



## 2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"I always find my OPB time as time well spent as I watch, learn and contemplate, thanks a ton!"*

– Paul, Corvallis

### LOCAL VALUE

OPB serves the Northwest with public service journalism that connects us to the rich and important stories of our region — stories that would not be told elsewhere. For 100 years, OPB has been a trusted, essential and free source of news and information that connects people to the place they call home.

### 2022 KEY SERVICES

OPB creates content about the important people, places and issues of the Northwest. Our team of journalists deliver in-depth reporting from across the region, from southern Washington to southern Oregon. OPB's trusted news and award-winning stories can be accessed anywhere, at any time on OPB TV, OPB Radio, [opb.org](http://opb.org) and on digital and social media. Whether it's listening to an OPB podcast, reading a daily email newsletter or keeping up to date on the OPB News mobile app, those in our region can stay connected to the news and stories that matter.

### LOCAL IMPACT

OPB serves diverse communities of the region with fact-based news and information about politics, the environment, science, arts, history and cultures, business, education and more. We seek out a variety of voices in our communities and lift up authentic stories of the people, places, events and issues of the region, providing context and a deeper understanding.



In 2022, OPB's public service was as critical than ever, as demand for fact-based, trustworthy news was high in the wake of a deepening political divide, fights for social justice, racial inequality, a homelessness crisis, inequitable health care access and more.

### News

OPB delivers local and regional news coverage daily, along with deep investigative reporting. Some of our major news series and initiatives in 2022 include:

- Extensive coverage of the 2022 midterm elections, including explainer videos, ballot guides and hosting an in-person debate for one of the most contested congressional races in the country (see page 5 for details).
- Comprehensive reporting and analysis around the critical issue of [homelessness](#) in the region, along with how local agencies are [attempting to address it](#) and the [community's feedback](#) to some of the actions taken by local government.
- Ongoing coverage of the region's public school system, including how students are adapting to post-pandemic learning. We also revisited students in OPB's "Class of 2025" project, who OPB has been following for 10 years after the [state set a goal](#) of 100 percent graduation in 2025.
- An in-depth multimedia reporting series that explores how Oregon ended up with the [strictest land-use policies](#) in the country and how those [laws dictate almost every aspect of daily life](#).

We also delivered our daily email newsletter "First Look," giving readers convenient access to the most important news and culture stories right in their inbox. The weekly "OPB Politics Now" podcast also continued to deliver to its online and mobile subscribers, taking a deep dive into the region's hottest political topics. Every Friday, OPB reporters and special guests offer in-depth analysis, discussion and insight into local government, legislative activity, events and issues.

In 2022, OPB continued playing a central role in the regional news ecosystem with our Northwest News Partnership, which brings together news coverage from more than 50 news organizations across Oregon and Washington. We also continued work on several national content partnerships, including participation in the ProPublica Local Reporting Network for local and regional investigative journalism.

**"Think Out Loud®,"** an engaging OPB original daily radio program and podcast, has established itself as the centerpiece of our region's coverage of politics and civic and cultural life. The show explores issues, ideas, culture and news and encourages people with different perspectives to discuss various topics with one another.

In 2022, "Think Out Loud":

- Discussed [a new language](#) that emerged in the Pacific Northwest created by a group of DeafBlind people who prioritize touch.
- Heard from [young social activists](#) in Oregon who are calling attention to the disconnect between the extreme urgency of climate issues and the lack of adequate policies to make a real difference.
- Connected with creatives from around the region, including a [Portland journalist](#) whose book explores queer identity in the South, and Portland [rapper Aminé](#) who made his orchestral debut with the Oregon Symphony.
- Brought listeners on a journey through the region to experience the delights of life, like the [Dinolandia exhibit](#) in downtown Portland and a [pig racing](#) event at the Wasco County Fair.
- Investigated sexism in sports, specifically allegations against the Portland Thorns when an independent report found that abuse and misconduct are systemic within the [National Women's Soccer League](#).

### Science & Environment

OPB's science and environment team unites all of OPB's collective resources — digital, radio and TV — to deliver the most comprehensive and consequential science and environment stories unfolding in our own backyards.

Last year, our team of reporters kept communities up to date on urgent climate issues not only impacting wildlife, but also the region's economy, like how the declining water quality on lower Deschutes River is [threatening world-class fisheries](#). They reported on the ongoing issue of [wolf poaching](#) after a fifth illegal wolf slaying was found in the state. And they also investigated the declining salmon population and how that is [affecting the Indigenous communities](#) who rely on it. In collaboration with the ProPublica Local Reporting Network, this investigative series shined a light on the [federal government's failure](#) to improve conditions, despite years of promise (see more on page 4).

Our Science & Environment team also celebrated the innovative science in our region. We reported on the [rise of solar energy](#) in Oregon's future and how a Portland electric company is paving the way for [clean energy](#). OPB's new digital video series "All Science. No Fiction." also premiered in 2022, uncovering cutting-edge technology, like a [machine that uses live insect antennae](#) to sniff out natural disasters (see more on page 4).

OPB producers and photographers also took time to remind viewers of the beauty and wonders of our state through our flagship program **"Oregon Field Guide."** For over 30 years, this award-winning OPB original television series has delivered smart and informed coverage of environmental, geological, ecological and outdoor recreation topics, while providing audiences a window into the beauty of the Northwest.

Last year, "Field Guide" producers took viewers on memorable journeys across the region, including an excursion with a father and daughter in search of a [lost trail on Mount Hood](#), a trip to [Sumpter Valley](#) to witness a small-town, all-volunteer railroad firing up their antique locomotives just in time for the holidays and a voyage to see how one woman leads a new generation in the ancient martial art of [mounted archery](#). They visited the high desert to meet Umatilla tribal member [Acosia Red Elk](#), who travels the world as a world-champion powwow dancer and yoga teacher. "Field Guide" also explored what equity means for those who love the outdoors by connecting with two women on a mission to [welcome everybody to the cycling world](#).

## Arts & Culture

OPB's arts and culture reporting features the latest in visual arts, theater, music, literature, culture and more. In 2022, we chronicled the return to normalcy after two years of the COVID-19 pandemic. We reported on the comeback of in-person events, like the return of [lion dancing](#) for the 2022 Lunar New Year celebration in Portland and the continuation of the [Fiesta Mexicana Festival](#) that has been celebrating Woodburn's farmworkers annually for nearly six decades. We also saw how the pandemic affected the arts and culture community of the region: [independent music businesses](#) in Portland continued to struggle economically, while three Portland restaurants turned to the [packaged-food industry](#) to keep their businesses up-and-running.

We also celebrated makers from the diverse communities throughout our region. We met Tiquette Bramlett, the first Black woman appointed to oversee a winery in a major U.S. wine region and founder of the nonprofit [Our Legacy Harvested](#), which focuses on diversifying the wine industry in Oregon. We learned how the new [restaurant group Win Win](#) is prioritizing BIPOC and LGBTQIA+ food makers. And, we caught up with descendants of the Indigenous [Kalapuya people](#), who are teaching themselves their ancestors' language in a mission to preserve their heritage.

In 2022, we also expanded our six-episode digital video food series "Superabundant" — highlighting Pacific Northwest ingredients — with the addition of a weekly email newsletter. The "Superabundant" newsletter dives deeper into the region's food culture and history, from understanding lesser-known ingredients like [persimmons](#) and [pumpkins](#) to learning about the [Northwest's Indigenous foods](#) and much more. Launched last fall, the newsletter has proven to be a delight with our audiences around the region and is being delivered to over 2,700 emails and counting.

**"Oregon Art Beat,"** another of our award-winning original television series, profiles artists, musicians and artisans from around the region. Show producers and crew have traveled extensively to capture the eclectic mix of creative talent in the Northwest. The program features on-location reporting and thematic episodes.

Last year, "Art Beat" visited Portland, Oregon-based [hip hop artist Mic Crenshaw](#), a Portland Poetry Slam champion and educator who uses his creativity to encourage emerging artists and support local and global activism. "Art Beat" producers also traveled northeast to the majestic Wallowa Mountains to learn how artist [Amy Lay's lifelong love of animals and her rural Oregon homestead](#) inspire her highly collectable paintings. And, they made it to Baker City, where they met Robert Anders, who uses the [ancient process of lost wax bronze casting](#) to create elegant, solid bronze bowls.

The team also revisited the Pacific Crest Trail with [Oregon author Cheryl Strayed](#), known worldwide for her 2012 memoir "Wild." They [met painter Sadé DuBoise](#), who focuses on the stories of Black women and creates powerful portraits against a backdrop of Oregon landscapes. And, they caught up with Beaverton artist Allison Wonder, who creates [custom props, costumes and sets for his dolls](#), then takes them on location for elaborate photo shoots.

**"Oregon Experience"** is an OPB original television history series that explores Oregon's rich past and helps all of us — from natives to newcomers — gain a better understanding of the historical, social and political fabric of our state. Co-produced with the Oregon Historical Society, the series draws upon the Society's skilled researchers and extensive image archives.

Last year, "Oregon Experience" premiered three new documentaries: ["Oregon's Klan in the 1920s: The Rise of Hate"](#) uncovers Oregon's racist past by examining how the KKK infiltrated the region's local communities and influenced politics. They brought to light a [historic union strike in 1934](#), when more than 12,000 members of the International Longshoremen's Association walked off the job from Bellingham to San Diego. They also celebrated [Oregon musician Johnnie Ray](#), who thrilled audiences with his unique sound and helped usher in rock and roll.

**KMHD Jazz Radio** is a community radio station showcasing the best of the jazz without boundaries. Operated by OPB and licensed to Mount Hood Community College, KMHD has been a staple of the Portland jazz scene for the last 37 years.

KMHD champions jazz performances and education to ensure that this uniquely American art form continues to thrive in our region and beyond. In 2022, KMHD interviewed local artists, supported various partnerships and sponsored events including the PDX Jazz Festival, Cathedral Park Jazz Festival and Montavilla Jazz Festival.

KMHD was also awarded a grant by the Doris Duke Foundation with the expectation that KMHD will find ways to innovate jazz into the ecosystem of our collective future.

### All Science. No Fiction.

In 2022, OPB launched a new digital video series called [“All Science. No Fiction.”](#) It showcases how science from the Pacific Northwest is changing the world, and how the smartest minds behind it are helping plot a future that’s smarter, greener and just plain cooler.

In the first season, OPB’s Science & Environment reporter Jes Burns investigated a [headband](#) that coaxes the brain into getting better deep sleep; uncovered a moth/drone cyborg called the “Smellicopter” that detects chemical leaks, explosive devices and even people buried under rubble; and learned how farmers could future-proof their livelihoods — and the planet — by pairing [agriculture and solar power](#) production.

**All  
science.  
No fiction.**

### Broken Promises: A Toxic Salmon Series

In collaboration with the ProPublica Local Reporting Network, OPB produced the multimedia series [“Broken Promises.”](#) uncovering the declining salmon population in the Pacific Northwest, despite the U.S. government’s promise of financial investment in the issue.

From OPB’s Science & Environment reporter Tony Schick, this two-part series exposed how [federal agencies failed to invest](#) in deteriorating fish hatcheries and [how dams have contributed](#) to the declining salmon population. The series also included the documentary [“Salmon People”](#) that takes viewers into the world of Wy-Kan-Ush-Pum, the Salmon People, who live along the Columbia River.



Aiyana George with her dad, Sam, after a day of fishing on the Columbia River

### Class of 2025: Freshman Year

In 2012, OPB set out to track the educational journey of 27 Oregon elementary students through high school graduation, after the state set a goal that every student would complete high school starting in 2025. As part of this larger “Class of 2025” multimedia series, last year OPB developed a video documentary called [“Class of 2025: Freshman Year.”](#) The series caught up with a few of the original students as they navigated the challenges of their first year of high school, including adjusting to in-person learning during an ongoing pandemic, and the social and academic pressures they faced at the largest high school in the state.



**CLASS of  
2025**

# ELECTION 2022



## A trusted source for election coverage across Oregon and Southwest Washington

Throughout the 2022 midterm election cycle, OPB was there to cover candidates and issues at every level of the ballot, providing facts, context and a forum for civil dialogue and diverse perspectives. Our robust political team, along with our reporters across the region, informed audiences with in-depth coverage and analysis.

OPB offered multiple ways to stay informed, connected and engaged with election topics, including analysis from our OPB political team on our weekly podcast “OPB Politics Now,” engaging candidate debates and conversations on “Think Out Loud” and important election updates delivered straight to readers’ inboxes with our daily email newsletter “First Look.” At [opb.org/election2022](https://opb.org/election2022) and on OPB Radio, audiences found a home for our comprehensive election reporting, including interviews, [explainer videos](#) and results on all races.

### A one-stop source for city and statewide candidate profiles

Last year, Oregon and Washington residents faced big decisions at the ballot box. In Oregon, the governor’s race proved to be highly contested between Democrat [Tina Kotek](#), Republican [Christine Drazan](#) and unaffiliated candidate [Betsy Johnson](#) — and OPB was there to cover where all three candidates stood on the most pressing issues facing the state. Our political reporters also provided critical information about [city races](#) and closely watched [congressional races](#).

### Consequential ballot measures, explained

From the constitutional right to healthcare and tightening Oregon’s gun laws to removing slavery language from the Oregon constitution, Oregon statewide measures asked voters to consider big changes this past midterm election. One local City of Portland measure asked voters to consider an overhaul to how the city is managed. We created easily digestible [explainer videos](#) to help voters make informed decisions come election day.

***“Thanks for knocking it out of the park during the midterm election — I used your coverage to help inform my voting decisions!”***

– Jessie, Terrebonne

### Engaging the candidates on important issues

The race for Southwest Washington’s 3rd Congressional District drew national attention. In October, OPB hosted an [in-person debate](#) for Republican candidate Joe Kent and Democrat Marie Gluesenkamp Perez, where they discussed the concern of rising inflation, America’s healthcare crisis and more. OPB’s “Think Out Loud” host Dave Miller moderated the debate, which aired on OPB Radio the next day.



**ELECTION 2022**  
**Ballot guide**





## OPB Hires New Equity Leader

In 2022, OPB welcomed its inaugural equity leader, Shayna Schlosberg, to drive the strategy, vision and implementation of our work toward becoming an inclusive and antiracist organization.

In her role, Schlosberg works closely with OPB's senior leaders, OPB's employee-led equity team (which was established in 2019), equity working groups, affinity groups and various departments on a variety of initiatives. This includes developing OPB's internal organizational values, evaluating the policies and practices of OPB's functional areas with an equity lens and aligning the organization around clearly defined and measurable DEI outcomes.

In 2022, OPB also launched a [series of equity pages](#) on opb.org that outlines our commitment to diversity, equity and inclusion, both to the public we serve and internally to OPB staff, so the organization can be held accountable for its actions. The pages include a snapshot of OPB's equity work to date, and offers an opportunity for our audience to engage directly with us via an [audience feedback form](#).

***"OPB is the best source of news in the region. I listen every day while I get ready for work and during part of my commute." – Kathryn, Fairview***

***"Quite simply, it's the only station I'm willing to spend my time watching, because it offers the best quality in every genre of programming, and because it's the only station where I learn something new every time I tune in!"***

– Jeremy, Rockaway Beach

***"I listen to or watch OPB daily. Deep reporting with intelligence and warmth that almost feels like family – or like getting the news from my smartest, coolest friends."***

– Rebecca, Portland

## OPB by the Numbers

OPB reaches an average of more than **one million** people per week in Oregon and southern Washington on OPB TV and OPB Radio combined; and OPB reaches on average over **77,000** viewers per month on streaming apps and over **383,000** viewers per month on YouTube.

OPB.org averages **2.2 million** page views per month, including **1.5 million** monthly average users; and, across platforms, OPB averages more than **1.3 million** live audio streams from over **193,000** unique users per month.

OPB is generously supported by more than **159,000** members who provide nearly two-thirds of our funding.

OPB's weekly e-newsletter "OPB Insider" connects its more than **61,000** active subscribers to all things related to OPB content and community, while our daily e-newsletter "OPB First Look" serves more than **23,000** subscribers with an average daily open rate of 59 percent.

OPB has more than **178,000 Facebook** fans, **132,000 Twitter** followers, **34,000 Instagram** followers and **74,000 YouTube** subscribers.

OPB continued remote and virtual volunteer opportunities in 2022 as in-person opportunities remained suspended due to the ongoing pandemic. Last year, **234** volunteers donated more than **6,800** hours of service to OPB.