



Recent Experiences in Signal Acquisition and Extension

December, 2002

Acorn Committee Meeting

Washington DC

KNHT - Eureka CA

2000 – Purchased an off-air commercial station in Eureka/Arcata CA.

- 107.3 MHz, 3.3 kw (C2), 519 m HAAT
- comparable facility sold twelve months previously for \$350,000 in same market
- \$250,000 offer was accepted
- Needed to resume operations under 12-month rule

Commercial AM/FM Combo Purchase

KTBR (AM) – Roseburg OR • 950 KHz, 1 kw day, .02 kw night

- Purchase included 6 acres of land near I-5 and building

KOOZ (FM) – Coos Bay OR • 1 kw unlimited, 444 m HAAT (C3)

- Asking price was \$800,000 for AM and FM combo
- Paid \$750,000 with donation of \$45,000 against appraised value of \$825,000
- Purchased March, 2002

California AM Properties

Three station group purchased from Four Rivers Broadcasting in Nov. 2002

KMJC (AM) – Mt. Shasta CA • 620 KHz, 1 kw day, .029 kw night

KSYC (AM) – Yreka CA • 1490 KHz 1 kw unlimited

KPMO (AM) – Mendocino CA • 1300 KHz, 5 kw day, .077 kw night

- \$300,000 for KMJC and KSYC; \$25,000 purchase of KPMO equipment; KPMO license donated

Purchase of Unbuilt AM CP

Redding CA, 1330 KHz, 1 kw unlimited, 2-tower array

- Have signed a purchase contract for the CP which is contingent upon securing zoning approval for tower construction
 - Station: \$150,000 purchase price
- Have signed a purchase contract for 40-acres of land for tower (with excess land capable of housing development)
 - Land: \$95,000 purchase price
- Station Construction: Approx. \$150,000

Religious Settlement

Successfully negotiated settlement with Educational Media Foundation (EMF) which was filed with FCC in July, 2002

- **Klamath Falls OR** – mutually exclusive applications modified to allow both stations to be constructed
 - required JPR to reduce power
- **Cave Junction OR** – JPR withdrew a pending station application
 - EMF caused a high-power translator in Grants Pass OR to be donated to JPR by CSN International
- **Cash Payment:** to JPR by EMF

LMA Relationships

KRVM (AM) – Eugene OR • 1280 KHz, 5 kw day, 1 kw night

Owned by: School District 4J

- District approached JPR
- 10-year LMA with JPR option to purchase
- JPR assumed full responsibility for all direct operating expense
- No payment to district other than direct expense reimbursement
- JPR has full program control (except for 70 hours/year)

“Internal” LMA’s

- Roseburg, Coos Bay, Four Rivers AM’s and Redding CP all purchased (or to be purchased) by JPR Foundation
- JPR (State of Oregon) executed LMA with JPR Foundation to lease stations for JPR’s use

Multiple Services

Classics and News Service: 5 radio stations + 33 translators

- *Potential Audience:* 1.1 million persons

Rhythm and News Service: 5 radio stations + 4 translators

- *Potential Audience:* 750,000 persons

News and Information Service: 7 radio stations

- *Potential Audience:* 1.4 million persons

System Map



ACORN

Washington DC

Classics & News Service

Monday – Friday

5–7 Morning Edition
7–12 First Concert
12–4 Siskiyou Music Hall
4–4:30 All Things Considered
4:30–5 The Jefferson Daily
5–7 All Things Considered
7–2 State Farm Music Hall

Saturday

6–8 Weekend Edition
8–10:30 First Concert
10:30 Opera
2–3 From the Top
3–4 Siskiyou Music Hall
4–5 All Things Considered
5:30–7 On With the Show
7–2 State Farm Music Hall

Rhythm & News Service

Monday – Friday

5–9 Morning Edition
9–3 Open Air
3–5:30 All Things Considered
5:30–6 Jefferson Daily
6–8 World Café
8–10 Echoes

Saturday

6–10 Weekend Edition
10–11 Living on Earth
10-10:30 California Report (CA only)
11–12 Car Talk
12–1 e-Town
1–3 West Coast Live
3–4 Afropop Worldwide
4–5 World Beat Show
5–6 All Things Considered
6–8 American Rhythm
8–9 Grateful Dead Hour
9–10 The Retro Lounge
10–2 Blues Show

News & Information Service

Monday – Friday

5–7 **BBC World Service**
7–8 **Diane Rehm Show**
8–10 **The Jefferson Exchange**
10–11 **Here and Now**
11–1 **Talk of the Nation**
1–2 **To the Point**
2–3 **The World**
3–4 **Fresh Air**
Tavis Smiley (Eugene/Roseburg only)
4–6 **The Connection**
6–7 **Fresh Air**
8–10 **The Jefferson Exchange**
10-1 **BBC World Service**

Saturday

5–8 **BBC World Service**
8–9 **Sound Money**
9–10 **Studio 360**
10–12 **West Coast Live**
12–2 **Whad’Ya Know**
2–3 **This American Life**
3–5 **Prairie Home Companion**
5–6 **Rewind**
6–7 **Fresh Air Weekend**
7–8 **Tech Nation**
8–9 **New Dimensions**
8–1 **BBC World Service**

Multiple Service Experience

1991: Enacted the “Split”

- Within 18 months:
- Total weekly audience nearly doubled
- Membership income increased 50%
- Underwriting income increased 50%

Split Underwriting on network “legs” increased available income potential

New Service Assumptions

In a community already served by JPR addition of a new JPR service will in the first year's operation:

- Grow membership income by 20% of previous year
- Grow underwriting by 20% over previous year

Special capital campaigns can be used to “front load” capital cost of acquiring and activating new service

Uses of Automation

News and Information Service: *nearly totally automated*

Classics and News Service: *semi-automated*

Rhythm and News Service: *semi-automated*

Underwriting/System Breaks: *semi-automated*

Risk Assessment

- Expansion projects of the past decade have all “paid off” for JPR and either met, or exceeded, financial projections.
- JPR has purchased a significant number of properties in the past 12 months and it is still too early to assess their productivity.
- For more recent acquisitions title was vested in the JPR Foundation (instead of JPR) to allow future sale of selected stations if conditions warranted that step.

Our engineering operations continue to expand at a time when the supply of broadcast engineers is shrinking

Biggest Risks

- Accumulated long-debt load
- Re-capitalization costs of older transmission plants whose true history is unknown to us as a buyer

Biggest “Bonuses”

Because JPR operates multiple services it is relatively easy for JPR to newly target a service which complements existing public radio offerings into a community

Expansion doesn't require that we add programming/streams

Ownership of commercial properties enhances our long-term hard asset portfolio

Ownership of stations by the JPR Foundation more equally balances influence between our University and our private “side”