



LOCAL CONTENT AND SERVICES REPORT

FY 2018

July 1, 2018 – June 30, 2019

LOCAL PRODUCTIONS – FY 2019 – (376 Minutes)

STUDENT SHOWCASE (1200 series), now in its twelfth season on SOPTV, honors eight exceptional high school students in a series of short segments that feature exceptionally gifted local area students. Students are chosen by their teachers or mentors from various disciplines including, Music, Drama, Dance, Art, Creative Writing and others that warrant carefully crafted presentations. Each student performance is approximately two minutes.

<u>Student(s)</u>	<u>Talent</u>	<u>School</u>	<u>City</u>
S. Medford Chamber Choir	Chamber Choir	South Medford High School	Medford
Henry DesCamp	Jewelry	Siskiyou School - Ashland	Ashland
Ashland Children's Theater	Theater	ACT	Ashland
Screen Printing Group	Screen Printing	R V Youth Corr. Fac	Grants Pass
Thomas Greene	Bass Player	South Medford High School	Medford
Sandra Aros	Artist	North Medford HS	Medford
Gwen Mortensen	Woodworker	North Medford HS	Medford
Eli Hansen	Bass Player	Roseburg High School	Roseburg

The segments air between regularly scheduled programming throughout the year on SOPTV-PBS (ch 8) and SOPTV-WORLD and are available anytime on SOPTV.org.

THE JEFFERSONIAN: LIFE ON THE MARGINS (#106)

THE JEFFERSONIAN is a student-produced magazine-style program that captures the unique character of living in Southern Oregon and Northern California. In the sixth edition of the show, the students adopted the theme LIFE ON THE MARGINS, focusing on members of community that do not typically receive much attention from media outlets. The resulting short documentaries introduce two sets of memorable, yet very different, locals from our region. REMEMBRANCE is about a pair of veterans finding ways to join their community, in spite of barriers created by their wartime injuries. "Here, We Are" tells a story of two aging artists, sustained through hard times by their passion for creativity and each other. Co-production with Southern Oregon University/Digital Media Center. Premiered on January 14, 2019 (30 Minutes)

MY STORY OF SERVICE - Continued local series featuring local veterans who served from World War II, Korea and Vietnam, Afghanistan and Iraq. 7 veterans tell their personal stories. Coming from a variety of military branches of service and backgrounds, these veterans describe why they joined, their enlistment and boot camp experiences, their deployment and what happened when they arrived back home again. Among the tales are a few humorous stories and little-known facts about interesting historical moments. All of the veterans describe profound memories of their experiences in the service, and a few candidly discuss the demons that sometimes still haunt them. (210 Minutes)

Seven local veterans participating in the second set of the fourth installment of "My Story of Service" are Jena Harris (U.S. Army Medic, Iraq), Jed Morgan (U.S. Marines, Afghanistan), Matthew Havnear (U.S. Marines, Iraq), Chandra York (U.S. Navy, Middle East), Ron Clisby (U.S. Air Force, Vietnam), David Grosenbach (U.S. National Guard Iraq & Afghanistan), Douglas Lindamood (U.S. Marines, Iraq). (210 minutes)

BRAIN BOWL 2019

Annual special features academically competitive students from high schools and middle schools throughout southern Oregon. The team that wins continues on to compete in a national Brain Bowl tournament. Produced in partnership with Southern Oregon Educational Services District



LOCAL CONTENT AND SERVICES REPORT

FY 2018

July 1, 2018 – June 30, 2019

and Southern Oregon University. The two-hour event premiered on Sunday, April 14, 2019 at 5:00 PM (Ch. 8.1). Repeated Friday, April 19, 2019 at 4:30 PM (Ch. 8.1). The program is also streamed on soptv.org. (120 minutes)

VISIONS OF SOUTHERN OREGON - features photos, paintings and original music as made and submitted by SOPTV viewers. Images feature nature landscapes, cityscapes and lifestyle photos that capture the beauty of our region. Added 2 episodes in fiscal 2019 to ongoing series that originally premiered **July 6, 2015**.

SOPTV IN THE COMMUNITY - Screenings

The Jeffersonian Screening – January 14 2019 - hosted at SOU – Meese Auditorium Held the Jeffersonian Premiere Screening with a reception for Patron's and Producer's members. Approximately 70 people were in attendance and the event included a Q and A.

Let's Go Luna Screening hosted by Oak Grove School. November 9, 2018

The new PBS Kids program "Let's Go Luna" was debuted over two school-wide assemblies at Oak Grove Elementary in Medford, Oregon. Two episodes of the program were aired, and there was discussion about PBS programming with the children. Approximately 500 people (students, teachers, and support staff) attended.

Poldark Screening at Rogue Valley Manor – September 24, 2018

The first episode of season four of "Poldark" was screened at the Rogue Valley Manor, a local retirement community. The event included conversation about station updates, giveaways, and a screening of the episode. Approximately 45 people attended.

Poldark Screening at Mountain Meadows – September 27, 2018

The first episode of season four of "Poldark" was screened at Mountain Meadows, a local retirement community. The event included conversation about station updates, giveaways, and a screening of the episode. Approximately 15 people attended.

Les Miserables Screening at Rogue Valley Manor – March 29, 2019

The first episode of the miniseries "Les Miserables" was screened at the Rogue Valley Manor, a local retirement community. The event included conversation about station updates, giveaways, and a screening of the episode. Approximately 45 people attended.

Les Miserables Screening at Mountain Meadows – April 4, 2019

The first episode of the miniseries "Les Miserables" was screened at Mountain Meadows, a local retirement community. The event included conversation about station updates, giveaways, and a screening of the episode. Approximately 25 people attended.

Table Purchased for 2019 Golden Pear Awards – May 10, 2019

SOPTV sponsored a table at the 2019 Golden Pear Awards, an annual event that recognizes excellence in the Medford School District. This was a fundraiser for the District. Eight representatives from the station attended.



LOCAL CONTENT AND SERVICES REPORT

FY 2018

July 1, 2018 – June 30, 2019

Molly of Denali Screening hosted by Medford Branch of the Jackson Co. Library. June 10, 2019

The new PBS Kids program "Molly of Denali" was debuted at a screening event hosted by the Medford Branch of the Jackson County Library system. The event featured three episodes of the new program and was held in the gathering room of the children's library. Approximately 45 people attended.

SOPTV IN THE COMMUNITY - Events

THE SOUTHERN OREGON WINE EXPERIENCE - This growing regional event showcased wines from wineries over a four-day event **Thursday, August 23, 2018 through Sunday, August 26, 2018**. Overall there were 2,500 attendees for all the events from all over the region; Over 700 attendees at the Grand Tasting on the final day. SOPTV promoted this Jacksonville community event on-air and in our August *Inside SOPTV* program guide.

SISKIYOU FILMFEST - SOPTV participated as a sponsor for the Siskiyou Film Fest's 17th annual event organized by the Klamath-Siskiyou Wildlands Center. Sponsorship included logo in program and on poster; link to Film Fest's website to our organization. Films focused on community, ecology, environmental issues, sustainability and featured people creating solutions on a local and global scale. Films were produced in or about Oregon and the Klamath-Siskiyou region. Grants Pass High School Performing Arts Center. **Sunday, February 10, 2019** in Grants Pass. SOPTV ran spots leading up to the festival.

CRATERIAN THEATRE: SOPTV sponsored the performance of THE MIKADO on **April 9, 2019**. Sponsorship included logo placement in the Craterian's brochure and playbill, website, all media advertising and direct mail promotions, as well as in the venue itself. SOPTV ran spots on air to promote the production and ran ads in the Viewer guide for the year.

ASHLAND INDEPENDENT FILM FESTIVAL - SOPTV sponsored 18th annual independent film festival with promos on air and in *Inside SOPTV* our monthly program guide. SOPTV was featured in the festival program and rotating pre-show, on-screen sponsor acknowledgements. **Thursday, April 11, 2019 through Monday, April 15, 2019**

TASTE OF ASHLAND - Sponsored this popular annual Art, Food and Wine Event. SOPTV promoted the 28th annual Ashland community event which featured on-air and in *Inside SOPTV* our monthly program guide. Participants include 7 Galleries, 17 Wineries, 17 Restaurants showcased the region's art, food and wine. Saturday and Sunday, **April 27th and April 28th 2019 from noon to 4 pm.**

BREWS, BLUEGRASS & BBQ FESTIVAL - 7TH Annual, **June 1, 2019**. at RoxyAnn Winery. SOPTV sponsorship - media trade. Family-friendly fundraising event includes more than a dozen of the region's best breweries, five foot-tapping bluegrass bands.

MEET AND GREETs - Post-Concert Meet & Greet, photo opportunity and autograph session.

Pavlo - October 25, 2018 @ The Rogue Theater



LOCAL CONTENT AND SERVICES REPORT

FY 2018

July 1, 2018 – June 30, 2019

Lucia Micarelli – October 28, 2018 @ Craterian Theater

Tommy Emmanuel – December 8, 2018 @ The Rogue Theater

Rhythm of the Dance – February 15, 2019 @ Craterian Theater

Festival of Trees - Hosted by Providence. Our sponsorship included us running an ad in the program guide to promote the event.

TEACHER COMMUNITY PROGRAM (TCP)

Teacher Ambassador, Ben Garcia supports media arts teachers through a professional learning community (PLC) which meets at SOPTV to discuss the media arts needs of teachers, to help students find media arts industry level experience for their students and professional development for themselves. Also provides local coding/programming training to teachers and students through meet-ups, workshop and professional development classes. Ben facilitated 46 K-12 Professional Development and Training workshops with 150 attendees and executed other Pre-service teacher Professional Development/Training that included 2 workshops with 2 attendees. He also meets weekly with local PBS Newshour Student Reporting Labs (SRL) teachers and students where he coordinates and co-facilitates three SRL sites/classes. Three teachers and 40 students are impacted by this SRL work each week.

FY 2019 SOPTV INTERACTIVE

SOPTV Website - has a wide variety of content including Next Avenue and the PBS NewsHour as well as a wide variety of SOPTV productions for viewing anytime. Online schedules for the three channels are available and fully searchable. Programming updates are regularly posted, as well as in depth information on programs and station announcements. The site also includes a copy of our annual audit, diversity statement and FCC.

Website users for the fiscal year July 1, 2018 through June 30, 2019: 63, 722; Page views, 231, 777; Sessions = 117,792. Each user visited the site approximately two times.

SOPTV eNews – is a free publication featuring “Don’t Miss” SOPTV program highlights, station events, ticket offers, promotional messaging, program changes and contact information. As of June 30, 2019 we have 10,100 subscribers - a 5% increase over the prior year!

SOPTV Facebook Page – Similar to the newsletter and website, the SOPTV Facebook page mirrors and expands on “Don’t Miss” SOPTV programming, station events, ticket offers and promotional messages. The SOPTV Facebook page also features Facebook Likes and as of June 30, 2019 we had 1673 likes– representing an increase of 28% over FY 2018.

SOPTV Education Facebook- A separate Facebook account was created on April 28 of 2019 to specifically communicate educational topics with a focus on media arts. As of June 30, 2019, the page had 68 likes.

SOPTV Instagram- An Instagram account for the station was created this year as a way to further connect with our community. As of June 30, 2019, the account had 170 followers.