

"If you could only sense how important you are to the lives of those you meet; how important you can be to the people you may never even dream of."

– Fred Rogers

ozarks

public broadcasting

2013 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 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 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 home or car with a television or radio across the Ozarks—into classrooms that encourage education and understanding.

▪ Engaging 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.

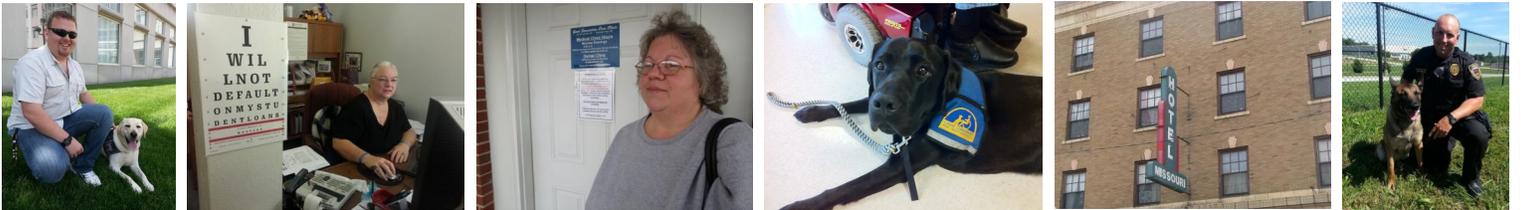
Local Impact

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

From within our community, Ozarks Public Broadcasting understands and addresses the issues that impact the Ozarks.



Ozarks Public Broadcasting's ***Sense of Community*** addresses topics through in-depth radio features on KSMU and regular call-in programs on OPT. In 2013, the series covered a variety of topics including homelessness in the Ozarks, the role of service animals in our community, the impact of debt on Ozarkians, and a localized look at the Affordable Care Act.

Sense of Community

Color Me Rad

What's better than getting out and getting some exercise with your family and friends? Getting outrageously painted with colorful powder while you do it!

The first annual **Color Me Rad 5K for OPT Kids** was a huge success, with over 5,000 runners coming out to celebrate health and raise support for their favorite children's programs on OPT.



Each month, host Jennifer Davidson delves into international news from a local perspective. ***Around the World, Here at Home*** brings listeners a unique and thoughtful perspective on global issues by featuring Ozarks' residents who hail from around the world. Because our region boasts a rich diversity of individuals, Ozarks Public Broadcasting is committed to telling stories that reflect that diversity.



Around the World, Here at Home

OUR SMALLEST CITIZENS

Ozarks Public Broadcasting is deeply committed to educating our community's youngest citizens.

Science Day 2013



Ozarks Public Television's **Seuss Science Day** is quickly becoming an annual favorite for families across the Ozarks. Mercy Children's Hospital, the Discovery Center of Springfield and the Cat in the Hat himself help us celebrate Dr. Seuss' birthday in a big way!

It's a great event with lots of fun activities, but the absolute best thing about the day is seeing little eyes light up as fun and play intersect with exploration and learning. From story times to science experiments and so much more, **Seuss Science Day** helps show area kids that learning is fun!

PBS KIDS Writers Contest



Through Springfield Public School's **Partners in Education**, KSMU Radio hosts a group of fifth graders from Rountree Elementary each month. These young reporters prepare a news report on the activities of each class in their school. The students work with one of KSMU's professional journalists and get the chance to see what it's like to work at a radio station.

Education for citizens of all ages is central to the mission of Ozarks Public Broadcasting, and we're pleased to have the opportunity to host and teach some of our community's youngest residents.

The Ozarks Public Television **PBS KIDS Writers Contest** is a chance for young readers to become authors, developing and showcasing their skills by creating an original story with illustrations. The stories are judged by a local panel and the winners are recognized during a banquet held at the station. Our local winning entries go on to compete in the national **PBS KIDS Writers Contest**.

OPT is pleased to have the opportunity to encourage the children in our community to develop their reading and writing skills, as well as their creativity.

Rountree News

LIFELONG LEARNING

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

A Training Ground for Students

Ozarks Public Broadcasting believes in lifelong learning. One way we put this mission into action is by providing hands-on training for college students. We turn our facilities into a real-world classroom and give students the opportunity to put their studies into practice. We provide student training in virtually every area of our operation—journalism, on-air announcing, marketing, engineering, TV production and much more. It is a win-win situation, as students add to the work that we do for our community and receive the opportunity to gain experience and hone their skills in a professional environment.

And we take pride in imparting more than just job skills. Because we know we're teaching tomorrow's broadcasters and community leaders, we take time to instill the importance of civility, integrity and collaboration.



Reaching Seniors

In 2013, Ozarks Public Television undertook a project aimed at increasing the quality of life for local senior citizens. Through a partnership with the Greene County Senior Citizens Tax Fund, OPT collaborated with the Southwest Center on Aging to develop a series of spots that speak to the most pressing issues faced by local seniors.

Our community has so many wonderful programs and resources that help ensure health and a high quality of life for seniors. The objective of the **Reaching Seniors** series was to ensure that citizens who need these services are aware of their existence.

The first year of the series was a huge success, matching many seniors with resources they need. OPT hopes to build upon this work and continue to serve this important group in our community.

Democracy cannot succeed unless those who express their choice are prepared to choose wisely. The real safeguard of democracy, therefore, is education.

- Franklin D. Roosevelt

Making Democracy Work is a partnership between KSMU Radio and the League of Women Voters of Southwest Missouri. The program explores civic issues through interviews with community leaders and elected officials.

Through news, feature programming and partnerships like **Making Democracy Work**, Ozarks Public Broadcasting is committed to exploring ideas and their application to citizenship.

Making Democracy Work

FUTURE GENERATIONS

Ozarks Public Broadcasting documents, presents and preserves our local history, heritage and culture for the good of future generations.

Community Ties: The Frisco Railroad in Southwest Missouri



In December 2013, Ozarks Public Television debuted a much-anticipated, and enthusiastically received, local documentary.

Community Ties: The Frisco Railroad in Southwest Missouri is an informative, entertaining and nostalgic trip along a pioneering, legendary and beloved railroad company that shared an inseparable success and unforgettable history with Missouri and the Ozarks.

Featuring interviews with multiple generations of railroad workers and a rich collection of archival materials, **Community Ties** is a wonderful example of OPT's commitment to capturing and preserving the collective history of the Ozarks.

OzarksWatch Video Magazine is an ongoing commitment to document, present and preserve the history and culture of our region. Through studio interviews and location segments, hosts Jim Baker and Dale Moore bring interesting people, places and stories of the Ozarks into viewers' homes each week.

Through **OzarksWatch**, we've had the privilege of capturing so many unique stories and individuals, many of whom are no longer with us. Highlighting our region's culture and preserving it for future generations is a key mission of the program.



Ozarks Watch Video Magazine

Tent Theatre: 50 Fabulous Seasons

Summer in Springfield means heat, humidity and...Tent Theatre! **Tent Theatre: 50 Fabulous Seasons** pays tribute to this iconic Ozarks' theatre experience through personal interviews, archival photos and clippings, and historic video segments telling the story of MSU's celebrated summer theatre program.

