



LOCAL CONTENT AND SERVICES REPORT
FY 2024

July 1, 2023 – June 30, 2024

FY 2024: PRODUCTIONS - July 1, 2023 – June 30, 2024 – (614 Minutes)

Title	Subtitle	Original Airdate	Total Length
Southern Oregon Responds	9 Interstitials (2 min)	Various	18
Southern Oregon Experience	4 Interstitials (1 min)	Various	4
Work of Art	3 Interstitials (2 min)	Various	6
Jim On The Trail	3 Interstitials (2 min)	Various	6
On The Calendar	52 Interstitials (1 min)	Various	52
Us As We Are	12 Full Programs (30 min)	Various	360
Brain Bowl 2024	1 Full Program	4/14/24	90
Other Side of the Hill	1 Full Program	4/28/24	30
Cinema 42	6 Interstitials	Various	48

SOUTHERN OREGON RESPONDS (Interstitials): A look at the people and organizations in our communities working to help those in need. Produced and edited by local journalists XRats (9 x 2 min) - Vesper Meadows; Southern Oregon Land Conservancy; Siskiyou Food Bank; Klamath Bird Observatory; Meals of Hope; Medford Drop; Takelma Teacher; Wildlife Images; Jackson County Long Term Recovery.

SOUTHERN OREGON EXPERIENCE (Interstitials): Stories from Southern Oregon’s history. Produced in partnership with Ralph Bowman (4 x 1 min) - John Matthews, Story Chair, Undermining Jacksonville, and Cow Creek Band of Indians.

WORK OF ART (Interstitials): Profiles of regional artists revealing the inner workings of their crafts and boosting the creative economy of Southern Oregon (3 x 2 min) - Print Maker, Eco Silk Art, Jeweler/Wire Wrapper.

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) - Bolt Mountain, Roxy Ann Peak, & 7 Lakes Trail.



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ON THE CALENDAR (Interstitials): A weekly listing of local community events. Produced in partnership with Jefferson Public Radio (52 x 1 min).

US AS WE ARE: Local stories told by local people. Produced in partnership with Sailor Boy Media (12 x 30min) - Paisley Pioneer Saloon; Agness; Rogue Eagles RC Air Show; People of Red Mountain; Warriors & War Birds; Dixie in Oregon; Clean Fades; Campcraft & Cannon Blasts; Crater to the Cosmos; Azaleas; Heartache and Harmony; NW Nomads; Nature's Coast Holiday.

BRAIN BOWL 2024: Annual special that 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 90-minute event premiered on Sunday, April 14, 2024, at 4:00 PM (Ch. 8.1). Repeated Thursday, April 19, 2024, at 4:30 PM (Ch. 8.1). The program is also streamed on sopbs.org. (90 minutes)

OTHER SIDE OF THE HILL: Where can East and West, Republicans and Democrats, find the common ground needed to address climate change? How can industries and environmentalists work hand in hand? And how can local economies find opportunity in a lower emissions future? *Other Side of the Hill* explores the actions already taking place, and gives voice to stories of progress & hope. Produced by Synchronous Pictures. (30 minutes)

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.

Ep. 113 - Music Video Compilation 8/24/23: Three music videos from artists in our region. (11 mins 39s)

Ep. 114 - Will & Tess 12/01/23: At 90 years of age, Tess must accept that it is time for roles to reverse. (15 Mins 5s)

Ep. 115 - Bohemia Park 4/09/24: The story of Bohemia Park in Cottage Grove, OR. (11 mins 36s)

Ep. 116 - The Ring 6/12/24: Local Filmmaker Michael Kasino brings to life an ancient tale, set in modern-day Lithia Park. (4 mins 47s)

Ep. 117 - Evening Shades - "Be Different" 6/12/24: A monster seeks to belong. (4 min 59s)



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FY 2024 SOPBS Social Platforms and Digital: 7/1/23-6/30/24 Data (*Indicates 1/31/25 Data)

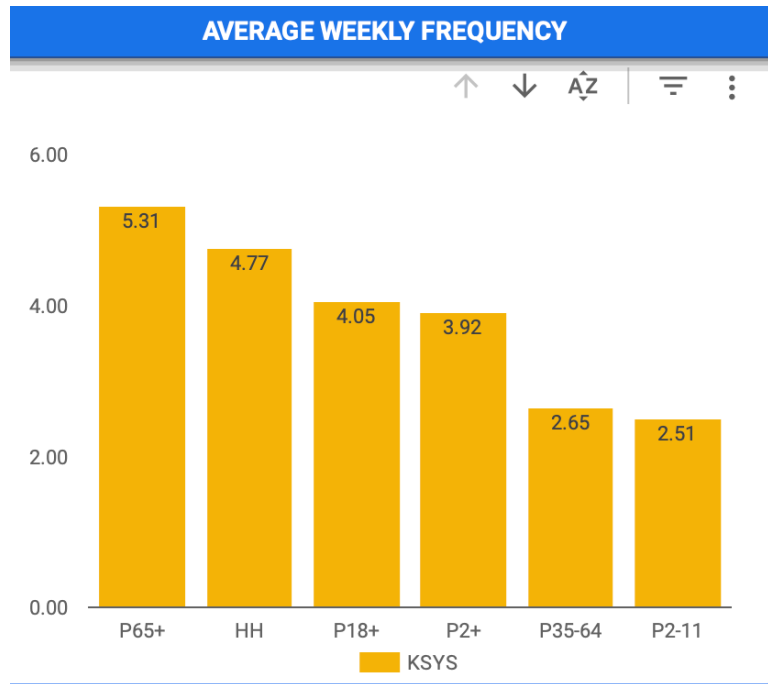
Platform	2023-2024 (FY2024)	Year Over Year +/- %
Facebook	Followers: 5,700 * Reach: 142,922 * Views: 201,924 * Interactions: 6.069 *	Followers: +362% Reach: +226%
Instagram	Followers: 1,399 *	+20%
LinkedIn	Followers: 293	+12%
YouTube	Subscribers: 470 (870 *) Views: 31,128 * Impression: 447,400 *	Watch Time (Hrs): 6,900 *
SOPBS Weekly Email Newsletter	Total Sent FY2024: 712,471 (Est. + Actual) <ul style="list-style-type: none"> Total Newsletters Sent: >390k* sent between December 2023 thru June 2024 Estimated Total Sent July 2023 thru June 2024 = 322,000** 	Average Open Rate: 31%* with 17/29 instances >31%-41%* * Source: Iterable Platform Analytics 12/15/23-6/28/24 ** Estimate based on 23 instances (7/7/23-12/8/223) x 14,000 subscribers = 322,000
SOPBS Website	Active Users: 46,000	
SOPBS Digital All Platforms (PBS.org, OTT, Mobile)	Users: 232,934	+53% growth June 2024 vs July 2023 across all platforms
SOPBS Monthly Users	Jul 2023: 14,986 June 2024: 22,916	53% Growth Year Over Year July 2023 – June 2024
SOPBS Streams	685,366	
PBS Kids	Users: 142,000	
PBS Kids Streams	4,235,107	+5% Year Over Year Growth

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SOPBS Broadcast Summary (Source: Nielsen Data) Summary:

1. % Share Impressions are up ≈2% in 65+ and down ≈2% 18-34
2. Overall Weekly impressions:
 - Persons 2+ are up 1,743
 - Persons 65+ up 2,332
 - Persons 18-34 down 878
3. Average Weekly Reach %:
 - Persons 65+ Up ≈ 3%
4. Average Weekly Frequency:
 - Up in all segments Year Over Year





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FY 2024 - 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 event in high visibility locations. SOPBS handed out marketing materials and bi-monthly viewer's guides.

SOUTHERN OREGON UNIVERSITY (SOU) OSHER LIFELONG LEARNING INSTITUTE (OLLI):

SOPBS CEO Phil Meyer was a volunteer teacher at SOU OLLI during the Fall 2023 and Spring 2024 terms.

PRESENTATIONS: SOPBS CEO Phil Meyer made presentations to Horton Plaza (October 4, 2023), Rogue Valley Manor (October 12, 2023) and Mountain Meadows (March 15, 2024) retirement communities.

VIRTUAL WINE TASTING WITH RICK STEVES: A live Zoom call with Rick Steves and a sommelier for donors. (February 6, 2024)

SPECIAL OLYMPICS POLAR PLUNGE: SOPBS had a booth at the event and participated in the plunge. The event is the largest fundraiser for the Southern Oregon Special Olympics. (March 2, 2024)

DOLLY PARTON IMAGINATION LIBRARY BREAKFAST: SOPBS CEO Phil Meyer was the Master of Ceremonies for a breakfast introducing the Dolly Parton Imagination Library to Jackson County. Dolly Parton's Imagination Library is a book gifting program that mails free books to children every month from birth to age five in participating communities. (March 14, 2024)

SOUTHERN OREGON UNIVERSITY (SOU) JOB FAIR: A booth at the SOU Stevenson Union provided an opportunity to speak directly with college students about internships and careers. (October 26, 2023 and April 10, 2024)

KLAMATH-SISKIYOU WILD AND SCENIC FILM FESTIVAL: SOPBS participated as a sponsor for the Siskiyou Film Fest's 22nd annual event organized by the Klamath-Siskiyou Wildlands Center. Sponsorship included logo in program and on poster, a link to Film Fest's website to



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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. SOPBS ran promotions on-air and in the SOPBS SPOTLIGHT Member Magazine, leading up to the festival. (April 12, 2024 in Ashland, Oregon and April 14, 2024 in Grants Pass, Oregon)

ROGUE WORLD MUSIC FESTIVAL: SOPBS participated as a main sponsor of the 2024 Rogue World Music Festival that ran throughout the Memorial Day weekend. The SOPBS logo was featured on all printed promotional materials for the event as well as on the large banner that was displayed on the amphitheater stage in Lithia Park on Sunday. Staff handed out marketing materials and bi-monthly viewer's guides. This event had over 7,000 attendees, including locals and others who travelled to experience multi-cultural music. (May 25-26, 2024).



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FY 2024 SOPBS EDUCATION

Media Literacy Initiatives

Through discussions with community members, partners, caregivers and educators, we have identified media literacy as a crucial need across all age groups.

Southern Oregon community partners engaged in Media Literacy needs exploration:

- **Jackson Care Connect** – Local health plan
- **All Care** – Local health plan
- **Care Oregon** – State health plan
- **Southern Oregon Success** – Coalition of Early Childhood Educators in Southern Oregon
- **Youth Era** – Youth leadership for housing-insecure youth
- **Medford Drop** – Gathering place for housing-insecure youth
- **Ashland High School** – School board
- **Medford High School** – Media teachers
- **Hedrick Middle School** – Media teachers
- **Grant's Pass Middle School** – Media teachers
- **Coalition Fortaleza** – Women of Color creating solutions for Latinx and Indigenous communities
- **Youth Development Work Group** – Coalition of teachers, healthcare providers, and non-profits serving youth in Southern Oregon
- **Peace in Schools** – Non-profit teaching meditation in schools
- **Rogue Action Center** – Environmental coalition supporting youth initiatives
- **Electrify Ashland** – Youth-led initiative
- **People of Red Mountain** – Indigenous groups protecting land from lithium mining
- **Great Basin Watch** – Environmental group educating youth
- **Lomakatsi** – Environmental group with Native partnerships focused on restoration and fire management
- **Vesper Meadows** – Local Indigenous non-profit teaching Indigenous land care



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- **Science Works** – Elementary-level science museum for children
- **Jackson County Libraries**
- **Jackson County Schools** – Partners for the Behavioral Health Summit
- **SOESD** – Southern Oregon Education Service District, supporting teachers and administrators across school districts
- **Department of Employment, Workforce Development** – Job training and placement
- **CTE Program Developers** – Creating high school-level certifications

Exploration of PBS Partners and Programs Relevant to Southern Oregon Community Needs:

- **PBS NewsHour Student Reporting Labs** – DC Teacher Training
- **KQED** – Educator Media Literacy Certification
- **NETA** – Building a YouTube Channel with Lasting Impact
- **Bright by Text** – Early Childhood Parenting Tips Delivered by Text (Launched June 2024)
- **APTS** – Grant funding support
- **PBS Wisconsin** – Media Literacy & Native Studies
- **PBS KIDS** – Online Marketing Training
- **PBS Learning Media** – Training in content creation and usage
- **PBS Future Technology Team**
- **PBS National Conference** – Multi-platform marketing training

Strengthened and Redesigned Programs:

SOPBS' PBS NewsHour Student Reporting Labs (SRL):

- Currently operates at Medford High School and in an afterschool program at the station.
- The **Almeda Fires** displaced approximately 8,500 people, affecting 3.85% of Jackson County's population and disproportionately impacting 40% of the Latino community. As a result, Latino youth who had participated in our program were forced to withdraw to take jobs supporting their families due to the worsening housing crisis caused by the fires.

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- One youth who had participated in our program was offered an internship with our state senator, but had to decline due to the need to work and support their family.
- Provided snacks and light meals to youth participating in the afterschool program.

Long-Term Goals Under Development:

- Treat the **SRL program as a job training initiative**: Pay youth for their time, provide food and transportation, create internships, offer nationally-recognized certificates, and establish job placement programs.
- Expand media literacy training to include **certifications in digital marketing and communication**, offering access to high-paying skilled jobs.
- Collaborate with **Southern Oregon University (SOU), local placement agencies, and Oregon Department of Employment/WorkSource** to provide classroom training and job readiness internships.
- Develop a **Citizen Journalism Program** for youth and adults, designed to be inclusive of tribal communities where intergenerational learning is emphasized.

Expansion of Media Literacy Initiatives to Parents, Caregivers, Community Members, and Educators:

- Develop media literacy classes for adults in partnership with local libraries.
- Engage media teachers to co-teach and expand media literacy education in the classroom.
- Develop a Citizen Journalism program based on Student Reporting Labs for communities (Native) that prefer to teach the whole community at once, not just the kids.

Impact and Future Vision:

These initiatives align with our mission to address the evolving educational needs of our community. By prioritizing media literacy, expanding certification opportunities, and creating targeted job placement programs, we equip individuals with the skills necessary to thrive in today's media landscape.