



OZARKS

public broadcasting

2015 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.



American Graduate Champions

As a part of the **American Graduate: Let's Make it Happen** initiative, Ozarks Public Broadcasting recognized three local champions of education in 2015—OTC Middle College Director Tiffany Brunner, Springfield Superintendent John Jungmann, and Buffalo Prairie Middle School Teacher Ann Francis.

Lynn Neary Visits Springfield

To wrap up Ozarks Public Broadcasting's yearlong 40th anniversary celebration, NPR Arts Correspondent Lynn Neary visited Springfield. Ms. Neary addressed the public at the Springfield Art Museum, discussing coverage of arts and literature, and taking questions from the audience.



Studio Live Social Hour

KSMU's long-running live music show—**Studio Live**—has gotten a bit more social. **Studio Live Social Hour** is a monthly concert series where listeners can catch an encore evening performance by the show's musical guest. These events give listeners a chance to meet and interact with the band, station staff and one another.

KSMU Youth in Bluegrass Competition

For 14 years, the KSMU Youth in Bluegrass Competition has been an opportunity for young talent to shine, while highlighting one of the great musical traditions of our region. The contest, hosted by KSMU's *Seldom Heard Music* host Mike Smith, attracts dozens of bands, as well as hundreds of audience members each year.

SELDOM HEARD MUSIC

THE MOXIE

Moxie Film Screenings

Ozarks Public Broadcasting partners with local independent theatre The Moxie Cinema to offer screenings of some of public television's most thought provoking documentaries from series like *Independent Lens*, *American Masters* and *MAKERS*.



OUR SMALLEST CITIZENS

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

PBS KIDS

Writers Contest

The Ozarks Public Television's *PBS KIDS Writers Contest* gives students in kindergarten through 3rd grade the chance to create an original story with illustrations. For more than a decade this contest has given local children the opportunity to develop their reading and writing skills, as well as their creativity.



Daniel Tiger In Our Neighborhood

Daniel Tiger's Neighborhood is a wonderful program in the tradition of the popular public television program *Mr. Roger's Neighborhood*. In May 2015, Ozarks Public Television partnered with the Springfield-Greene County Library to welcome Daniel Tiger to town. Over 500 people came out to see Daniel, join in book readings, and have a great time!

OPT Kids

By the numbers:

53,235

kids watched OPT each week in 2015

58

hours of kid's programs each week

4,790

have attended OPT's Seuss Science Day

32

Emmy nominations for PBS kids programs



The Cat in the Hat Visits Springfield

In February 2015, The Cat in the Hat made his fourth trip to Springfield, for the annual Seuss Science Day at the Discovery Center. This event combines science experiments, book readings and good old-fashioned fun with the Cat himself! And, while he's in town, the Cat brightened the day for many young patients at Mercy Children's Hospital when he went door-to-door visiting and posing for pictures.



LIFELONG LEARNING

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



Passport to Latin America

Passport to Latin America—the second installment in a local series that examines other cultures and their connection to the Ozarks—explores the physical beauty, rich history and cultural significance of cities and sites across Latin America.

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.

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.

Engaging the Community

Engaging the Community, airing monthly on KSMU, is a candid conversation with Missouri State University President Clif Smart. It's a chance for listeners to hear how local, regional and national issues impact the campus and broader community.

STEM Spots

STEM Spots, airing weekly on KSMU Radio, is a discussion with experts on advances, issues and theories in science, technology, engineering and mathematics.

STEM Spots is hosted by Dr. David Cornelison, professor in the College of Natural and Applied Sciences at Missouri State University, and includes guests from across the campus and community.

Missouri State | COLLEGE OF
NATURAL AND
APPLIED SCIENCES

Reaching Seniors

Reaching Seniors is OPT's ongoing initiative to serve senior citizens and caregivers in the Ozarks. In collaboration with the Greene County Senior Citizen Tax Fund, OPT connects senior viewers with services that can improve their health and wellbeing—services such as legal and financial assistance, home repair, vaccinations, and much more.



FUTURE GENERATIONS

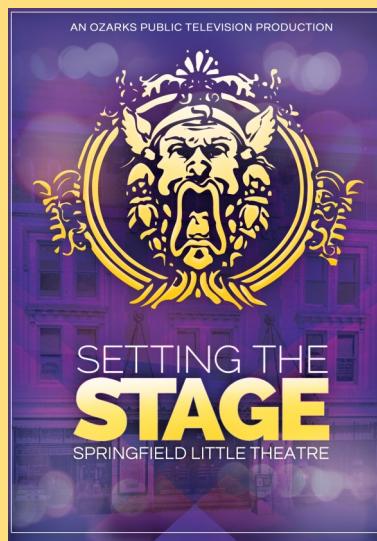
Ozarks Public Broadcasting documents, presents and preserves the unique stories of our region.

OzarksWatch Video Magazine

For over 15 years, OPT has documented, presented and preserved Ozarks history and culture through *OzarksWatch Video Magazine*. Through studio interviews and location segments, 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.



Local Documentaries



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 2015, OPT premiered *Ozark Air Lines: The Sky's the Limit* and *Setting the Stage: Springfield Little Theatre*.