## FY 2023 – PRODUCTIONS – (536 Minutes)

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

### 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.

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

### SOUTHERN OREGON RESPONDS (Interstitials)
- A look at the people and organizations responding to a community problem or challenge at a grassroot 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,
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: Boccard 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. (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.
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
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 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.