



LOCAL CONTENT AND SERVICES REPORT

FY 2018

July 1, 2017 – June 30, 2018

LOCAL PRODUCTIONS – (770 Minutes)

STUDENT SHOWCASE (1100 series), now in its eleventh season on SOPTV, honors ten 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</u>	<u>Talent</u>	<u>School</u>	<u>City</u>
Daniel Hagerty	Welder	Grants Pass HS	Grants Pass
CAD Class	Computer Assisted Design	Pacific High School	Port Orford
Food Truck Food	Culinary Artists	South Medford High School	Medford
Alondra Gerlach	Pancake Art	South Medford High School	Medford
Dean Jackman	Actor / Film Maker	South Medford High School	Medford
Paisley High School Theater Arts	Theater Ensemble	Paisley High School	Paisley Oregon
Crater Renaissance Academy	Performance Group	Crater High	Central Point
Sally Clark	Cellist	Klamath Union High School	Klamath Falls
Junior Angulo	DJ	North Medford HS	Medford
Arwen Lujan	Singer	South Medford High School	Medford

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.

MY STORY OF SERVICE - Continued local series featuring local veterans who served from World War II, Korea and Vietnam, Afghanistan and Iraq. 15 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.

Seven local veterans participating in the third installment of "My Story of Service" are Gary Foster (U.S. Army, Vietnam), Cecil Misner (U.S. Army, Vietnam), Jerry Heckers (U.S. Army, Vietnam), David Aragon (U.S. Army - Military Intelligence, Vietnam era and after), Larry Slessler (U.S. Air Force, Vietnam), Michael Meer (U.S. Army, Vietnam), Wallace "Van" Nicholas (U.S. Army, Vietnam).

Nine local veterans participating in the fourth installment of "My Story of Service" are Walter Haines (U.S. Army Air Corps WWII), Michael Kuenstler (U.S. Marines, Iraq), 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).



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LOCAL FOCUS: THE VIETNAM WAR (#105) - Preview & Interview with Ken Burns and Lynn Novick

Host Julie Akins interviews Ken Burns and Lynn Novick about making their upcoming September mini-series, Vietnam. In addition, special guest and Oregon's only four-star General "Tony" McPeak, who graduated from Grants Pass High School, talks about Vietnam and describes working on the film. Learn what the filmmakers discovered while making this epic 10-year project. Premieres: Monday, August 28, 2017 at 9:00 pm; Repeats: Thursday, September 21 at 9:30 pm; Sunday, September 24 at 7:00 pm; Thursday, October 5, 2017 at 6:00 pm [30 minute version - interview only]; Sunday, October 8, 2017 at 4:30 pm [30 minute version - interview only]; Tuesday, November 7, 2017 at 11:00 pm [30 minute version - interview only];

LOCAL FOCUS: A CONVERSATION ABOUT THE VIETNAM WAR (#106)

After screening a preview of Ken Burns and Lynn Novick's 10-part, 18-hour documentary series, THE VIETNAM WAR, SOPTV hosted a community conversation between people who served our country - those who fought in and those who fought against the Vietnam War. Host, local journalist Julie Akins, moderated a panel discussion that explored many points of view. A SOPTV public media initiative, LOCAL FOCUS is designed to illuminate the pressing issues of the day from a southern Oregon point of view. Premiered: Thursday, September 28, 2017 at 10:00 pm, Repeats: Tuesday, October 1, 2017 at 7:00 pm, Tuesday, November 21, 2017 at 11:00 pm, Thursday, November 23, 2017 at 4:00 am

BRAIN BOWL 2018

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 15, 2018 at 5:00 PM (Ch. 8.1). Repeated Friday, April 20, 2018 at 4:00 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 (one 9 minute / one 18 minute) in fiscal 2018 to ongoing series that originally premiered July 6, 2015.

IMMENSE POSSIBILITIES (7 – 30 Minute Shows)

Host Jeff Golden showcases guests whose programs and projects are solving challenges that old systems can't, and inspire viewers to take action on things they care about.

608 Story and Race (Premiered July 3, 2017)

Seminars, rallies, academic papers, scholarly books, earnest roundtable discussions—none of them has taken us to deep and satisfying understanding of our racial differences. Can



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storytelling? Our guests, including the co-author of *Story Bridge*, help us see how that old art form can dissolve the fear and defensive blocks that get in our way.

609 The True Rights of Communities (Premiered July 10, 2017)

When Thomas Linzey's clients across rural America asked why they couldn't stop industrial hog farms from devastating their communities, he could give them a legal but not a reasonable answer. So he started a legal defense fund to support communities fighting for the rights and authority they had before a century of court decisions gave corporations almost limitless siting power. This episode goes to the root of things.

610 Children Demanding a Future (Premiered July 17, 2017)

Do children have standing to sue governments for severely damaging their future by ignoring the clear dangers of climate change? One federal court, hearing the case brought by Our Children's Trust, says they might. We talk to OCF's founder and two young plaintiffs to find out about a struggle that could change more than we can easily imagine.

611 Does Earth Day Still Matter? (Premiered July 24, 2017)

It's been nearly fifty years since a fiery young man named Denis Hayes organized a wildly ambitious new project called "Earth Day." Now Denis sits down with us to reflect on how it spawned America's environmental movement, and to preview the March for Science he's organized for this year's Earth Day on April 22.

612 Are we up to the Climate Challenge? (Premiered July 31, 2017)

The outcome of the 2016 election looks to many like a devastating setback to national and global efforts to reduce greenhouse gasses. Our guests, 350.org founder Bill McKibben and current 350.org chairman KC Golden, see another possibility: a fossil fuel-free clean energy revolution that no one can stop.

613 The Boy Who Flies again (Premiered August 7, 2017)

Godfrey Masauli captured our hearts in 2015 with his dream of flight. He left his tiny village to become Malawi's first paraglider pilot. Now he returns to tell us of more dreams made real—he's earning his commercial pilot's license and uses his story to convince admiring schoolchildren all over his country that "Ndizotheka!"...*It is possible!*

614 [bonus edition] Governor John Kitzhaber (Looks Backward and Forward) (Premiered August 14, 2017)

He was elected Oregon governor four times, upending national health care policy with a boldly simple plan, and exploding the stereotypes of successful politicians along the way. In his first full broadcast interview since leaving office in 2015, Dr. John Kitzhaber describes the dangers and possibilities he sees in the looming political landscape.



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SOPTV IN THE COMMUNITY

THE FARTHEST: VOYAGER IN SPACE – Show Screener on **August 11, 2017** at Scienceworks. Approximately 100-120 people attended.

THE SOUTHERN OREGON WINE EXPERIENCE - This growing regional event showcased wines from wineries over a seven day event **Monday, August 21, 2017 through Sunday, August 27, 2017**. 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 16th 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 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. **Saturday, February 10, 2018** in Grants Pass. SOPTV ran spots leading up to the festival.

CRATERIAN THEATRE: SOPTV sponsored the Jesse Cook performance **February 14, 2018**. 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 17th 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 12, 2018 through Monday, April 16, 2018**

BREWS, BLUEGRASS & BBQ FESTIVAL - Sixth Annual, **Saturday, June 2, 2018** 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.

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 28th and April 29th 2018 from noon to 4 pm.**

VETERANS APPRECIATION BARBECUE at the Medford Armory - **June 5, 2018 – 4:00 to 7:00 pm.** Included preview screening of MY STORY OF SERVICE: Season Three, BBQ dinner, live music, thanks from local leaders. Special tribute to WWII Veteran, Walter Haines. Partners included The SORCC, Old Guard Riders, Oregon National Guard, ROTC@SOU, and The Young Marines. Sponsors included AllCare Health, Collins Foundation, Cow Creek Umpqua Tribe, Rogue Valley veterans and Community Outreach, and Scott Valley Bank, Approximately 400 persons attended.



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

October 16, 2017, Joe Bonamassa @ Hult Center in Eugene

November 26, 2017, Mannheim Steamroller @ Hult Center in Eugene

February 14, 2018, Jesse Cook @ Craterian Theater in Medford

June 1, 2018, Celtic Woman @ Arlene Schnitzer Concert Hall in Portland

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. He's started two coding pilot programs at Washington Elementary, and Oakgrove elementary, where students are transferring the digital storytelling skills they've learned through their ScratchJr coding training to Imovie training via PBS NewsHour Student Reporting Lab curriculum. At North Medford High school students have made proof of performance videos for the Teacher Community Program and will continue to make collaborative videos with our Teacher Ambassador.

FY 2018 SOPTV INTERACTIVE

SOPTV 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 .

Website users for the fiscal year July 1, 2017 through June 30, 2018, 57,286; Page views, 229,228; Sessions = 110,181 (Total number of times users accessed the website) 110,181

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, 2018 we have 9600 subscribers - a 59% 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, 2018 we have 1300 – representing an increase of 27% over FY 2017.