2019 LOCAL CONTENT & SERVICE REPORT to the community
Values

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 be 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.

Services

Documenting Stories
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 Families
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 Diversity
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 Citizens
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, communities, and world a better place to live.

Impacts

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.
**INSPIRE and involve**

**Studio Live and SoundCheck**
Music remains a vital part of the core offerings on KSMU. The *Studio Live* line-up takes an in-depth look at our local music scene. Once a month *Studio Live* is broadcast over-the-air from musicians playing in our studio. Later that evening *Studio Live Social Hour* offers audience members a chance to join the same performers for a live show at a local venue. Listeners can come interact with musicians, station staff, and each other. In the week leading up to the performances, *SoundCheck* dives further into the stories behind the music.

**Our Kids: Narrowing the Opportunity Gap**
Prior to its broadcast premiere this spring, OPT hosted a community screening of the *Our Kids* documentary, followed by a panel discussion with our partners Community Foundation of the Ozarks and the Drew Lewis Foundation. *Our Kids: Narrowing the Opportunity Gap* is based on the book by Harvard professor Dr. Robert Putnam. Within the series, Springfield is featured for its efforts to create better opportunities for students living in poverty through work at Robberson Community School, OTC’s Middle College, and The Fairbanks.

**Les Misérables Screenings**
The Ozarks shared the excitement for the *MASTERPIECE* rendition of *Les Misérables* this spring. Fans in the Springfield and Joplin areas gathered together for a sneak peek of the television event, with free screenings at Alamo Drafthouse Cinema and Bookhouse Cinema.
The Cat in the Hat Visits the Ozarks

The 8th Annual Seuss Science Day was held in February at the Discovery Center of Springfield. The day offered kids and families Seuss-themed science activities, Dr. Seuss story times, and meet and greet opportunities with The Cat in the Hat! While The Cat was in town, he also visited friends at area schools and hospitals.

OPT KIDS Writers Contest

OPT challenges young readers around the Ozarks to write and illustrate their own story. Entries come in from individuals, area schools, and the home school community for children in kindergarten through third grade. Winners were honored at a banquet which included a pizza party, story readings, awards ceremony, and studio tour!

Explore the Outdoors

Each spring, OPT encourages our youngest viewers to get active with programming, events, and activities aimed at leading families outdoors. 2019 special activities included National Zoo Lovers Day and a Party for the Planet.
ENGAGE
and inform

National Health Coverage Fellowship
KSMU News Director Jennifer Moore was selected for the National Health Coverage Fellowship in Boston this spring. The fellowship, designed to help the media improve its coverage of critical health care issues, brings in health officials, practitioners, researchers, and patients as speakers and gives journalists a first-hand view of how the system works. Moore was in the company of 12 other fellows from news outlets including The Washington Post, NPR, and The Wall Street Journal. She toured Harvard Medical School and spoke with the dean, spent a night riding in an ambulance with the EMS chief in downtown Boston, and consulted with the US Surgeon General on the opioid epidemic, mental health, and Medicaid expansion. The program, in its eighteenth year, is sponsored by the Blue Cross Blue Shield of Massachusetts Foundation. Since the fellowship, KSMU has used information and sources gained in reporting on the opioid crisis, dementia, and mental health.

Sense of Community
Sense of Community provides an in-depth look at issues that affect our community. This series explores beyond the headlines to provide coverage of issues facing people and organizations in the Ozarks. A 10-part series airs each quarter on KSMU, with topics ranging from Poverty in Education to Becoming American. On OPT, an interview-style format with a local experts covers things like Civics in the Classroom and Water Quality in the Ozarks.
**Marian Days: A Spiritual and Cultural Homecoming**
Out of the horrors of the Vietnam War comes a remarkable story of faith and perseverance. During the fall of Saigon, a group of Vietnamese Catholic priests and brothers escaped Vietnam, arriving as refugees in the United States. Ultimately, the congregation settled in Carthage, MO, and in gratitude and thanksgiving began Marian Days. This spiritual pilgrimage and social festival of Vietnamese Roman Catholics is a celebration of spirituality, culture, and community-building.

OPT’s [local production](#) about the annual event premiered in May. Prior to the broadcast, a preview screening was held at the Congregation of the Mother of the Redeemer monastery in Carthage.

**Springfield, MO—What are the Odds?**
In June 2019, OPT premiered its [latest documentary](#) about the city of Springfield, which is remarkably home to an extraordinary number of people, accomplishments, and events that are well known and have broad impact throughout America.

**OzarksWatch Video Magazine**
[OzarksWatch Video Magazine](#) continued with its 21st season of production to present unique aspects of both our historic and evolving Ozarks culture. The series is presented weekly on OPT.

**Sense of Place and These Ozarks Hills**
Local history plays an ongoing role in the storytelling on KSMU. [Sense of Place](#) profiles historical people, places, and things throughout the Ozarks. Listeners can step back in time to explore everything from historical churches and hotels to local folklore. On [These Ozarks Hills](#), longtime Ozarks storyteller Marideth Sisco looks at the unique traditions and traits of the region we call home.