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 audience places 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.

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 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. In turn, every child in the Ozarks has access to educational programming that promotes success in school, and every individual has access to information and ideas that promote community engagement.
Ozarks Public Broadcasting connects with our community through engagement, dialogue and outreach.

Community Driven
KSMU hit the streets to connect with our community and find out more about what drives our listeners. News Director Scott Harvey visited professional, social and civic groups across the Ozarks to talk to members and, more importantly, to listen. We learned a lot about what we’re doing right and where we can better serve our audience. We’re grateful to everyone who provided time, attention and honest feedback to help us learn.

Glass It Up Design Contest
KSMU carried on a popular tradition, calling on the talents of local designers, with the third annual Glass It Up Design Contest. Listeners were invited to help create the latest addition to the growing KSMU pint glass collection. The top design was chosen by listeners with bragging rights going to Masha Gerasimchuk-Djordjevic.

Studio Live Social Hour
KSMU’s popular live monthly music show, Studio Live, continues with 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.

Cheers to 30 Years!
2017 marked the thirtieth anniversary of the Wine & Food Celebration, benefiting kids programming on OPT. This event has become a favorite fall tradition for a crowd of over 1,000 who gather at the White River Conference Center. Each year it draws the support of local restaurants, beverage vendors and, of course, loyal public TV fans. This milestone year was bigger and better than ever, with a record-setting fundraising total of over $43,000!
OPT PBS KIDS Channel
This service debuted in January 2017 to a warm reception from children, families and community organizations. In addition to over-the-air broadcast access to the 24/7 kids channel, families can also digitally access the programming stream on-the-go with any mobile device. Both options offer safe and age-appropriate programming for children free of charge.

Seuss Science Day
2017 marked the 6th Annual Seuss Science Day. This wonderful partnership with the local children’s science museum, The Discovery Center, allows families to explore the museum at a discounted rate. Children can participate in Seuss-themed science activities, hear Dr. Seuss stories and even meet the guest of honor, the Cat in the Hat. This event has become a family favorite!

Kids Writers Contest
For many years, Ozarks Public Broadcasting has enjoyed collecting entries for the annual Kids Writers Contest, which gives 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, and wraps up with a local awards banquet and pizza party. The celebration is enjoyed by young authors, siblings, parents, grandparents and teachers. Winning stories are displayed at a local art gallery, published online and recognized on-air.

OPT Kids by the numbers

- **50K** children watch OPT each week
- **24 hours per day** families in the Ozarks can watch their PBS KIDS favorites
- **6K+** people have attended Seuss Science Day
Ozarks Public Broadcasting seeks to encourage and facilitate lifelong learning—from cradle to college and beyond.

Journalist in Residence
In January 2017, KSMU partnered with Missouri State University to establish a Journalist in Residence for the first time. Since then, Jennifer Moore has reported on a variety of topics for KSMU and overseen two student-produced series—Resettling: Congolese Refugees in the Ozarks and Generations: The Russian Divide. This partnership has offered great value to both the KSMU audience and the students of MSU’s Department of Media, Journalism and Film.

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.

Audio-Reader
KSMU has partnered with the Audio-Reader Network, a reading and information service for blind, visually-impaired, and print-disabled individuals. The service is available free of charge, and offers daily readings of newspapers, magazines and books. KSMU is pleased to play a role in helping provide independence and access to information for individuals across the Ozarks.

Sense of Community
Sense of Community is a multi-platform project that takes a deep look at issues that impact our area. 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, Creative Arts, Education, Healthcare and Science & the Environment.
Ozarks Public Broadcasting documents, presents and preserves the unique stories of our region.

**OzarksWatch Video Magazine**
For 20 years, OPT has made a tremendous commitment to the documentation, presentation and preservation of Ozarks history and culture through OzarksWatch Video Magazine. From the MSU Chorale's performance at the presidential inauguration, to special effects artistry, to local genealogy resources, hosts Jim Baker and Dale Moore highlight fascinating people, places and stories of the Ozarks, ensuring they are not lost, but captured and shared for generations to come. OzarksWatch is both a viewer favorite and a true point of pride for OPT. In addition to over-the-air broadcasts, episodes can be viewed online or accessed at 15 local libraries.

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

Stay Tuned: The Beginnings of Springfield, MO Television premiered in May 2017 and celebrates a remarkable and innovative era when local stations began coming on the air in 1953. This new medium enabled many people to watch television for the first time and unquestionably changed American life in many ways.

MSU Baseball—A Winning Tradition debuted in July 2017 and explores the history of the Missouri State University Baseball program, highlighting the coaches, players and administrators who have made the program a jewel on the baseball diamond.

The Past and the Park: Wilson’s Creek National Battlefield premiered in November 2017 on OPT. The program presents an in-depth and informative view of this national park, its Civil War origins and the work of dedicated citizens that resulted in the preservation and development of these hallowed grounds.