MISSION IN ACTION

Encouraging the exploration of ideas & 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 are proud to serve as a source for news and information, a safe place for families and children and a platform for exchanging ideas through civil discourse. These roles and the trust our audience places in us are taken very seriously as we provide both local content and national programming to individuals and families across the Ozarks.

Key Services

**Documenting the Stories of the Ozarks**
One of our most important roles as public broadcasters is to be custodians of history and culture for our region. Through our local programming initiatives, we are committed to documenting, presenting and preserving the history and culture 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 neighborhoods, our communities 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 area—regardless of their financial means. Every child in the Ozarks has access to educational programming that promotes success in school, and every resident has access to information and ideas that promote community engagement.
IN OUR COMMUNITY

Connecting with our community through engagement, dialogue and outreach.

**Glass It Up Design Contest**
To round out a collection of four listener-designed pint glasses, KSMU hosted the final installment of the Glass It Up Design Contest. Original artwork was submitted and the top design was chosen by listeners. Julie Sharpe’s “City of Colors” design was voted the fan favorite.

**Studio Live and SoundCheck**
KSMU’s popular live music show, Studio Live, and companion outreach element, Studio Live Social Hour, continue going strong. The programs present local musical talent both over the airwaves and live in-person each month. Listeners can come interact with musicians, station staff and each other. New this year, Studio Live coordinator, Jessica Balisle, introduced SoundCheck, an in-depth interview series that dives further into the stories behind the music.

**Making a Difference**
Supported by the Community Foundation of the Ozarks, Making a Difference is a long-running series that draws upon the personal stories and voices of Ozarks residents to highlight key issues impacting our community. The newest season of Making a Difference explores the topic of mental illness—with the objective of creating awareness and reducing stigma. Let’s Talk About It: Normalizing Mental Health Conversations is a collection of intimate conversations with individuals navigating their own mental health journeys.

**New Music Programs on KSMU**
KSMU is committed to providing a variety of music to our community, ranging from classical to jazz, and everything in between. This year, a couple of new music programs joined the lineup. Beneath the Surface explores the underground world of indie and alternative pop/rock music, while The Roundabout spins great rock tunes that don’t quite fit into a single genre.
Seuss Science Day
2018 marked the 7th annual Seuss Science Day. This wonderful partnership with local children’s science museum, The Discovery Center, offers Seuss-themed science activities, Dr. Seuss story times and meet-and-greets with the guest of honor, The Cat in the Hat!

Explore the Outdoors
Each spring, OPT participates in a month of outdoor activities and special programs, designed to encourage families to Explore the Outdoors! Special events include a Party for the Planet at the local zoo and the Community Wide Play Day, with 1,850 attending in 2018. This year, OPT staff and volunteers helped children make their own giant bubble wands with straws and yarn and provided a kiddie pool filled with bubble solution to put them to the test. The activity taught kids about the effects of the wind and helped hone their fine motor skills.

Kids Writers Contest
OPT is pleased to host our Kids Writers Contest each year, giving kids in kindergarten through third grade a chance to write, illustrate and submit original stories. Entries come in from several area schools and the home school community. The contest inspires early literacy concepts and creativity. It wraps up with a local awards banquet and pizza party.

PBS KIDS at the Alamo
In the summer of 2018, PBS KIDS fans could catch their favorite characters on the big screen! The Alamo Drafthouse Cinema partnered with PBS to offer special children's titles each month. Guests could attend with a donation from $1 to $5 per seat, and all proceeds were donated to Ozarks Public Television.

Trick or Treat with OPT Kids
New this year, members of our Kids Club were invited to our office and studios for some Halloween fun. Kids were led through an informal station tour as they collected goodies and got a behind-the-scenes look at their favorite public TV station! The OPB staff got into the spirit to make it a memorable day for our young guests.
Breakthrough: Portraits of Women in Science
In March, KSMU celebrated Women’s History Month by partnering with the Alamo Drafthouse Cinema and local women on the forefront of STEM innovation. The theater screened Science Friday's production, *Breakthrough: Portraits of Women in Science*, an inspiring look at the pioneering work of women in science and technology. These women are not only pushing the boundaries of their respective fields, but also challenging deeply-rooted cultural and institutional norms in the process. Following the film, four local women from various STEM disciplines took part in an interactive panel discussion, fielding questions from the audience and sharing personal stories and experiences.

Election Coverage
As the midterm election approached, the OPB News Team planned an ambitious lineup of stories and programs to ensure audience members were well-informed heading into the voting booth.

- KSMU aired a five-part series, *Beyond the Ballot*, a major team effort between Missouri’s largest NPR stations. The series was told through the eyes of voters. KSMU’s local feature looked at how religion and faith impacted voters.
- The fall *Sense of Community* radio series, *The Race to Jeff City*, profiled ten local races for state House and Senate seats.
- A three-part series on KSMU explained the differences between three Missouri ballot initiatives regarding medical marijuana.
- Ozarks Public Television aired a *Sense of Community* call-in show, *Understanding the Midterm Ballot*. Guests included county clerks and the League of Women Voters who took questions from viewers.

Great American Read
Over the summer, PBS’s *Great American Read* campaign launched a national conversation about reading that culminated with a vote for America’s best-loved book. Out of 100 books selected by viewers, *To Kill A Mockingbird* was chosen as the nation-wide favorite. OPT put a local spin on the campaign by partnering with area libraries to determine the Ozarks favorite book among the same 100 titles, with *Twilight* receiving top honors. Library branches also hosted author visits and trivia nights with a *Great American Read* theme.
FUTURE GENERATIONS
Documenting, presenting and preserving the unique stories of our region.

OzarksWatch Video Magazine
2018 marked the 20th anniversary of OzarksWatch Video Magazine. The series is proof of our longtime commitment to document, share and preserve Ozarks history and culture. To celebrate this milestone, OPT presented OzarksWatch Video Magazine: A Celebration of People, Places and Traditions, a documentary showcasing the origin and evolution of the popular weekly series along with episode highlights, topics and guests. The program was a special tribute to the Ozarks region and its people, and a behind-the-scenes personal glimpse of the popular and enduring series. A free, public screening of the documentary was presented at the historic Gillioz Theatre in downtown Springfield, prior to the broadcast premiere in late May. The event served not only as a chance for our audience to take in the show on the big screen but also as a reunion of sorts for past and present station staff, show hosts and former guests of the program.

Sense of Place
KSMU recently re-launched its Sense of Place series, which focuses on historical people, places and things in the Ozarks. In 2018, KSMU was awarded a grant from the Scripps Howard Foundation to further expand local history reporting. Expanded coverage included everything from mysteries and folklore to our region's African American and Native American history.