



LOCAL CONTENT AND SERVICES REPORT

FY 2016

July 1, 2015 – June 30, 2016

SOPTV LOCALLY PRODUCED PRODUCTIONS

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

<u>Student</u>	<u>Talent</u>	<u>School</u>	<u>City</u>
Dylan Panter	Actor/Theatre	Harbor HS	Brookings
Tiffany Aslakson	Slam Poetry	Crater High School	Central Point
Adrian Chavez	Art/Painter	North Medford	Medford
Day & Patridge	Teen Theatre Duo	So Medford / St.Mary's	Medford
Brass Quintet	Music	South Medford HS	Medford
Robotics	Robotics	South Medford HS	Medford
Trombone Ensemble	Musicians	North Medford HS	Medford

The segments air between regularly scheduled programming throughout the year on SOPTV-PBS (ch 8) and SOPTV-World (ch 21) and are available anytime on SOPTV.org.

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. Premiered July 6, 2015.

SOUTHERN OREGON TREASURES - SOPTV members and viewers share their treasures with a group of Southern Oregon Antiques and Collectables Club Expert Appraisers. Treasures include rare, unusual and one-of-a-kind items ranging from Disney collectables, autographed baseballs and turn-of-the-century china dolls to handcrafted fiddles, gold bracelets and antique furniture. (30 Minutes) – Premiered December 10, 2015.

BRAIN BOWL 2016 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 and Southern Oregon University.

The two-hour event premiered on Sunday, April 17, 2016 at 5:00 PM (Ch. 8.1). Repeated Friday, April 12, 2016 at 4:00 PM (Ch. 8.1). The program is also streamed on soptv.org.

JEFFERSON'S BUDDING NEW INDUSTRY – the fourth program in our continuing series **THE JEFFERSONIAN**. The program looks at new legislation that has taken this drug out of the shady, criminal and stoner worlds of the recent past into a legitimate medical, business, and recreational industry. The program looks at the current laws governing the use of marijuana and explores the science behind cannabis and its medical and psychoactive properties. The program also explores the cultural, social, business and economic



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implications posed by legalization and the response by city and county government regarding the growing, processing, sales and taxing of this newly-legal substance.

The program premiered Monday, February 22, 2016 at 9:00 pm; Repeated Wednesday, February 24, 2016 at 2:00 am Thursday, February 25, 2016 at 11:30 pm. 30-minute program and the program is available on our website anytime.

THE JEFFERSONIAN is co-produced with Southern Oregon University's Advanced Video Production class and Digital Media Center DMC). SOPTV's staff works with students and faculty to produce 1-2 specials an academic year featuring topics of interest in the mythical "State of Jefferson" (southern Oregon and northern California) capturing the blend of people, places and activities that comprise the unique vibe of life in the California's Siskiyou Mountains and Rogue River Valley in Oregon.

Our Veterans

Over the last two years SOPTV has produced 10 recent programs about veterans.

MY STORY OF SERVICE - New local series featuring local veterans who served from World War II, Korea and Vietnam, Afghanistan and Iraq. 14 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, such as witnessing the treaty signing with the Japanese aboard a ship in the Pacific during WWII. 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.

Local veterans participating in the second installment of "My Story of Service" are Steven Buckalew (U.S. Marine Corp, Iraq), Frank McMillan (U.S. Navy, Korea & Vietnam), Daniel Pinkham (U.S. Army, Vietnam), Bill Ritch (U.S. Army, Vietnam), Paul Robino (U.S. Navy, Korea), and Jeff Tabler (U.S. Army, Vietnam), Herm Yates (U.S. Army, WWII).

LOCAL FOCUS: DEBT OF HONOR – An initiative between SOPTV and JPR culminating with a panel of local veterans, related experts and Veterans Administration resource providers discussing the struggles and triumphs of disabled veterans. Geoffrey Riley from JPR's Jefferson Exchange hosted the television program, which followed the broadcast of **DEBT OF HONOR**. Riley also hosted three related programs that week on the Jefferson Exchange on JPR. Premiere 11/10/15 – One Hour

LOCAL FOCUS: PROJECT 22 - SOPTV hosted filmmakers Daniel Egbert and Doc King in our studio for a special one-hour interview and discussion program (hosted by Geoffrey Riley) to draw attention to the national crisis and epidemic of Veteran suicides. After



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tragedy struck home, the two combat-wounded veterans set out to end the little-discussed epidemic of veteran suicide in America. Premiere 2/8/16 – One Hour

IMMENSE POSSIBILITIES

The Rev. Howard Thurman once said, "Don't ask yourself what the world needs. Ask yourself what makes you come alive and then go do that. Because what the world needs is people who have come alive."

That's the guiding principle of **Immense Possibilities**, the weekly program that seeks out people and programs that inspire realistic hope. Their social inventions are revitalizing communities, fortifying local economies and building common ground among old foes.

"IP" challenges its viewers to find or create "immense possibilities" right where they live, and to use our program to share the best of what they discover.

VANDANA SHIVA #501 January 1, 2016

A Special New Years Edition. No one is better known around the globe—and, perhaps, more beloved—than Dr. Vandana Shiva for championing sustainable agriculture, whole nourishing food, thriving local economies, and action-based respect for the natural world. We have the pleasure of a relaxed half hour conversation with her.

CREATIVE PLACEMAKING #502 January 8, 2016

Are the arts a nice-to-have or must-have element of community life? The second, say more and more people, who used to be skeptics. Recognizing the complexity and dynamic unfolding of their challenges, communities are actively tapping the creativity and imagination of artists to create great places to live.

ENERGIZING NEIGHBORS AND NEIGHBORHOODS #503 January 15, 2016

More than anything else, hands-on neighborhood projects have a way of lighting up the spirit of community. Portlanders have found a uniquely-Portland way to do that with DEPAVE, a group that organizes people to break up and remove "derelict" pavement and breathe life into their neighborhood. And West Medford is reviving because its residents are so determined to make it the place they want for their families.

WOMEN STEP INTO THEIR POWER #504 January 22, 2016

If, as has often been said, women are the fabric that hold families and communities together, then everyone of us have a stake in the personal wellbeing of women. That may be why Women's Empowerment draws so many volunteers to help homeless women back on their feet, and why Soroptomist International invests so much energy in nurturing girls to become powerful women.



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FOR AN END TO HUMAN TRAFFICKING #505 January 29, 2016

It's the fastest-growing criminal enterprise in America, and the second largest in terms of profits. Human trafficking is devastating not just developing countries, but thousands of people—mostly girls trafficked in the sex trade—across America, very much including the northwest along Interstate 5. Everyday citizens in our communities are coming together find ways to expose this criminal atrocity and bring it to an end.

SAME COMMUNITY, DIFFERENT SEXUALITY #506 February 5, 2016

Even as same-sex marriage has been legalized, the social rift over homosexuality still wears hard on many communities. Why? Can it be healed? We watch segments from the remarkable film *Facing Fear* and talk to its creator, and visit with two ministers who've struggled with the attitudes of many people—and their own—over time.

GIRAFFES STICK THEIR NECKS OUT #507 February 12, 2016

"Heroes," said former Oregon Governor Tom McCall, "are not giant statues framed against a red sky. They are people who say 'This is my community and it's my responsibility to make it better.'" For three decades the Giraffe Heroes Project has been shining the light on people who stick their neck out for others. We also meet an emerging hero from Southern Oregon's Kids Unlimited.

ON THE ROAD WITH YES! #508 February 19, 2016

In July of 2015, YES! Magazine editor-in-chief Sarah van Gelder set out in a small camper for five months to rediscover America. What has us engaged, inspired, excited and worried her these days? Sarah shares with us what she found.

YOUNG PEOPLE WHO MEAN BUSINESS #509 February 26, 2016

Could some of our challenges with the economy and jobs have to do with the way we teach business, or don't, to children? The Josephine County Foundation's found ways to bring business alive for youngsters, as has author Jeff Brown of *Teaching Kids Business*.

FINDING OUR WAY IN THE WOODS #510 March 4, 2016, 2016

Twenty-five years after the timber wars broke out, we're still striving for the best sustainable balance among the economic, ecological, and social/recreational uses of our forests. It's a complex puzzle. The Lomakatsi Restoration Project is on the front edge of solutions, bringing old adversaries to the table to restore forest health, viable jobs, and the traditional Native America practices that stewarded the forests for centuries.

STANDING UP FOR MENTAL HEALTH #511 March 11, 2016

It's no secret that mental illness is stigmatized, broadly misunderstood and sometimes feared in our culture. We meet National Alliance on Mental Health (NAMI) volunteers who bravely describe their ongoing struggle with illness, along with leaders from Asante Health and Compass House whose cutting-edge models are embracing and healing people we've habitually isolated and shunned.



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TINY HOMES PART I: A "GIANT JOURNEY" #512 March 18, 2016

Tiny homes, one of the fastest-growing trends in construction. As our thoughtfully passionate guests from tinyhousebuild.com and Tiny Houses, Giant Journey tell us, this is about more than square footage. In a culture of unbounded consumption, this movement is evoking a deep and broadly-shared yearning,

TINY HOMES, PART II: POSSIBILITY FOR THE HOMELESS? #513 March 25, 2016

Now that pioneers have worked most of the bugs out of tiny homes, advocates for the homeless are exploring them as an Immense Possibility for their movement. In part II, we get a powerful invitation to put ourselves in the shoes of the homeless, particularly the young so-called "travelers," and a tour from the creator of pilot tiny house settlements for the homeless.

FAMILY FARMING #514 April 1, 2016

Family farms are enjoying a huge surge of demand for their produce. At the same time they're grappling with steep challenges brought on by climate change and global economic forces. The founder/operators of Good Humus and Fry Family Farms tell us what all that's like, and how the rest of us fit into the picture.

CONSIDERING CLIMATE #515 April 8, 2016

Tired of hearing about climate change, even if you're deeply concerned about what's to come? You're not alone. We invite some fresh, evocative voices to the table: climate scientist/evangelical activist Katharine Hayhoe, Impossible Conversation author Dean Walker and Peter Melton, host of "Daring to Discuss" conversations.

KIDS IN THEIR PLACE #516 April 15, 2016

"Place-based education," says Wikipedia, "understands students' local community as one of the primary resources for learning." And the lives of children are profoundly changed in the process. Lewis & Clark Professor Greg Smith is a guiding light of PBE, and Ruch Community School teacher Ryan King is one of its inspired practitioners.

CAN WE TALK? #517 April 22, 2016

The ongoing effort to get people talking and listening effectively across the overheated political divide has recently been boosted by two groups, the Coffee Party and Living Room Conversations. We meet two of their leaders, along with Erik Fogg, author of *Wedged: How You Became a Tool of the Partisan Political Establishment*, and *How to Start Thinking for Yourself Again*.

ISLAM IN OUR COMMUNITIES – PART 1 # 518 April 29, 2016

Current election campaigns have brought clashing attitudes towards Muslim Americans back into the headlines. What is Islam, and what is life like these days for people in our



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communities who follow its precepts? Sumbul Ali-Karamali, author of *The Muslim Next Door* guide us to some answers.

ISLAM IN OUR COMMUNITIES - PART 2 #519 May 6, 2016

We continue the exploration we began in our last episode: at its core, what is Islam, the world's second largest religion, all about? Does it merit the fear for our safety that flares (or is fanned) up in the wake of horrific, headline-grabbing attacks? Islamic scholar Steve Scholl of White Cloud Press gives us some much-needed context.

THE PIPELINE REBELLION #520 May 13, 2016

Climate change concerns and the pushback against corporate seizure of private property have fused to unite old foes in battling new fossil-fuel energy projects. Our guests describe their 10-year struggle to stop a Canadian corporation from building a pipeline across 280 miles of forests and streams in order to deliver natural gas to a proposed export terminal on the Oregon coast.

DAVID SUZUKI: STILL ON FIRE AT 80 #521 May 20, 2016

Not long ago Canadians chose geneticist, public television host and perennial environmental activist David Suzuki as the most admired living Canadian. In our conversation days after his 80th birthday we discover that his energy, eloquence and fiery passion to heal the planet's human-inflicted wounds has not dimmed in the least.

NEIGHBORHOOD FOOD PROJECTS #522 May 27, 2016

"You want to help. We want to make it easy." With that slogan a handful of Southern Oregonians created the simplest, and probably most effective, neighborhood-based food project imaginable. Seven years later their system is bringing food to thousands of household tables that might otherwise be empty, in more than fifty cities nationwide. These volunteers never spend a moment wondering if they're making a difference.

ARE WE GETTING MORE LOCAL? #523 June 3, 2016

The movement to support locally-owned business, food and financial systems has drawn more and more attention in these uncertain times. But how's it actually progressing? We get enthusiastic and clarifying reports from Michael Shuman, America's foremost localism economist, and regional authority Professor Ric Holt.

"SACRED ACTIVISM" WITH ANDREW HARVEY #524 June 10, 2016

It's an old, old argument: should those committed to a better world focus more attention inside, striving to become more compassionate and generous people, or outside, on visible worldly action? Our guest, world-renowned author and Dalai Lama companion Andrew Harvey, answers "YES!" with a compellingly specific model for "sacred activism."

THE POWER OF THE WORD #525 June 17, 2016



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The late Maya Angelou once wrote “There is no greater agony than bearing an untold story inside you.” **WRITE AROUND PORTLAND** organizes volunteer writing programs to transform that agony into passion for life, and **STORIES ALIVE** turns the original tales of Southern Oregon children into lively stage plays that thrill and inspire their young authors.

TWO WOMEN LEAVING THEIR LEGACIES #526 June 24, 2016

We honor two heroes of possibility for their decades of relentless service: Diet for A Small Planet author Frances Moore Lappé, now devoted to a potentially history-changing movement called Democracy Awakening, and Betty LaDuke, whose art has inspired worldwide appreciation for indigenous peoples and agricultural workers who feed us all.

Co-production with Jeff Golden’s Immense Possibilities, LLC and Southern Oregon University Digital Media Center (SOU-DMC), now in its fourth season.

Episode premieres Fridays at 6:00 pm and repeats Fridays at 8:30 pm; and Sunday at 4:30 pm; Repeats in the overnight Saturday at 1:30 am and Sunday at 3:30 am.

SOPTV IN THE COMMUNITY

THE SOUTHERN OREGON WINE EXPERIENCE - This growing regional event showcased wines from wineries over a seven day event August 17, 2015 through August 23, 2015. Overall there were 2,177 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.

ART ALONG THE ROGUE - City of Grants Pass presented the 11th annual community street painting and music festival. SOPTV promoted this event on air and in *Inside SOPTV* our monthly program guide. October 3-4, 2015

CRATERIAN PERFORMANCES - SOPTV promoted select performances on-air and in *Inside SOPTV* our monthly program guide: The Tenors Concert at the Craterian Theater on Thursday, October 8, 2015 at 7:30pm. Guide ads ran in every month in FY 2016 except August. Also ran spots for Craterian performances: Bonnie Raitt Cover Band and Ragtime the Musical.

Veterans Day Parade w/ Banner and Barbeque – SOPTV was a media sponsor broadcasting Veteran Service Announcements and SOPTV participated in the parade with veterans that appeared in our local series MY STORIES OF SERVICE. November 11, 2015

Project 22 Screening/Meet the filmmakers at the Southern Oregon Rehabilitation Center and Clinics. Local residents had the opportunity to meet both filmmakers and attend a free special screening event and discussion forum on Monday, February 9, 2016 at 2 pm in White City. 225 + attendees. February 9, 2016

SISKIYOU FILMFEST - SOPTV participated as a sponsor for the Siskiyou Film Fest’s 14th annual event organized by the Klamath-Siskiyou Wildlands Center. Sponsorship included logo in program and on poster; table in lobby with hung banner; link to Film Fest’s website



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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. Friday, February 12, 2016 in Grants Pass. SOPTV ran spots leading up to the festival.

ASHLAND INDEPENDENT FILM FESTIVAL - SOPTV sponsored 15th annual independent film festival with promos on air and in *Inside SOPTV* our monthly program guide. Thursday, April 7, 2016 through Monday, April 11, 2016

TASTE OF ASHLAND - Sponsored this popular annual Art, Food and Wine Event . SOPTV promoted the 27th 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, April 23 and Sunday, April 24, 2016.

SOPTV INTERACTIVE

SOPTV's website has a wide variety of content including EarthFix, Next Avenue and the PBS NewsHour as well as a wide variety of SOPTV productions for viewing anytime. The site also includes a copy of our annual audit, diversity statement and FCC public files.

Website users for the fiscal year July 1, 2015 through June 30, 2016, 45,276;
Page views, 187,643;
Sessions = 84,886 (Total number of times users accessed the website)

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, 2016 we have 6,022 subscribers- a 78% 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, 2016 we have 745 – representing an increase of 71% over FY 2015.