



LOCAL CONTENT AND SERVICES REPORT  
FY 2023

July 1, 2022 – June 30, 2023

**FY 2023 – PRODUCTIONS – (536 Minutes)**

Title	Type	Original Airdate	Length
Student Showcase (1500 Series)	8 Interstitials (2 min)	Various	16
Southern Oregon Responds	2 Interstitials (2 min)	Various	4
Southern Oregon Experience	6 Interstitials (1 min)	Various	6
Work of Art	4 Interstitials (2 min)	Various	8
Jim On The Trail	3 Interstitials (2 min)	Various	6
On The Calendar	41 Interstitials (1 min)	Various	41
Visions of Southern Oregon	1 interstitial (7 min)	Various	5
Us As We Are	12 Full Program (30 minutes)	Various 1/Mo	360
Brain Bowl 2023	1 Full Program	4/23/2024	90

**STUDENT SHOWCASE (1500 series - Interstitials)** - The segments aired between regularly scheduled programming throughout the year on SOPBS (Ch 8) and SOPTV-WORLD and are available anytime on SOPTV.org. (8 x 2 min.). Funding in part by Peter Sage.

Student	Talent	School	City
K Falls Culinary	Cooking	Klamath Union HS	Klamath Falls
Nolan Pierson	Percussionist	South Medford HS	Medford
North Medford Choir	Choir	North Medford HS	Medford
Boaz Brown	Artist	South Medford HS	Medford
Chase Hooley	Artist	South Medford HS	Medford
Rylee Boyersmith	Dancer	Logos Charter HS	Medford
Evan Strickland	Guitarist	Logos Charter HS	Medford
Crater Renaissance	Digital Media	Crater Renaissance Academy	Central Point

**SOUTHERN OREGON RESPONDS (Interstitials)** - A look at the people and organizations responding to a community problem or challenge at a grassroots level. Produced and edited by local journalists XRats. (2 x 2 min.). Titles: Dolly Parton’s Imagination Library; Fuel Committee. Funded in part by The Carpenter Foundation.

**SOUTHERN OREGON EXPERIENCE (Interstitials)** - Stories from southern Oregon’s history. Produced in partnership with Ralph Bowman (6 x 1 min). Titles: Chinese Miners; Grants Pass Caveman; Gladiolus Parade; Wolf Creek Hippies; Gold Hill; Watkins.

**WORK OF ART (Interstitials)** - Profiles of regional artists revealing the nuts and bolts of their crafts and boosting the creative economy of southern Oregon. (4 x 2 min). Produced in partnership with producer Vanessa Finney. Titles: Antonio Melendez; Madeleine Graham Blake; Eden Orlando; Justin Rueff. Funded in part by the Lake County Cultural Commission; Josephine County Cultural Commission; and the Klamath County Cultural Commission,



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**JIM ON THE TRAIL (Interstitials)** - Explore the trails of Southern Oregon with Trail Expert Jim Falkenstein. Produced in partnership with Sailor Boy Media. (3 x 2 min) Titles: Bocard Point; Snark Trail; Lower Table Rock.

**ON THE CALENDAR (Interstitials)** - A listing of local community events. Produced in partnership with Jefferson Public Radio. (41 x 1 min) – Produced by SOPBS Operations Manager Jeff LeBeau.

**VISIONS OF SOUTHERN OREGON (Interstitials)** - Stunning images by southern Oregon artists set to original music contributed by local musicians. (1 x 5 min)

**US AS WE ARE** – Full Program Series - 30 minute - Local stories told by local people. Produced in partnership with Sailor Boy Media. In July of 2022, US AS WE ARE was taken from a series of short 2-minute short pieces to a full 30-minute monthly show with expanded segments on many regional stories. And in January 2023, the monthly US AS WE ARE was re-formatted to a show with complete single topic regional stories. (12 x 30 min).

**BRAIN BOWL 2023** - Annual special features academically competitive students from high schools and middle schools throughout southern Oregon. The team that wins continues to compete in the national Brain Bowl tournament. Produced in partnership with Southern Oregon Educational Services District and Southern Oregon University. The two-hour event premiered on Sunday, April 23, 2023, at 4:00 PM (Ch. 8.1). Repeated Thursday, April 27, 2023, at 4:30 PM (Ch. 8.1). The program is also streamed on [sopbs.org](http://sopbs.org). (90 minutes)

**FY 2023 SOPBS CINEMA 42**

**CINEMA 42:** Features local independent filmmakers that range from students to scholars of the moving picture. Highlights the people, places, and ideas from our broadcast region.

**Episode 101: Shasta Stories: The Richest Man in Town;** A window painter in the town of Mt. Shasta, shares his insight and motivation to bring art to storefront windows during the holiday season.

**Episode 102: Timeless/ Art of Play;** Two student Films from Southern Oregon University involving Music, Dance and Art making.

**Episode 103:** Local Filmmaker **Dear Future Self / Four Daughters;** Two films by a local filmmaker, the themes are about coming to terms with the past and the loss and legacy of loved ones.

**Episode 104:** Local Filmmaker **Shop at the End of Town;** A horror short about a lone shop keeper and interactions with a strange customer.

**Episode 105: Shasta Stories: Peter Mt. Shasta;** A film about a man named Peter, and the mountain he is named after.

**Episode 106: Too Much Chow / The Watcher;** Two student Films from Southern Oregon University involving, a science experiment gone awry, and a stalker with unknown intentions.

**Episode 107: Father Figure;** A young priest must come to terms with his moral and religious duties

**Episode 108:** Local Filmmaker: **An Affair Remains"**: Two widowers meet by chance and learn they have a deeper connection.

**Episode 109:** Local Filmmaker **Way to Go:** A unique restroom facility in a unique place

**Episode 110: Shasta Stories: Two-Leaf Meadows;** A blind man from the Cherokee's Bird Clan plays a flute, throws tomahawks, and chops wood.



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**Episode 111: Paddle Tribal Waters;** A group of indigenous youth learn to whitewater kayak the restored Klamath River.

**Episode 112: Local Filmmaker Farm to Families;** documents the great community collaboration by Rogue Valley Farm 2School.

**FY 2023 SOPBS INTERACTIVE**

**SOPBS Facebook Page** – The SOPBS Facebook page highlights SOPBS programming, station events, ticket offers and promotional messages. News and human-interest stories and articles are also shared. The social media platform has expanded its reach and followers at a rapid rate over this time. As of June 30, 2023, the page had reached **1,234** followers with 30.7% men to 69.3% women gender ratio. This social media platform achieved a total post reach of **43,867**. (Facebook Page Reach = The number of people who saw any content from the page, including posts, stories, ads, social information from people who interact with the page, and more.)

**SOPBS Instagram** - An Instagram account for the station was created in 2020 to further connect with our community. **Instagram: 1,167**

**Other SOPBS Platform Analytics:**

**LinkedIn: 263 Followers**

**YouTube: 228 Followers**

**Local Now Unique Users (6/23): 131**  
(Hulu + Live carriage started in FY24)

**Digital Usage**

**All localized General Audience streams across PBS owned digital platforms (pbs.org, PBS Video app and PBS owned OTT apps)**

**July 1, 2022, to June 30, 2023: 648,309**

**Localized PBS KIDS content streamed**

**July 1, 2022, to June 30, 2023: 4,230,000 streams**

**Local streams of live TV**

**July 1, 2022, to June 30, 2023: 24,979**

**Passport Streams**

**July 1, 2022, to June 30, 2023: 267,232**

**SOPBS Website** - Features a wide variety of content including a newsfeed from the PBS NewsHour, local resources for managing the pandemic and local events, a programming blog, and our member magazine, as well as a wide variety of SOPBS productions for viewing anytime as well as access to PBS Passport streaming services. Online schedules for the four channels are available and fully searchable. Any programming updates are regularly posted, as well as in-depth information on all PBS programs and



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station announcements. The site also includes a copy of our annual audit, diversity statement, and FCC links.

Website users for the fiscal year July 1, 2022, through June 30, 2023: [www.sopbs.org](http://www.sopbs.org) had 72,724 users. There were 128,492 website sessions for a total of 357,315 page views resulting in 2.78 page views/session.

**FY 2023 - SOPBS IN THE COMMUNITY**

SOPBS participated as a main sponsor of the following events. Our logo was featured on printed promotional materials for the event as well as on the large banner that was displayed at the SOPBS 10 x 10 display booth in high visibility locations. SOPBS handed out marketing materials and bi-monthly viewer's guides.

**Pear Blossom Festival 2023**

Where: Pear Blossom Park, Medford

When: April 7 & 8, 2023

Times: 3:00 pm to 10:00 pm  
and 10:00 am to 6:00 pm

**The Ashland World Music Festival**

Where: Lithia Park in Ashland

When: May 28, 2023

Time: 12:00 pm to 5:00 pm

**Brews, Bluegrass & BBQ**

Where: Roxy Ann Winery

When: June 3, 2023

Time: 2:00 pm to 8:00 pm

**Juneteenth 2023**

Where: Pear Blossom Park, Medford

When: June 17, 2023

Time: 11:00 am to 7:00 pm

**Medford Pride 2023**

Where: Pear Blossom Park, Medford

When: June 24, 2023

Time: 12:00 pm to 6:00 pm.

**FY 2023 SOPBS EDUCATION**

SOPBS continued to administer the Student Reporting Lab (SRL) afterschool program to bring media industry experience for area students. Participating students were trained in producing industry standard news stories.