us. We believe this tool strengthens our news coverage and helps us better serve our listeners.

OPB sees the future of journalism as a public service, not a competitive venture, so we are building editorial partnerships with media organizations around the state. Our journalists' stories have appeared in various state papers while newspaper journalists are contributing to our news coverage.

Since its launch in 2008, ***Think Out Loud*** has established itself as the centerpiece for our region's coverage of politics and civic and cultural life. Last year, the weekday show produced 260 hours of live radio. We cover about 50 different topics in a typical month of *Think Out Loud* programs, which stimulate community conversation through live engagement with the show and online.

In 2012, *Think Out Loud* covered breaking news surrounding the shootings in Newton, Connecticut and Clackamas Town Center here in Oregon, and continued to provide live coverage of hot-button issues from the state capital in Salem. We covered important topics such as surrogacy, living with AIDS, free-range parenting and end-of-life care. High-profile interviews in 2012 included Treasury Secretary Timothy Geithner, *PBS NewsHour's* Jim Lehrer and *Glee* star Jane Lynch, among others. *Think Out Loud* also interviewed writers Cheryl Strayed, Jeffrey Toobin, Mark Bittman and others in partnership with Literary Arts.

In addition to broadcasting a show live from inside a prison about life behind bars, *Think Out Loud* headed out on the road last year, producing a yearlong series "Our Town." The series took a look at individual communities across Oregon and southwest Washington such as Astoria, Baker City, Camas, Monument, Lakeview and more. Reporters spent a week exploring what each town was all about—discovering stories that connect that town to the rest of the state and uncovering issues that are discussed in local cafes, restaurants and coffee spots. At the end of each visit, OPB taped a town hall discussion to be aired during the following day's show.

In addition to broadcast, reporters shared "Our Town" stories across a variety of platforms, including posting video and slideshows on OPB.org, creating a space for engagement on Facebook, Twitter and Tumblr, and aggregating "Our Town" stops on Google Maps.



The Environment

EarthFix is an innovative public media partnership of Pacific Northwest public broadcasters led by OPB that expands our collective ability to cover more consequential news on the environment. EarthFix uses a variety of online and social media resources to help us examine environmental issues unfolding in our own backyards and explore how local actions intersect with national issues.

In 2012, EarthFix reported on the 40th anniversary of the Clean Water Act and examined the water quality challenges faced today in the Northwest. EarthFix reporters produced a variety of multimedia content, including a one-hour radio documentary special, which was a collaboration between EarthFix and PRI's "Living On Earth."

In addition to conducting ongoing reporting on coal in the Northwest, EarthFix also partnered with *PBS NewsHour* to provide stories on climate change, such as ocean acidification and its affects on the Northwest shellfish industry. EarthFix reporters earned two online journalism awards in 2012 for their in-depth and investigative reporting.

Ecotrope, OPB's blog on nature and the environment, serves up a daily mix of news and insight into the Northwest's most pressing issues and uncovers the complex science and policy debates shaping our future. Ecotrope explores concerns surrounding renewable energy, fish and wildlife protection, and land use while promoting community discussion.

Oregon Field Guide is OPB's long-running local weekly TV series covering the environment, ecological issues and outdoor recreation. This award-winning show is one of the most-watched local productions in the public broadcasting system. By extending the work it does in the field for the television series across radio and the Web, *Field Guide's* coverage of issues is expanded to a greater degree. Its half-hour special, "Climbing Mount Hood," explored our premier mountain's earliest climbers, famous disasters and the evolution of mountaineering expeditions. Related features, including a photo slideshow and videos featuring interviews with Oregonians about their experiences climbing Mount Hood, were produced for Arts & Life on OPB.org.

Arts & Life

OPB Arts & Life, online at opb.org/artsandlife, features multimedia stories from all of OPB's platforms (TV, radio and online) about Northwest arts, culture and lifestyle, including artist profiles, music performances, art exhibits, and coverage of food, books, recreation and more. Whether it's an in-studio performance video of Curtis Salgado, The Shins' James Mercer or Sallie Ford & the Sound Outside from **opbmusic**, a sneak preview of a new art exhibit or a profile

of the local wheelchair rugby team headed to the Paralympic Games, our goal is to bring new audiences to our content, move audiences across platforms, and create opportunities for conversation and community.

Each year OPB brings the best of indie-theater directly into viewers' homes through *Oregon Lens*. This annual series spotlights the work of some of the Pacific Northwest's most talented independent filmmakers. The five hours over five nights offers everything from short films to serious documentaries, and Arts & Life expands the experience with profiles of local filmmakers and the vision behind their art.

In addition, OPB continues to develop content partnerships with local organizations such as Literary Arts to create coverage for initiatives including Everybody Reads, which celebrates the power of books to cultivate conversation and create stronger communities, and the Portland Arts & Lectures series, featuring such authors as Chimamanda Adichie and Abraham Verghese. Heidi Durrow (*The Girl Who Fell From the Sky*) was the featured author for Everybody Reads 2012, and OPB expanded the experience by broadcasting an interview with Durrow produced by *Think Out Loud* before a live audience at Literary Arts. In addition, we produced related articles and videos for Arts & Life, including video reactions from local community members responding to Durrow's novel.

Arts & Life has expanded its food coverage as well, including features about wine, sushi, bento, king cake and stollen, along with a new series where local chefs demonstrate what they cook at home.

Oregon Art Beat is another award-winning local TV production. It has showcased the artistic community of Oregon and southern Washington for 14 years. Producers and crew travel the region filming stories about everything from salsa to sculpture and bagpipes to ballet to produce this half-hour weekly show. Stories from 2012 included a special on the burgeoning modern circus arts scene, a segment on the production of the TV show *Portlandia* and coverage of influential ceramic artist the late Betty Feves.

opbmusic, available on HD radio and online, features the best indie, alternative and pop music with an emphasis on new music and artists from the Northwest, particularly those from Oregon. At opbmusic.org, listeners can join conversations about the vibrant local music scene, help choose the music played, and stream audio and video from exclusive in-studio sessions and sessions at local music venues. Additionally, on the **opbmusic** blog, writers review concerts and albums, share videos and promote local music events.

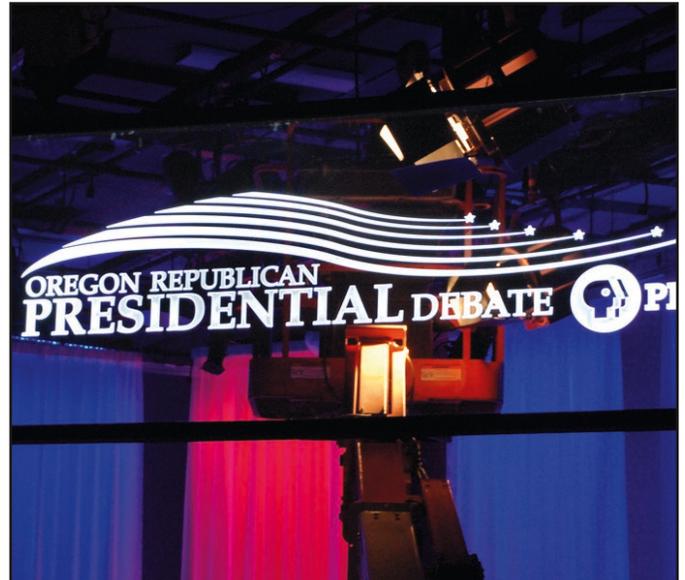


Republican Primary Presidential Debate

The Republican National Committee authorized a 90-minute presidential debate to be held and broadcast from OPB's television studio in Portland, Oregon in March 2012. OPB's initial partners were the Oregon Republican Party and The Washington Times, followed by broadcast partners PBS and NPR.

Long viewed as a trusted source for political reporting, OPB was proud to have been awarded the opportunity to host the first-ever presidential debate to be held in the Pacific Northwest, an unprecedented landmark for public broadcasting. The debate was slated to be the only of the season that would reach nearly all U.S. citizens.

Although the debate was cancelled, OPB was poised to serve the event and is now well-positioned to host future debates. OPB is committed to public service and the exploration of issues of unique concern to its local citizens.



"Learning With Less" Radio Special

As a culmination of OPB Reporter Rob Manning's yearlong in-depth series on education, OPB Radio produced a special half-hour report that explored the challenges faced by parents, teachers and students in an era of budget cuts.

Manning followed teachers, students, parents and school administrators from the beginning of the school year to the end, examining how changes were playing out in the classroom. This topic was also featured as part of a *Think Out Loud* discussion.

Our audience depends on us to deliver coverage of issues facing our community that dig deep below the surface. It is this type of coverage that places OPB in a unique group of media outlets committed to in-depth reporting.



OPB Expands Breaking & Local News Coverage

In 2012, OPB elevated its position as a responsive, critical source of breaking news information as a result of building our radio schedule to be more flexible, growing our newsroom and having better technology on the ground for remote broadcasting.

In December, viewers looked to OPB as a critical information source as events unfolded surrounding a shooting at Clackamas Town Center mall. OPB deployed reporters to the scene quickly for live reporting, and monitored and aggregated content online to provide the most up-to-date information. OPB continues to be a news resource trusted by the community, and further, has quickly become a singular, primary news source due to our breadth of coverage.



Rajneeshpuram: An Oregon Experience

Oregon Experience is an exciting history series on OPB TV that brings to life fascinating stories that help us understand who we are and that reinforce our shared identity as Oregonians. In 2012, OPB produced four episodes of this award-winning local series, including *Rajneeshpuram*.

This one-hour television documentary explores the intense, four-and-a-half year lifespan of the Rajneesh community, the disciples of an Indian spiritual leader, “Bhagwan Shree Rajneesh,” who precipitated a storm of angry conflict in Central Oregon.

Rajneeshpuram explores the view from both within and outside the commune. Appearing in the special were local officials from Antelope and The Dalles, who tell how the Rajneeshes, as they began to encounter obstacles to their city-building plans, grew increasingly aggressive. Several former commune members, who remain active sannyasins today, also appear in the program to describe the seldom-heard perspective from the inside.

Screenings and Discussions

OPB partnered with the Oregon Historical Society to present two special pre-broadcast screenings of *Rajneeshpuram* — in both Portland and The Dalles — which provided an opportunity for OPB to connect with the two different communities and to illuminate a part of our state’s history.

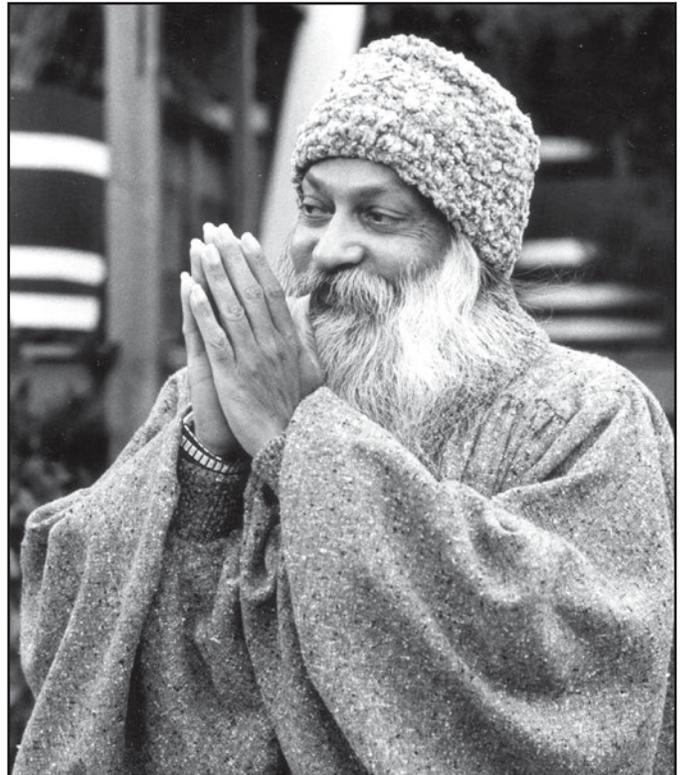
The Portland screening was hosted at McMenamin’s Bagdad Theater and attracted more than 500 attendees. Several former and practicing Rajneeshes who also appear in the special were in attendance. Viewers were extremely engaged in the extensive Q&A session following the showing, as producers answered a host of questions and comments from the audience.

The second screening in The Dalles was hosted by the Columbia Gorge Discovery Center, a more intimate venue. Nearly 200 people were in attendance, most of whom lived in the area when the Rajneeshes were building and living on Rancho Rajneesh and had direct contact dealing with them. At the screening, the funeral director from nearby town Heppner set up a display of his collection of Rajneesh memorabilia in the lobby for attendees to enjoy.

Impact & Feedback

Community support and interest in the special was overwhelming in both Portland and The Dalles communities.

While many of the people in The Dalles audience had previously had very negative, first-hand experiences with the Rajneeshes, the response during the screening was extremely positive and many expressed that OPB had portrayed the volatile events of that time period in a fair and balanced manner.



Highlights

Portland Screening: 500 attendees

Notable guests:

- A young man who had been a child at Rajneeshpuram
- The president of the Oregon Rolls Royce club who was an expert on Bhagwan’s cars
- A television reporter who covered the Rajneesh years and commented it was the “best production about them” he had seen
- The sannyasins (Rajneeshes) who were key sources of information for producing the special
- A gentleman from India who had never heard of Bhagwan Shree Rajneesh, but then wanted to learn all about him

The Dalles Screening: 200 attendees

Notable guests:

- Former Antelope Mayor Margaret Hill
- City Attorney Keith Mobley
- A sannyasin who lived in The Dalles
- A heavy equipment dealer who made a small fortune selling to the Rajneeshes



2012 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“OPB is like a trusted best friend ... gives me information I need and entertainment I love. OPB is my constant companion.”

- Teresa, Hood River, OR

“YOU’RE AWESOME, OPB! You keep me informed, entertained, alert, and questioning. Thank you!”

- Jen, Portland, OR

OPB delivers excellence in public broadcasting to 1.5 million people each week through television, radio and online.

OPB.org averages more than 1 million page views per month, including an average of more than 80,000 video streams per month and 500,000 audio streams per month.

OPB’s e-newsletter connects its more than 81,000 subscribers each month to news about OPB, our programs and events, and information about our community partners.

There are more than 26,500 OPB Facebook fans and more than 14,000 Twitter followers on OPB’s general pages.

By the end of 2012, 38,800 people downloaded OPB’s news app, and 10,866 people downloaded the opbmusic app.

Last year, more than 860 volunteers donated more than 14,354 hours of service to OPB.

OPB is generously supported by more than 117,000 members who provide two-thirds of our funding.



On December 2012, Oregon Public Broadcasting celebrated its 90th anniversary with the launch of its new monthly digital magazine.

OPB has a history of telling the important stories that shape our region on radio, television and online. In 2012, we integrated our content in the digital tablet environment to create an immersive multimedia experience for our audience that brings together content from all areas of OPB—TV, radio and online.

Breaking down these content-area boundaries and furthering our commitment to compelling storytelling, the new OPB Magazine for iPad offers a beautifully designed and curated experience that gives readers a chance to access and explore enhanced content such as stunning photo slideshows, entertaining video and captivating audio.

OPB is a committed leader in the rapidly changing media environment. We continue to bring exceptional programs to the 1.5 million people each week who listen and watch OPB — and also to deliver engaging content to the thousands who access OPB online, through mobile devices and tablets, and through social media. We are the source of unbiased news that provides the information needed to see beyond ourselves to form ideas, foster debate and find solutions; for cultural programming that allows us to dream; and for children’s programming that educates and stimulates the imagination.