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## FROM THE PRESIDENT'S OFFICE

OPB's mission is to provide lifelong learning through its exemplary programming and services. As times and technologies change, we have grown to meet the challenges of how we provide these services. When OPB was founded in 1922, we were only providing our services as a radio station. Over the years we have grown to include television, web and educational productions and services to reach our audience. We have become a major provider of national programming for PBS as well as an internationally established distributor.



MAYNARD E. ORME, CEO

This is the holistic nature of OPB. It is not enough for us to provide only one platform for one type of audience. It is our duty to provide different approaches that meet the needs of our entire audience. Not only has OPB kept up with the ever-changing needs of the public, it has often been a frontrunner of change within the system. As technology and media continue their relentless change, we plan to be on that forefront, constantly seeking where our audiences are migrating, and designing our strategies to go where they are with the programs and services that meet their ever changing needs for growth.

*Maynard E. Orme*

8/02/04

# OPB MISSION STATEMENT



The mission of Oregon Public Broadcasting, an independent not-for-profit corporation, is to provide lifelong learning that informs, educates, and enriches people through the development and delivery of exemplary programming and services.

8/02/04

# OPB MILESTONES

**1922**

KFDJ-AM radio is created as part of a physics experiment at Oregon Agricultural College, now Oregon State University, in Corvallis.



**1930s**

KFDJ becomes KOAC, with studios in Covell Hall at Oregon State University. Studios at Covell are still used.

**1957**

OPB's first television station, KOAC-TV, goes on the air.



**Early  
1960s**



Westinghouse Broadcasting Co. transfers ownership of its FM frequency to OPB and KOAP-FM (now KOPB) begins broadcasting.

**1979**

The Oregon Commission on Public Broadcasting is established. In 1981 OPB leaves the Department of Higher Education and becomes an independent state agency.

**1988**

OPB moves into its new broadcast center at 7140 Southwest Macadam Avenue in Portland.

**1993**

OPB becomes a private, nonprofit corporation.

**1997**

OPB installs Oregon's first digital transmitter in March.

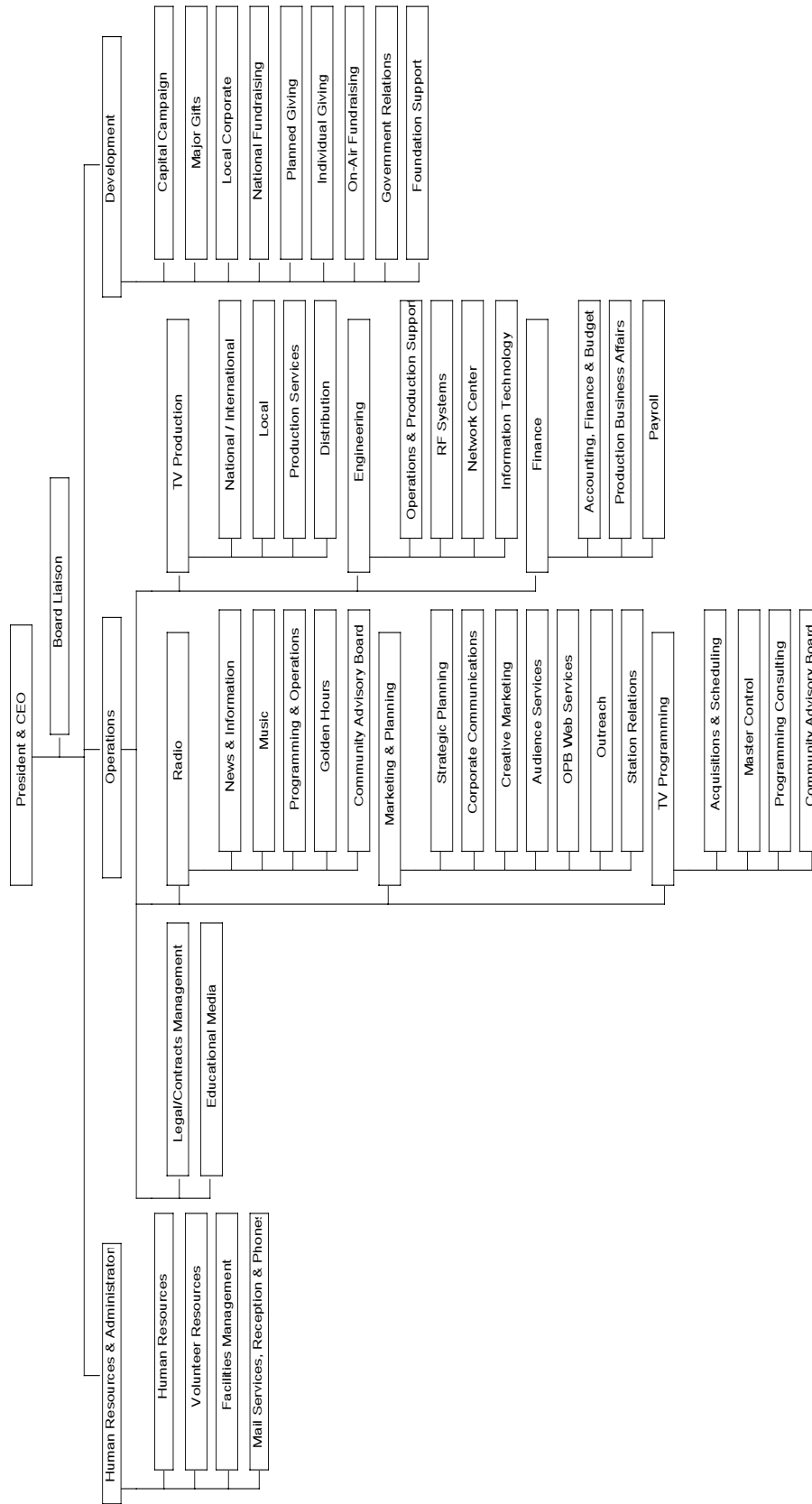
**2002**

OPB – Corvallis digital transmitter activated.



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# FUNCTIONAL ORGANIZATIONAL CHART



8/02/04

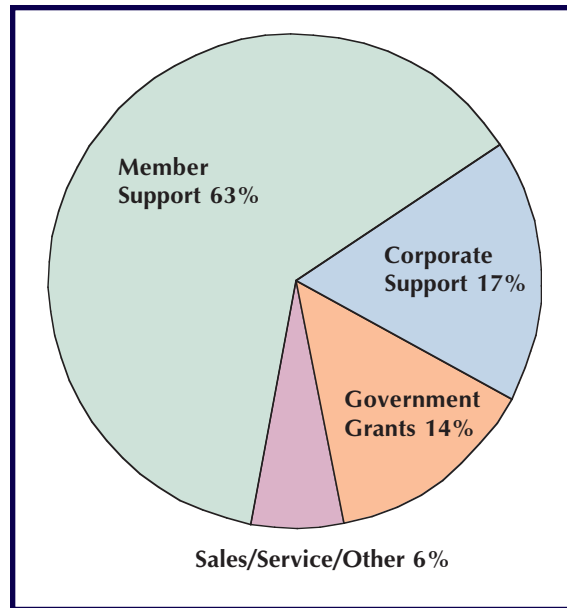
# DIGITAL MIGRATION

Broadcasting is in the midst of a revolution. Digital technology conversion is happening at present. It permits OPB to broadcast data via television, broadcast in high definition, and broadcast four or more channels simultaneously.

- August 1996** OPB co-founded the Digital Broadcast Alliance, a national consortium studying the applications of digital technology to public television's future.
- March 1997** OPB is the first broadcaster in the state, and one of the first in the nation, to install and operate a digital transmitter.
- August 1997** OPB is the first public television station to broadcast digital video pictures.
- November 1998** An OPB HDTV produced program airs nationally on PBS's first digital broadcast day.
- Fall 1998** OPB produces Enhanced Television prototype.
- Fall 1999** OPB begins building a new digital tower.
- Fall 1999** OPB premieres a channel devoted entirely to children's programming, PBS Kids.
- 2000** PBS You, a college credit course channel, is launched.
- March 2000** Portland digital tower completed.
- October 2002** Corvallis digital channel launched.
- March 2003** Premier of PBS HD channel.

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# FUNDING SOURCES



- 63% Member Support
- 17% Corporate Support
- 14% Government Grants
- 6% Sales/Services/Other

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## FUNDING SOURCES

OPB's largest source of funding is Member Support, amounting to 63 percent. Member contributions come from a variety of sources, including:

**Television Membership Drives** are conducted four times a year (September, December, March and June) to reach out to our television audience with the message of membership.

**Radio Membership Drives** are conducted three times a year (October, February and May) to reach out to our radio listeners with the message of membership.

**Matching Gifts** are gifts matched by the company for which the donor works.

OPB's members contribute gifts of \$1 or more. Members joining at \$35 or more (\$25 for seniors) receive OPB's monthly Member Guide publication with program schedules, highlights and behind-the-scenes news. Members who contribute gifts of \$250 or more are classified in the following groups:

**Mid-Level Gifts** are membership contributions of \$250 - \$999.

**The Cornerstone Society** was established in 1989 to recognize OPB's generous supporters who donate \$1,000 or more a year.

**The Nova Society** is comprised of donors who contribute \$100,000 or more during their lifetime.

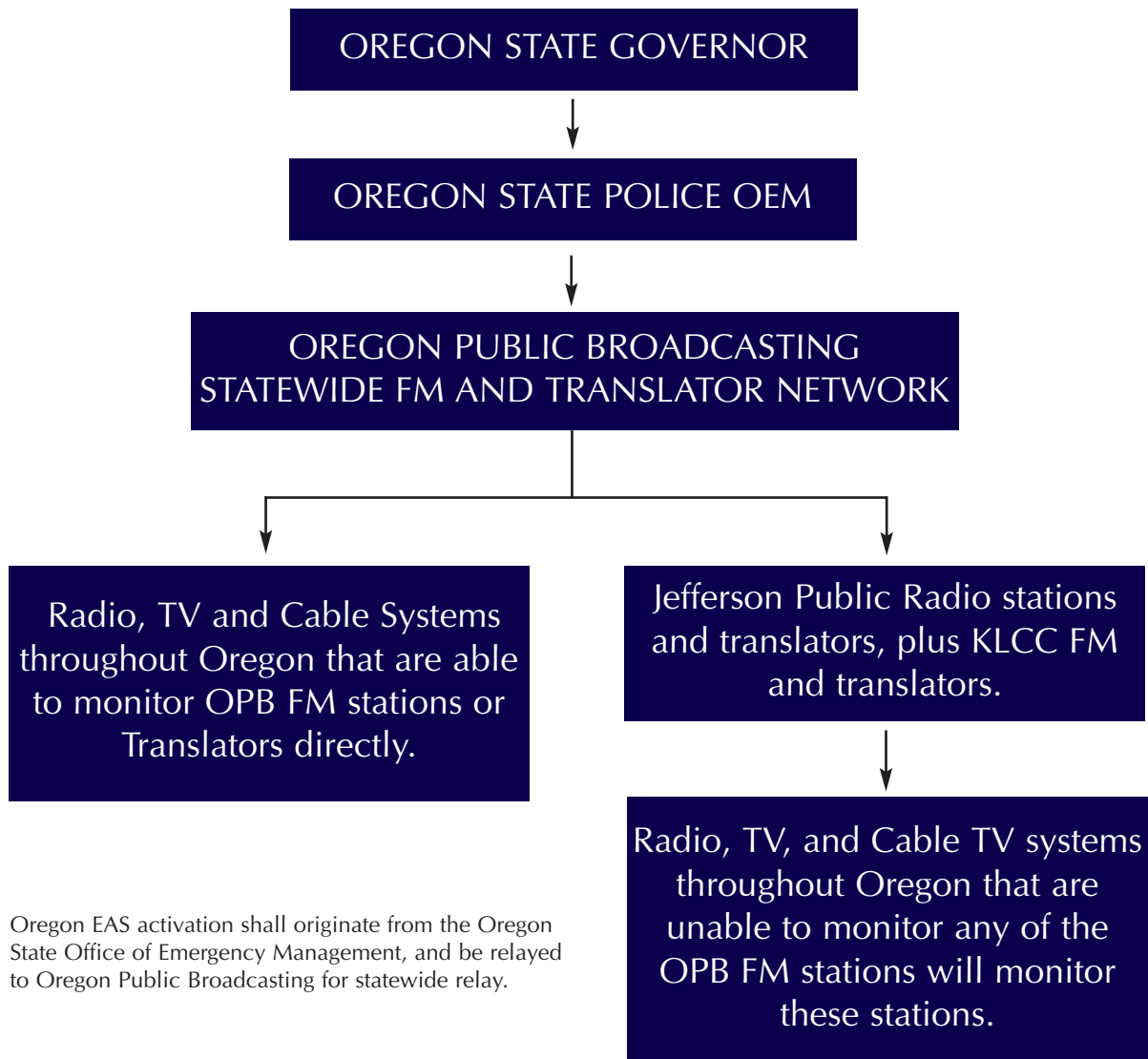
8/02/04



# EMERGENCY ALERT SYSTEM

Emergency Alert System serves as a central component, overseen by the Governor, the Oregon State Police and OPB for transmitting emergency messages and alerts to all Oregon broadcast outlets. The system is also frequently tested per government mandates.

*Peter Schenck, Audit Summary Report: Outreach Activities/Oregon Public Broadcasting, 2004*



Oregon EAS activation shall originate from the Oregon State Office of Emergency Management, and be relayed to Oregon Public Broadcasting for statewide relay.

# OPB TELEVISION

## Statewide Television Service

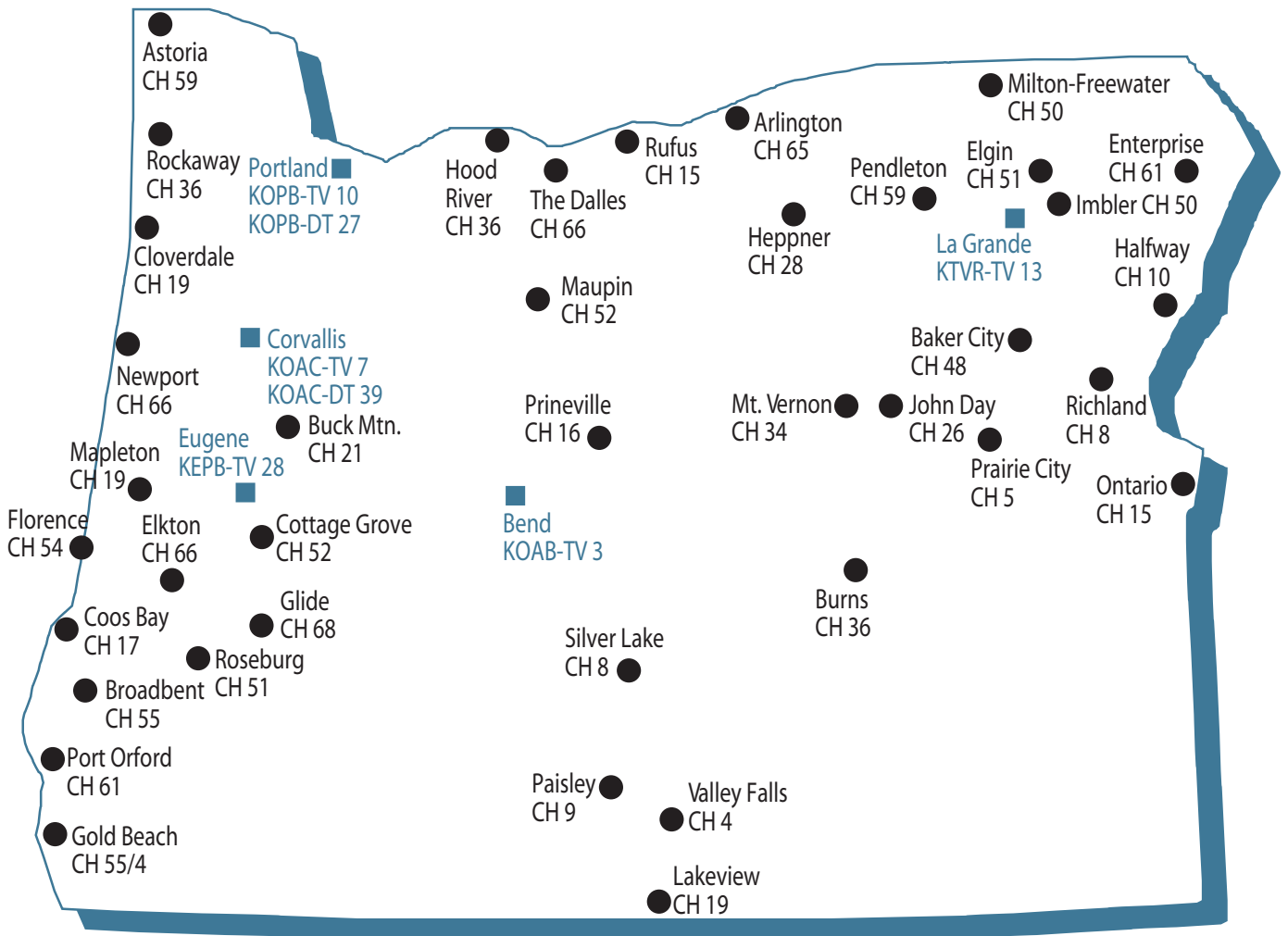
- OPB Operates five full powered analog television stations, located in Portland, Corvallis, Eugene, Bend and La Grande.
- In addition, OPB operates four digital television transmitters.
- Through an extensive translator system, OPB TV reaches an estimated 90 percent of all Oregonians.
- OPB's High Definition Television signals are available in Portland and Eugene areas on Comcast cable.
- OPB resumed 24 hour television broadcast on July 1, 2004.

## Television Profile

- OPB reaches a total of nearly 80% of television households every month.
- In primetime, OPB's most viewed core series include:
  - Antiques Roadshow**
  - NOVA**
  - Nature**
  - American Experience**
  - Masterpiece Theatre**
  - Great Performances**
  - NOW with Bill Moyers**
  - Frontline**

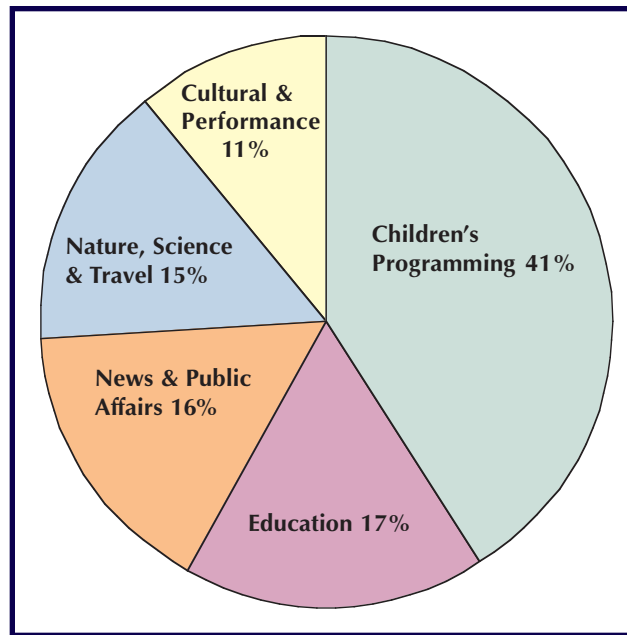
8/02/04

# STATEWIDE NETWORK



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# TELEVISION PROGRAMMING



## **Children's Programming: 41%**

•Sesame Street, ZOOM, Clifford The Big Red Dog, Mister Rogers' Neighborhood, Zoboomafoo, Arthur, Barney and Friends, Bookworm Bunch, and many more...

## **Education: 17%**

•GED Connection, literacy programs, teacher training, foreign language for college credit, gardening, cooking, home improvement and many how-to shows and so much more...

## **News/Public Affairs: 16%**

•The NewsHour With Jim Lehrer, Frontline, Washington Week in Review, Wall Street Week, Charlie Rose, Nightly Business Report, and many, many more...

## **Nature/Science/Travel: 15%**

•NOVA, Oregon Field Guide, Scientific American Frontiers, POV, Rick Steves', and more...

## **Cultural/Performance: 11%**

•Masterpiece Theatre, Great Performances, Oregon Art Beat, and many more...

8/02/04

# TELEVISION RATINGS

While the PBS system has experienced a decline in ratings over recent years, OPB has continued to show growth in our ratings.

**2002-2003** OPB had the highest gross ratings in primetime for the PBS system.

OPB had an 18% growth in primetime ratings over the 2001-2002 broadcast year.

**2003-2004** OPB has the highest gross ratings in primetime for the PBS system\*.

OPB has an 11% increase in ratings over the 2002-2003 broadcast year\*.

Whole Day gross ratings up 4.4% over 2002-2003 broadcast year, making OPB second in the PBS system\*.

*\*2003-2004 broadcast year-to-date*

8/02/04

# OPB RADIO

## Statewide Radio Service

- Stations are located in Portland, Corvallis, Bend, Lakeview, Pendelton and La Grande.
- Through an extensive translator system, OPB radio reaches between 80% and 90% of all Oregonians.
- Golden Hours is a special radio reading service available on our Second Audio Program (SAP) channel. It offers 24-hour-a-day programming for blind, sight-impaired and senior citizens.

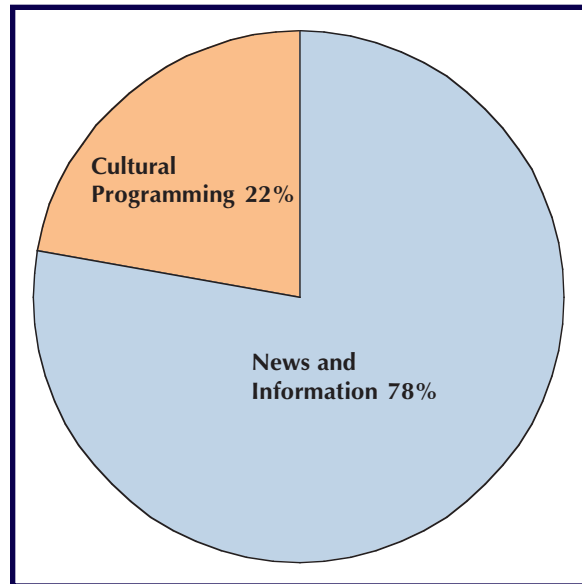
## Radio Profile

- Radio audience has increased 600% in the last 10 years.
- The radio audience:
  - 52% are male; 48% are female
  - 51% of the audience is between ages 35 and 54
  - 76% of the radio audience lives in the Portland metro area
  - The average listener uses OPB radio for 8.1 hours a week

*Radio source: Arbitron estimates, Persons 12+ Mon-Sun 6am-Mid, Spring 2003*

8/02/04

# RADIO PROGRAMMING



## **News and Information 78%**

- All Things Considered, BBC News, Day to Day, Marketplace, Morning Edition, Oregon Considered, Oregon Territory, Talk of the Nation, Weekend Edition, The World, local public affairs and issue oriented programming – and many more

## **Cultural Programming 22%**

- Afropop Worldwide, American Routes, Beats and Pieces with Steven Cantor, Car Talk, Eclecticity with David Christensen, Fresh Air, A Prairie Home Companion, Performance Today, This American Life, Thistle & Shamrock, Whad' Ya Know?

8/02/04

# RADIO RATINGS

"A Media Audit study of 18+ listening in 81 markets shows a fact that commercial radio operators should be paying attention to: Lots of Americans are avid consumers of public radio. Portland, OR is the top market when you gauge the Cume Audience Rating. (440,000 cume and a cume rating of 26.2.)"  
*"Inside Radio," July 28, 2004.*

- For over a year KOPB has been the number one radio station in Portland.
- In the station's target market, listeners 25-54 years old, KOPB is ranked first.
- During an average week, 228,000 people tune into KOPB which is 12% of the population<sup>1</sup>.
- MORNING EDITION is the most listened to program in the market between 5am and 9am weekdays with 7.3% of all radio listening. Nearly 147,000 people tune in each week, on average<sup>2</sup>.
- KOPB leads the market Saturdays and Sundays, 6am-midnight, with 7.7% of all radio listening and nearly 147,000 people tuning in, on average<sup>3</sup>.
- 44% of those who tune to KOPB in an average week are First Preference listeners, meaning that when these listeners use the radio, KOPB is their favorite or first choice station<sup>4</sup>. This percentage is above the national average for public broadcasting.

1. Arbitron, Metro Cume Persons 12+, Mon-Sun 6am-12am, Winter 2004

2. Arbitron, Metro AQH Share/Metro Cume Persons 12+, Mon-Fri 5am-9am, Winter 2004

3. Arbitron, Metro AQH Share Persons 12+, Sat-Sun 6am-12am, Winter 2004

4. Arbitron/Radio Research Consortium, Metro P1 Person 12+, Mon-Sun 24 hours, Winter 2004

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# OPB.ORG

## Statistics

### January 2004 - June 2004

Average hits per day	79,133	(up 69% from 2003)
Average page views per day	21,294	(up 48% from 2003)
Average number of visitors per day	5,368	(up 35% from 2003)

## Progress

	April - June 2002	April - June 2004	Progress
Average hits per day	9,210	79,113	up 759%
Average page views per day	5,033	21,294	up 323%
Average number of visitors per day	1,705	5,639	up 231%

## Top Ten Pages for April - June 2004

1. <b>Front Page</b>	<b>236,337 views</b>
2. TV Schedules	62,757 views
3. Live Audio Streaming	54,561 views
4. Inside OPB	18,981 views
5. Cold War (TRS)	10,420 views
6. Employment	10,109 views
7. Oregon Art Beat	8,374 views
8. Kevin Klose Interview (Inside OPB)	7,791 views
9. Tiny Creatures (TRS)	7,737 views
10. Oregon Field Guide	7,344 views

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# OPB.ORG

**OPB** OREGON PUBLIC BROADCASTING

Navigate OPB.org:  
Search and Sitemap  go

HOME NEWSROOM INSIDE OPB COMMUNITY SUPPORT OPB

LIVE RADIO SEARCH CONTRIBUTE NOW

### ON RADIO

3-4 PM - **The World**  
Why Al Jazeera has a skybox at the Democratic Convention.

4-4:30 PM - **Marketplace**  
A Brit's view of the Democratic Convention.

4:30-6 PM - **All Things Considered**  
A one-room schoolhouse in Connecticut inspires art.

6-8 PM - **LIVE: Democratic Convention**  
Speeches from Howard Dean and Teresa Heinz Kerry.

SCHEDULES: FM | KOAC

### ON TELEVISION

- Oregon Art Beat  
- Oregon Field Guide

SCHEDULES: TV | DTV

### INSIDE OPB

Next Live Wire: August 11 at 7pm at the Aladdin Theater

Community: OPB invites you to the Mt. Hood Jazz Festival, August 7 & 8.

Feedback: Listeners to OPB Radio on Cable

MORE NEWS ABOUT OPB


### SUPPORT OPB

**OPB** CAMPAIGN for the FUTURE

Vehicle donation program

### TODAY'S NEWS

Updated: Jul 27, 2004 3:30 PM PDT



Pete Springer/OPB News

#### Big Pipe Project Ahead of Schedule

Portland officials say the latest phase of tunneling to stop sewage from flowing into the Willamette is ahead of schedule and below budget. Portland is in the middle of one of its biggest public works projects ever. The Westside Big Pipe runs for about three and a half miles, 100 feet under Front Avenue and the Willamette River.

Big Pipe Photo Gallery

OPB NEWS | US | WORLD | BUSINESS | OPINION | SCIENCE | ARTS | SPORTS | WEATHER

#### Woodland Park Hospital to Re-Open

A group of four doctors, who recently purchased the Woodland Park Hospital in Portland, unveiled plans...

READ

#### Democrats Try to Show Public the Real Kerry


Democrats shift gears on Tuesday on their convention's second night, as John Kerry's wife shows a personal...

READ


### HIGHLIGHTS & SPECIALS

#### DEMOCRATIC CONVENTION BOSTON 2004

TV: Tuesday July 27 from 5:00-8:30pm  
**PBS Convention Coverage: A NewsHour Special Report**  
Live gavel-to-gavel coverage and analysis of the Democratic National Convention in Boston.



TV: Tuesday July 27 from 9:00-11:00pm  
**Give 'Em Hell, Harry**  
James Whitmore stars in this one-man show that celebrates Harry Truman and his times which encompasses the Roaring '20s, the birth of jazz, the Great Depression and America's role as an ascendant superpower.



TV: Wednesday July 28 from 9:00-11:00pm  
**The Medici: Godfathers of the Renaissance, Pt. 1 of 2**  
From a small Italian community in 15th-century Florence, the Medici family would rise to rule Europe in many ways. Using charm, patronage, skill, duplicity and ruthlessness, they would amass unparalleled wealth and unprecedented power.

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Employment | Community | Golden Hours & Audio Streams | Newsletters & RSS

PBS npr PRI BBC WORLD SERVICE

Front Page OPB.org, July 27, 2004.

8/02/04

# OPB.ORG

## OPB.org Site Map

\*pages listed in red  
are hosted on  
publicbroadcasting.net

### NEWSROOM

- Posted News Stories
- Radio Audio Archives
- Special Series
- RSS News Feed

### INSIDE OPB

- News About OPB
- Frequently Asked Questions
- Employment
- Internships
- Newsletters
- Directory

### COMMUNITY

- Sponsored Events
- Public Events Calendar

### SUPPORT OPB

- Online Contributions
- Volunteers
- Cornerstone Society
- Business Partners
- Planned Giving
- Membership

### PROGRAMMING

- TV & DTV Schedules
- Radio Schedules
- Frequencies and Channels
- Oregon Art Beat
- Oregon Field Guide
- Oregon Territory
- Oregon Story
- Eclecticity (playlists)
- Beats & Pieces (playlists)
- Special Programs

### EDUCATION

- Ready to Learn
- Teacher Resource Service
- Adult Education
- Distribution

### OTHER

- Live Radio Stream
- Golden Hours Stream and Information
- Shop OPB
- Search
- Privacy Policy
- Contact Us

8/02/04

# DISTRIBUTION

OPB is an established distributor of quality programs to international markets. In recent years, OPB has successfully distributed its own productions around the world, creating a solid reputation with a broad array of international buyers.

In addition, OPB offers distribution services to other selected national and international producers - and fellow PBS stations - whose products fit into the current catalog. Current clients we represent include:

**ABC News Nightline, USA**  
**Florida West Coast Broadcasting, USA**  
**Idaho Public Television, USA**  
**Infinity Films, Canada**  
**KUED, USA**  
**KERA, USA**  
**Lion Television, UK**  
**Moondance Films, UK**  
**Santa Clara Valley Historical Association, USA**  
**WLIW, USA**

This distribution activity has brought programs produced by OPB and the producers we represent to audiences around the globe. Current broadcast clients include:

**ABC, Australia**  
**Alliance Atlantis, Canada**  
**BBC4, UK**  
**BSkyB, UK**  
**Ceska Televize, Czech Republic**  
**Discovery Canada**  
**Discovery Europe**  
**Historia, Canada**  
**History Channel, Spain**  
**NHK, Japan**  
**NOS, Netherlands**  
**Ovation, Australia**  
**Planete, France**  
**Telewiska, Poland**  
**XYZ, Australia**  
**ZDF, Germany**

8/02/04

# EDUCATIONAL MEDIA SERVICES

OPB's Educational Media Department supports lifelong learning by providing high-quality educational content, resources and services for people of all ages with a special focus on parents, early childhood educators and caregivers; K-12 teachers and students; and higher education students and adult learners.

## Ready To Learn Service

*Outreach to parents, early childhood educators and caregivers of children ages 0-8*

- OPB's Ready to Learn Service is part of an outreach initiative funded by a Cooperative Agreement from the U.S. Department of Education through the Public Broadcasting Service.
- We reach out to low-income and low-literacy populations throughout Oregon, facilitating workshops that support parents and child-care providers in using public broadcasting resources to help children become ready to read and ready for school.
- Last year we facilitated 70 workshops, trained 970 parents and child-care providers, reached over 2,000 children and distributed over 4,000 books.

## Teacher Resource Service

*Outreach to K-12 teachers and students in Oregon and Southwest Washington*

- OPB's Teacher Resource Service is entering a transitional phase as we determine how to best support K-12 teachers with public service media resources.
- During the 2004-05 school year, we will offer an expanded K-12 Web presence featuring a programming newsletter for educators and weekly lesson plan content.
- OPB Educational Media Distribution currently offers 12 high-quality K-12 classroom video series, including ELECTRIC MONEY, COLD WAR I and ICE AGE FLOOD. Each video series contains ancillary materials, such as Web-based curriculum resources.

## Adult Learning and Higher Education Service

*Outreach to adult learners of all ages and higher education students*

- OPB's Adult Learning and Higher Education Service supports universities and community colleges with distance learning media, as well as broadcasts Adult Basic Education programs.
- 17 out of 19 community colleges in our region license courses through the PBS Adult Learning Service.
- OPB broadcasts approximately three adult learning courses per college term, such as GED CONNECTION, CROSSROADS CAFÉ and WORKPLACE ESSENTIAL SKILLS.

## Parents

*Outreach to parents via production of online content and resources*

- OPB Interactive has created a series of online guides for national distribution through PBS.org, including Children's Hospital Parent Center and PBS Parents Guide for Talking with Kids about War and Violence.
- The OPB-produced PBS Parents Guide for Talking with Kids about War and Violence, produced in partnership with Josh Daniel Productions, won a Parents Choice Award for excellence.

## General Audience

*Online content for general audience*

- OPB Interactive creates a variety of PBS.org Web sites for national audiences, including CHILDREN'S HOSPITAL, GREAT LODGES, HISTORY DETECTIVES and HISTORY DETECTIVES KIDS.

8/02/04

# VOLUNTEER RESOURCES

Each year, over 2,000 volunteers help OPB to fulfill its mission to provide lifelong learning that informs and enriches. Some of the ongoing volunteer opportunities include:

- Membership Drives
- Audience Services
- Golden Hours Radio Network
- Office Assistance
- Tour Program
- Research
- Special Projects

## Volunteer Recognition

OPB honors the dedication and commitment of its volunteers through a variety of ways, including:

- Welcoming volunteers to OPB and recognizing the value of their time and talents
- “Spotlight on You” and in the OPB Volunteer Times
- “Volunteer of the Quarter” and “Volunteer of the Year” Awards and recognition in the OPB Member Guide
- Invitations to previews of OPB productions
- An annual volunteer recognition event and other special recognition in April surrounding national volunteer week
- Nominating volunteers for local, regional and national awards for their service and leadership
- Volunteer positions that make an impact on OPB’s mission

8/02/04



## COMMUNITY CO-SPONSORSHIPS

Each year, OPB serves as a media sponsor for key events hosted by non-profit organizations in Oregon and Southwest Washington whose missions are compatible with ours: to support our communities with lifelong learning opportunities. Whenever possible, OPB strives to achieve geographic diversity in its selection of events and specifically seeks partnerships with organizations that provide services for children and for the arts and sciences. Last year, OPB served as a media sponsor for approximately 25 organizations. Through these partnerships, OPB directly reached over 75,000 people and, through promotion of these events on OPB TV and Radio, we reached more than one million people.

OPB has been a media sponsor for the following organizations and events:

**Children's Cancer Association**  
**Children's Museum: Second Generation**  
**Clark County Economic Forecast**  
**Da Vinci Days**  
**Eastern Oregon Children's Museum**  
**INTEL Science Fair**  
**ISEPP Lectures**  
**Library Foundation**  
**Literary Arts: Oregon Book Awards**  
**Multnomah County Library**  
**Northwest Children's Theatre**  
**Oregon Children's Theatre**  
**Oregon Coast Aquarium**

**Oregon Health and Science University**  
**Oregon Library Association**  
**Portland Art Museum**  
**Portland Baroque Orchestra**  
**Portland International Film Festival**  
**Portland Jazz Festival**  
**Portland Public Schools**  
**Portland State University**  
**Rose Festival Arts Fair**  
**Salem World Beat**  
**Tears of Joy Theatre**  
**Willamette University & OPB Business  
Partners Forum**

8/02/04

## NATIONAL PRODUCTION

- Over the last two years, OPB has emerged as one of the primary producers for the PBS schedule.
- OPB produces an average of 50 hours of primetime programming for PBS per year, and many more hours of programming that air outside of primetime.
- OPB's national production output makes it the third largest supplier of PBS programming among all public television stations nationwide.
- OPB co-produces the successful PBS primetime series HISTORY DETECTIVES. HISTORY DETECTIVES is one of the few new ongoing series to be commissioned by PBS in the last five years.
- OPB has strong relationships with PBS national programming staff.
- OPB is known as an "independent producer"-friendly PBS station.
- OPB has strong relationships with international producers and broadcasters.
- OPB has a strong companion website design team.

8/02/04



# NATIONAL PRODUCTION

## Awards

### 2004

- DEFIANT REQUIEM – New York Festivals Gold World Medal
- DEFIANT REQUIEM – Banff Rockie Awards Honorable Mention
- PBS PARENTS' GUIDE TO TALKING WITH KIDS ABOUT WAR AND VIOLENCE – Parents' Choice Awards Silver Honor Award

### 2002

- JUVENILE JUSTICE – Silver Gavel Awards, Best Program
- ROCKS WITH WINGS – HBO Documentary Award Winner
- LIFE 360 – News & Documentary Emmy Award, Outstanding Informational Programming
- LIFE 360 – Academy of Television Arts & Sciences College Television Awards, Documentary
- LIFE 360 – Columbia University Awards, Let's Do It Better Competition
- LIFE 360 – White House News Photographers Association, Television Photography and Editing Categories

### 2001

- LIFE 360 – National Emmy

### 2000

- SING FASTER – New York Festivals
- SEASONS OF THE NATIONAL PARKS: "Sunrise" – National Telly Awards Winner
- SEASONS OF THE NATIONAL PARKS Series – National Telly Awards Finalist
- THE ROAD TO BLOODY SUNDAY – National Headliner Awards: Second Place TV & Cable Networks & Syndicators Documentary or Series
- SING FASTER – News and Documentary Emmys Outstanding Informational or Cultural Program
- BONHOEFFER: Agent of Grace – NY International TV World Medal, Best Film Monte Carlo Film Festival

8/02/04

# NATIONAL PRODUCTION

## OPB Interactive

OPB is committed to creating media for all audiences that is fun, educational and interactive and inspires people to want to learn and do more in the world around them. As one of the largest providers of content for PBS, OPB produces television documentaries, web sites and enhanced television components. OPB Interactive has produced extensive web content for PBS.org. Many web sites for PBS.org as well as parenting content for the PBS Parents initiative and a new web site for kids on pbskids.org.

## Recognition & Publicity

### **“PBS Online: History Detectives Kids” (2004)**

- NY Daily News, June 27 (2004)
- NY Times, June 27 (2004)
- Salt Lake Tribune, June 27 (2004)

### **“Talking With Kids About War and Violence” (2003)**

- A Parents’ Choice 2004 Silver Honor Award Winner
- NY Times, March 20, (2003) yielded highest traffic day on PBSParents.org
- Wall Street Journal, April 12 (2003)

### **“PBS Online: History Detectives” (Season 1 and 2)**

- USA Today Hot Pick (7/07)
- Yahoo!igans! Pick (7/21)
- Yahoo! Pick (7/29)
- AOL Research & Learn Newsletter 7/11 & 8/8
- WashingtonPost.com homepage promotion for each of four (4) "Live Online" discussions with the detectives
- AOL's Research & Learn Main page (2/16)
- The Scout Report, July 9, (2004)

### **“PBS Online: Great Lodges of the National Parks”**

- Featured on WETA, OPB, WNET, IPTV, KQED, UNCTV and other local public broadcasting Web sites.
- 2003 Summit Award, Web site- Non-profit/ Government

### **“PBS Online: Life 360” (Season 1 and 2)**

- PBS Interactive Awards Finalist (2002)
- Yahoo! Picks (2001, 2002)
- Yahoo!igans! Site of the Day (2002)
- AOL Site of the Day (2002)
- 2003 Summit Award, Web site- Non-profit/ Government

### **“PBS Online: Back to the Floor”**

- USA Today, July 30,2002, The Net: New & Notable

### **“PBS Online: Children’s Hospital”**

- Yahoo!igans! Site of the Day (2002)
- Yahoo! News (2002)
- People Magazine Online (2002)

### **“PBS Online: Electric Money”**

- USA Today Hot Sites (2001)
- The Guardian (UK) Online Site of the Week (2001)
- Yahoo! Picks (2001)
- Yahoo!igans! Site of the Day (2001)
- Netscape Netcenter Site of the Week (2001)

### **“PBS Online: Conquistadors Online Learning Adventure”**

- New York Festivals Finalist (2001)
- PBS Interactive Awards Finalist (2001)
- Yahoo!igans! Site of the Day (2000)
- Netscape Netcenter Site of the Week (2000)

8/02/04

# NATIONAL PRODUCTION

## Educational Production

Educational Production is a perfect activity for OPB:

- It fulfills our educational mission
- It generates revenue to support other OPB activities
- It gives OPB a high profile nationally in the education community
- It creates materials with high production values

The Educational Production department is part of the National Productions division of OPB. The Education Production department has been in “official” existence since July 2000, although the creation of some materials began in 1997, and continued sporadically over the intervening 3 years.

The projects we create are conceived, produced and delivered primarily to an educational audience, for formal and/or informal learning settings. Some of our projects are created and distributed for secondary or college use, and some are for teacher professional development, some are for other adult learners.

Our materials are distributed through the Annenberg Channel, a satellite broadcast. The feed reaches 87,594 schools and 66,612,660 households across the US. Schools are given permission to record the series off the air, and use in classrooms for 10 years. In addition, all materials (including streaming video and PDF of all print material) are available online, for free access to any Web user. Video and print are also distributed internationally through Resolution Direct.

These projects are owned and distributed by Annenberg/CPB (although they all list OPB as the producer and carry the OPB logo). Annenberg/CPB does not do any summative evaluation or other research identifying users of their materials. In the past 12 months they have added tracking software for their web site and are beginning to record data for Web users. All materials have a 10-year shelf life, and in its first year of distribution, AMERICAN PASSAGES has already become one of the most requested titles in their catalogue.

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# NATIONAL PRODUCTION

## Educational Production

### **AMERICAN PASSAGES: A LITERARY SURVEY**

16-part multi-media series (print, video, web) and an instructor guide  
Developed for college use, and teacher professional development  
Produced for Annenberg/CPB

### **ARTIFACTS AND FICTION**

8-part multi-media series (print, video, web)  
Teacher professional development  
Produced for Annenberg/CPB

### **BIENVENIDOS**

Spanish language video series for high school students  
Produced for McGraw-Hill

### **BRIDGING WORLD HISTORY**

Multi-media course materials (print, video, web)  
Designed to help teachers develop a dynamic conceptual framework for the study of world history.  
Produced for Annenberg/CPB

### **REDISCOVERING BIOLOGY**

Graduate level course materials (print, video, web) covering new developments in the field of research biology  
A professional development content series for in-service high school biology teachers  
Produced for Annenberg/CPB

### **SUCCEEDING IN THE WORLD OF WORK**

8 part video series for high school students  
Produced for McGraw-Hill

### **UNSEEN LIFE ON EARTH**

Microbiology video series for high school students  
Produced for Annenberg/CPB

### **WORKS IN PROGRESS**

Studio Art video series for High School students  
Produced for Annenberg/CPB

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# LOCAL PRODUCTION

OPB's local production department mission is to connect Oregon communities with reliable, informative and entertaining television programs. Our goal is to have viewers and supporters not think of us as a TV station, but as a valued community resource more like a library or symphony. When we produce local TV programs, we think about building this relationship with viewers and communities of interest so we will be regarded as a resource, not just another channel. At present, OPB produces two weekly programs, OREGON ART BEAT and OREGON FIELD GUIDE. We also do a few new OREGON STORY programs which look at the people, history and culture of our state.

Local productions have an overall philosophy that drives which programs we choose to do and how we approach these programs:

## **Statewide**

- OPB programs must serve the entire state. In this age of media consolidation, it is more important than ever that there be a source for unbiased information about our entire state. We serve only our viewers.

## **Contrarian**

- When most media are running in one direction, we look elsewhere for stories being ignored. We believe most stations cover sensational and transitory events at the expense of more important and lasting developments.

## **Respect**

- If we choose a person to be a character in one of our programs, we treat them and their opinions with respect. Heroes and villains make good simple stories, but it's not real life.

## **Positive**

- OPB produces a kind of journalism not often seen on the commercial stations. We emphasize the constructive and the optimistic; instead of building walls, we build bridges; we avoid those who are making the most noise and look for those who are making the most difference.

## **Trust**

- It's not OPB's story, it's someone else's story which they have entrusted to us. We will not violate that trust.

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# LOCAL PRODUCTION

## Highlights

- OREGON FIELD GUIDE has consistently been one of the most-watched locally produced programs on any public broadcasting station. And it's sometimes the most watched program on OPB.
- OREGON FIELD GUIDE, OREGON ART BEAT & THE OREGON STORIES are consistent winners of regional Emmy awards. But much more important to us are our viewers saying they not only enjoy the programs, but they also make a positive difference in their lives.
- THE WAY HOME, an OPB local documentary on finding living situations for people dealing with Alzheimer's, won three national awards including the prestigious Helen Hayes Award for best TV program dealing with consumer health issues, beating out all network programs, including PBS.
- Viewers have a good reason to trust what they see on OPB-TV's local programs. For at least the last 15 years, OPB has never had to run a retraction or correction for a significant factual error or misrepresentation.
- OPB members not only watch, they act. For instance, when OREGON ART BEAT featured a story on the wonderful harmonies of the group, Misty River, viewers flocked to see them. The group morphed from playing for a few people for tips to selling out the 500-seat Hollywood Theatre. While the women are gifted, they credit OPB for their rapid rise in popularity.

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# LOCAL PRODUCTION

## Awards

### 2004

- THE OREGON STORY: Country Doctors, Rural Medicine – Emmy Award, Documentary – Current Issues
- OREGON ART BEAT: Rick Bartow – Emmy Award, Cultural/Fine Arts Segment
- OREGON FIELD GUIDE: Mount St. Helens Danger – Emmy Award, Director Ed Jahn
- THE OREGON STORY: Harvesting the Wild – Emmy Award, Director Christy George

### 2003

- OREGON FIELD GUIDE: Chetco River Wilderness – Emmy Award, Director Ed Jahn

### 2002

- THE WAY HOME – Freddie Awards, International Health & Medical Media Awards, Geriatrics
- THE WAY HOME – Helen Hayes Award, Best Consumer Health Program in the Nation
- THE WAY HOME – NETA Award, National Educational Television
- OREGON ART BEAT #312 – Emmy Award, Cultural/Fine Arts Program
- THE OREGON STORY: Agricultural Workers – Emmy Award, Public Affairs Special
- THE OREGON STORY: Rural.com – Emmy Award, Informational Special
- OREGON ART BEAT: Darkhouse Comics – Emmy Awards, Editing
- IN MEMORIAM (live Oregon Symphony broadcast following 9/11) – Telly Bronze Award

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## RADIO PRODUCTION

- Radio staff produces reports that cover politics, the environment, education, business and health issues.
- Radio also brings the latest developments in the state to OPB's listeners all day long with hourly newscasts from 5am-9am and 12pm-7pm weekdays and 6am-10am weekends.
- OPB's radio staff is one of the largest in the country among public radio stations. OPB's reporters' work is frequently heard on NPR and other national programs.
- OPB uses some of the latest digital audio technology including flash and field recorders and ProTools digital audio editing software.
- OPB provides production services to other public radio stations and networks with a fully-equipped studio for interviews and sound production.

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# RADIO PRODUCTION

## SERIES

### Local

#### CITY CLUB OF PORTLAND

A weekly program featuring public policy speakers

ECLECTICITY with David Christensen

BEATS AND PIECES with Steven Candor

#### NEWS FROM THE REGION

Daily news reports by OPB news radio journalists

#### OREGON CONSIDERED

A Monday-Thursday news and information program covering Oregon and the Northwest

#### OREGON TERRITORY

A Friday public affairs program that explores issues of regional interest

#### PERSPECTIVES

Eight to ten a year, hour-long lectures addressing issues of local and national interest

### National

#### NEWS REPORTS ON NORTHWEST ISSUES

Over 100 Reports a year distributed nationally to NPR, MARKETPLACE, BBC and THE WORLD

#### RADIO DOCUMENTARIES

Two to three 30 to 60 minute companion documentaries to national TV programs

## SPECIALS

#### COMING TO TERMS WITH DYING

This special series won a National Headliner Award and an Oregon Associated Press Broadcasters Association Award.

#### ELECTION 2000 WEBSITE

Provided detailed listing/descriptions of Oregon ballot measures in the 2000 election

#### ELECTION CALL-INS

Five to six hour-long programs during the election season

#### ELECTION NIGHT COVERAGE

#### EVENT DRIVEN CALL-INS

Three to four per year

#### FAMILY SERIES

This special followed three Oregon families adjusting to life after September 11th.

#### PUBLIC AFFAIRS CALL-IN PROGRAMS

Fifteen one-hour programs over the past two years dealing with specific topics.

#### HUNGER SERIES

This series of reports over a period of eight months examined Oregon's hunger problem in-depth.

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# RADIO PRODUCTION

## Awards

### 2004

#### Harry Chapin Media Awards (given by World Hunger Year)

- OPB's Hunger Series is the winner in the Radio category

### 2003

#### Oregon Associated Press Broadcasters Association

- Best Treatment of a Single Subject: 1st place for Hunger Series
- Best Feature: 1st place for "Scars" (the story of an art exhibit featuring human scars)
- 2nd place for "Oregon National Guard Vets" (the stories of several Oregonians called up for service in Iraq shortly after returning from other tours of duty)
- Best News Writing: 1st place for "Ben Westlund profile" (Colin Fogarty profiled this legislator as he underwent treatment for lung cancer)

#### Society of Professional Journalists-Region 10, Pacific Northwest

- Feature Reporting: 1st place for "Bison Trap" (the story of Umatilla Indians trapping a herd of bison set free on reservation land by a neighboring landowner)

#### ACRE awards (Association of Capitol Reporters and Editors)

- In-depth/Public Service Reporting: 1st place for Hunger Series

### 2002

#### Oregon AP Broadcasters Association

- Best Web site: 1st place for opb.org
- Overall Excellence: 3rd place for OPB's news programming
- Best Treatment of a Single Subject: 3rd place for "Fish Kill" (story about salmon dying in the Klamath River)
- Best Public Affairs: 3rd place for "Oregon's Enron Connections" (a documentary about the bankrupt company's PGE subsidiary)

#### Edward R. Murrow Awards-Region 1

- Web site: 1st place (opb.org)

#### Society of Professional Journalists-Region 10, Pacific Northwest

- Best Newscast: 1st place for OREGON CONSIDERED
- Spot News Reporting: 2nd place for "Portland Terror Cell"
- Sports Reporting: 3rd place for "Portland Eco-Challenge Team"
- Documentary: 3rd place for "Oregon's Enron Connections"
- Honorable mentions for "National Guard troops in the Sinai" (Feature reporting) and "Hijacking 9/11" (Investigative reporting)

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