



OZARKS
public broadcasting

2016

**LOCAL CONTENT AND SERVICE
REPORT TO THE COMMUNITY**



MISSION IN ACTION

Ozarks Public Broadcasting encourages the exploration of ideas and their application to citizenship.

Local Value

Ozarks Public Broadcasting, comprised of Ozarks Public Television and KSMU Radio, informs, entertains and inspires viewers and listeners across the Ozarks. As public broadcasters, we take very seriously the trust our listeners and viewers place in us to be their source for news and information, a safe place for their families and a platform for the exchange of ideas through civil discourse. Through both local content and national programming, we are proud to serve the individuals and families of the Ozarks.

Key Services

Documenting the Stories of the Ozarks—One of our most important roles as public broadcasters is to be purveyors of history and culture for our region. Through our local programming initiatives, we are committed to documenting, presenting and preserving the history and heritage of the Ozarks.

Educating the Families of the Ozarks—From cradle to college and far beyond, Ozarks Public Broadcasting is committed to lifelong education. Through programming, outreach projects and a focus on student training, we turn our facilities—as well as any space with a television or radio across the Ozarks —into classrooms that encourage education and understanding.

Celebrating the Diversity of the Ozarks—Through focused programming initiatives, Ozarks Public Broadcasting seeks to highlight and celebrate the diversity of the Ozarks, and encourage all citizens to develop the cultural competence that helps create inclusive communities.

Engaging the Citizens of the Ozarks—While we're very proud of our award-winning broadcast programming, our impact goes beyond the airwaves. Through local outreach initiatives, we seek to engage our listeners and viewers around ideas and efforts that make our communities, our region and our world a better place to live.

Local Impact

Ozarks Public Broadcasting reaches our entire community. Because Ozarks Public Television and KSMU Radio are available at no charge through over-the-air broadcast, we're able to serve all families in our community—regardless of their financial means.

That means that every child in our community has access to educational programming that promotes success in school, and every individual has access to information and ideas that promote engagement in their community.



IN OUR COMMUNITY

Ozarks Public Broadcasting connects with our community through engagement, dialogue and outreach.



KSMU Gets ‘Social’ with Music Fans

KSMU’s popular live monthly music show, *Studio Live*, has expanded to include a companion outreach element—**Studio Live Social Hour**. *Studio Live* is a showcase for diverse local musical talent, and the **Social Hour** element has been a great opportunity for listeners to meet local musicians, station staff and one another.



PBS President Meets with Local Donors

In November, Ozarks Public Broadcasting hosted **An Evening with Paula Kerger**. The PBS President addressed station staff, local donors and campus officials, speaking about the funding environment for public broadcasting, previewing upcoming PBS projects and announcing OPT’s launch of a new 24/7 PBS Kids service.



Designers Show Love for Public Radio

For the second year in a row, KSMU turned to listeners to help create the newest piece of station swag. The second annual **Glass It Up Design Contest** was a huge success, with the top design chosen by listeners and the honor going to Danielle Begnaud.



OPT Celebrates Jerry Hoover & the MSU Marching Band

In March, OPT premiered the locally-produced documentary *The Beat Goes On-MSU’s Pride Marching Band* at a screening in MSU’s Wehr Band Hall. It was a great gathering with viewers, band alumni, campus guests and station staff celebrating the film, the band and long-time Band Director Jerry Hoover.



OUR SMALLEST CITIZENS

Ozarks Public Broadcasting helps the children of the Ozarks prepare for success in school and life.



OPT's commitment to children has never been stronger! In 2016, OPT presented two wonderful annual events that children across the Ozarks look forward to each year. The fifth annual Seuss Science Day at the Discovery Center offered Dr. Seuss story times, science experiments and other opportunities for play-based learning. And OPT's longstanding PBS Kids Writers Contest was a huge success, with dozens of entries from children all over the Ozarks.

This year also marked OPT's first annual Explore the Outdoors initiative. With events throughout April, OPT invited children and families across the Ozarks to get outside to learn about nature...and have a lot of fun in the process. Events included Story Time with Ms. Ladybug, Turtlemania, Spring Peepers, Homeschool Hikes, the Dickerson Park Zoo's Party for the Planet, Celebrate Earth Day at the Nature Center...and many more. The month-long celebration culminated with the Community Wide Play Day at Fasnicht Park. These events were fun for all ages, and—best of all—they gave hundreds of children and families the opportunity to get outdoors to spend time with nature and each other.

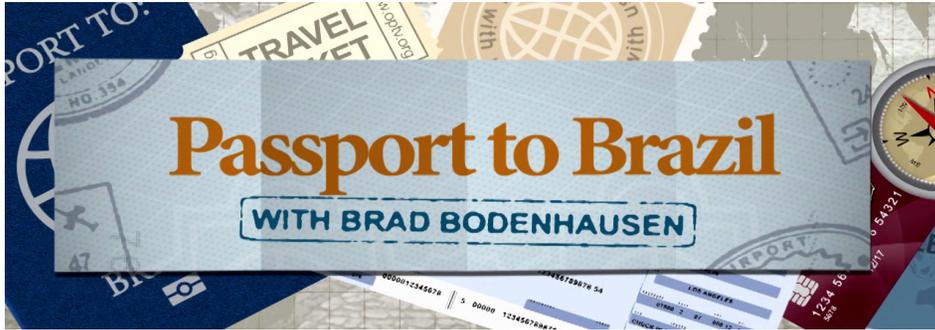
But we're not stopping there! 2017 marks our biggest undertaking yet, as OPT launches a 24/7 PBS Kids services available over-the-air to all families across the region!





LIFELONG LEARNING

Ozarks Public Broadcasting seeks to encourage and facilitate lifelong learning—From cradle to college and beyond.



Passport to Brazil is the third installment in a local series that examines foreign cultures and their connection to the Ozarks.

Host Brad Bodenhausen takes viewers on an exploration of the physical beauty, rich history and economic significance of cities and sites across Brazil. From the natural wonder of the Amazon River to the bustling city streets of Rio de Janeiro—it's a riveting adventure for viewers of all ages.



The *Passport* series encourages viewers to consider the idea and application of cultural competence—a pillar of Missouri State University's statewide mission in public affairs, and a major focus of public broadcasting programming.



Engaging the Community

From the state budget, to federal employment law, to local ordinances, *Engaging the Community* takes an in-depth look at the national, state and local issues that impact our community. This monthly program is a candid conversation with Missouri State University President Clif Smart, discussing

the impact of issues on the Ozarks and the University, one of the area's largest employers and a major cultural center.



Sense of Community

Sense of Community is a multi-platform project that takes a deep look at issues that impact our community. With quarterly multi-part radio series, online extended features and bimonthly call-in television programs, *Sense of Community* examines issues in five focus areas—Business & Economic Development, Visual & Performance Arts, Education, Healthcare, and Science & the Environment.



FUTURE GENERATIONS

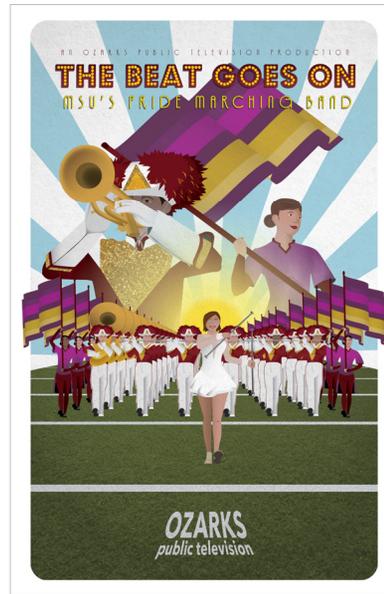
Ozarks Public Broadcasting documents, presents and preserves the unique stories of our region.

OzarksWatch video magazine

For over 15 years, OPT has made a tremendous commitment to the documentation, presentation and preservation of Ozarks history and culture through *OzarksWatch Video Magazine*. From the Geocaching across the Ozarks, to a guided tour of Pythian Castle, to an intimate conversation with Ozarks native Tess Harper, hosts Jim Baker and Dale Moore highlight the fascinating people, places and stories of the Ozarks, ensuring these stories are not lost—but captured and shared for generations to come.



OzarksWatch is both a viewer favorite and a true point of pride for Ozarks Public Television. Episodes can be viewed online, or accessed at 15 local libraries. For more information, visit www.optv.org.



Local Documentary Films

Ozarks Public Television delights in capturing the unique stories of our region. Each year, the station invests significantly in the production of two feature documentaries. These films provide an in-depth look at the people, places and institutions that make the Ozarks a unique and wonderful place to live.

In March 2016, OPT premiered *The Beat Goes On-MSU's Pride Marching Band*, a history of the University's award-winning marching band, highlighting many successes—including appearances in the Macy's Thanksgiving Day Parade and Orange Bowl Parades.

And July 2016 marked the debut of *Empowerment: The Electrification of the Ozarks*. Through personal stories and archival images, *Empowerment* paints a vivid picture of one of the greatest transformations the Ozarks has ever seen.

