



MEMBER REPORT



You can't not think ... about all that's gone on at OPB over the past year.

These are exciting and challenging times and I am pleased that OPB, in keeping with our mission, is expanding its capacity of *giving voice to the community, connecting Oregon and its neighbors and illuminating a wider world.*

One very important achievement was securing state capital funding to convert our more than 40 translators to digital, ensuring that Oregonians — including those in our most rural and remote communities — will have access to OPB's services for years to come and maybe even see themselves or their neighbors featured in a *Field Guide* or *Art Beat* episode.

OPB was in every county of the state this past year from Hells Canyon in the northeast where *Oregon Field Guide* was covering an invasion of thistles, to the tiny south coast town of Sixes where *Art Beat* introduced us to glass artist Chris Hawthorne. On *Oregon Experience*, you've met people in Christmas Valley who are keeping alive the stories and spirit of Reub Long, and those who created the Columbia Gorge Scenic Highway and preserved Crater Lake. OPB is also comprehensively tackling the subject of invasive species in episodes of *Field Guide* and a special to air in the spring.

Our award-winning news team continues to offer the most-trusted coverage in our region, and that ability was further enhanced in July with the opening of our Central Oregon Bureau in Bend. In September, we launched the Public Insight Network, a pioneering effort to open our newsroom to the knowledge and insight of people like you who will inform our reporting on the wide variety of subjects we cover each day. And there'll be more in the year to come with news specials and programs, including a new local radio show that will stimulate a dialogue on subjects of interest to our region.

We are committed to taking advantage of all the possibilities new technology offers, from podcasts that provide a quick, convenient recap of local, national and international news available whenever and wherever you want, to Web sites filled with valuable interactive information, to the multiple program channels available through digital broadcasting.

We've been busy!

Take a few minutes and look over the following pages for a brief recap of just some of what we've accomplished. We can't do it without you. Thank you!

Sincerely,

A handwritten signature in black ink that reads "Steve Bass".

Steve Bass
President & CEO



Giving Voice

**Oregon is more
than a place; it has
a unique culture of
community engagement
and involvement.**

to the Community



Public Insight Network

OPB launched this groundbreaking approach to news gathering in September. We're building a diverse database of people who are interested in sharing their knowledge and expertise to inform our reporting. Find out more at OPB.org/publicinsight.

In House

In House With Jeremy Petersen debuted in July. Each week, Jeremy brings listeners an eclectic mix of indie rock, singer-songwriters and the best from the Oregon and Northwest music scene with original live performances and more. Stream it at OPB.org/music.

Oregon Experience

This documentary series, produced in association with the Oregon Historical Society, reflects the diversity of the state with a variety of stories from different places and times. Programs have profiled such notables as Bill Bowerman, Abigail Scott Duniway and Beatrice Morrow Cannady.

Gubernatorial Debate

Last September, OPB teamed up with Children First of Oregon to sponsor the first in a series of debates featuring major candidates for governor of Oregon. The debate focused on public policy issues specifically related to children and families.

NewsHour Segments

The *NewsHour's* Pacific Northwest Bureau, headed by OPB's Lee Hochberg, produces monthly mini-documentary reports aired on the *NewsHour*, on national issues best covered from our region.

What's Ahead: Community Dialogue

OPB will produce a call-in radio show which will launch early next year. It promises to stimulate discussion on a wide variety of topics of interest to our region.

What's Ahead: The Silent Invasion

OPB will tackle a pressing issue – that of invasive species in Oregon – in episodes of *Field Guide* and in a special to air next April. OPB will also partner with other non-profits such as SOLV, The Nature Conservancy and the Oregon Invasive Species Council, to get people involved in doing something about this serious problem.

What's Ahead: OPB Music

Coming soon ... a new online music service featuring local talent.



Connecting Oregon and its Neighbors



**Oregon's unique livability
demands dialogue, public
involvement, caring, respect
and a deep love for this
great place we call home.**

Central Oregon Bureau

Central Oregon is one of the most rapidly growing areas of our state. In July, OPB opened its Central Oregon Bureau in Bend, and the stories produced here are providing new insight into this incredibly diverse region.

Oregon Field Guide

From finding wagon ruts near Jordan Valley and hiking the remote Pueblo mountains of southeast Oregon all the way to exploring the deep sea Astoria Trench off the northwest coast, *Field Guide* crews have traveled almost every road in the state and even gone way off-road during their 18 seasons.

Oregon Art Beat

Art Beat, now in its ninth season, has introduced us to more than 600 artists in every corner of the state. Not only do people watch the show, they get involved. For example, our story on PlayWrite Inc., an organization that helps disadvantaged kids build confidence and skills by writing their own plays, spurred inquiries from many communities interested in finding out how they could help their kids in similar ways.

The Oregon Channel

This pilot project provided insight into the workings of our state government through digital broadcasts of legislative sessions, Oregon Supreme Court hearings and more.

What's Ahead: Digital Conversion

Thanks to funding approved by the governor and the Oregon Legislature, OPB will be able to convert more than 40 rural translators to digital. The digital conversion will assure Oregonians have access to OPB, and allow OPB to continue to serve as the backbone for the distribution of critical information to broadcasters and homes throughout Oregon as the hub of operations for the state's Emergency Broadcast and Amber Alert services.



Illuminating a Wider World



OPB Online

We continue to enhance our Web site. OPBNews.org, which launched in March, provides the latest local, state, national and international news and traffic reports. A range of streamed programming, including *Field Guide*, *Art Beat* and *Frontline*, is available. There are also audio downloads of many of OPB's most popular radio programs and an online discussion forum where Web users can post comments and engage in intelligent discourse about major issues impacting the Northwest.

More Newscasts

We've increased our weekday newscasts so listeners can hear national, world and regional news every hour of the day.

History Detectives

Now in its fifth season, with more than 55 episodes including several stories featuring Oregon presenters and their artifacts, *History Detectives* is one of the most-watched programs airing on PBS. Watch for season six in high-definition.

Adventure Lodges

This fascinating series takes viewers across our remarkable continent to remote outposts in places of awe-inspiring beauty. Viewers across the nation can experience Oregon's own Wallowa Lake Lodge — in high definition — in an upcoming episode.

Islam vs. Islamists

OPB is not afraid to tackle difficult projects. When this controversial film needed a sponsoring station to give PBS stations the opportunity to air it, OPB accepted the challenge and also produced a panel discussion to help provide a deeper examination of the issues raised in the film.

Travels To The Edge With Art Wolfe

OPB is pleased to partner with acclaimed Seattle-based photographer Art Wolfe to take viewers all over the world to experience unique insights into nature, culture, environmental issues and digital photography.

What's Ahead:

More OPB Online

Many OPB listeners and viewers want access to news and information on their own schedules and wherever they may be. Putting more of OPB's respected and trusted program content onto the Web will allow us to provide a public service that goes well beyond the geographic boundaries of television and radio signals and schedule limitations.

What's Ahead:

Monarchy: A Year In The Life

For the first and only time, cameras were allowed complete access to the British Royal Family for a full year, revealing intimate details of their lives. This unique six-hour series, produced in association with OPB, will air next year, with the final hour focusing on the Queen's U.S. visit last summer.

Oregonians demand a trusted source of information and entertainment — one that enables them to engage more fully with their world.



Act.

Go to **OPB.org/support** to find out how you can help support OPB.

OPB member contributions provide two-thirds of the financial support it takes to produce and broadcast the programs you rely on every day of the year.

Join the thousands who support OPB.

Contribute today:

Give monthly through your bank account or credit card

Put OPB in your will or trust

Donate your vehicle

Volunteer

Give through your workplace

Ask your friends to support OPB

To find out more about our giving levels and benefits, log on to OPB.org/support or call 1.800.241.8123.

OPB's financial reports are available online at OPB.org/insideopb.



A Special Thanks

It has long been a dream for OPB to build a stable and predictable source of income that ensures our independence for generations to come. Thanks to a \$1.5 million commitment from the Harold & Arlene Schnitzer CARE Foundation, OPB is on its way to achieving this dream. Their gift is a challenge grant to encourage additional contributions and grow OPB's endowment and New Millennium funds to \$20 million over the next few years.



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