

# The Insider

## Need to Know

### HOW TO FIND KSMU ON YOUR SMART SPEAKER

If you're one of the 22 million Americans who started using smart speakers last year, you might be wondering how you can find your local NPR station on your new device. From Amazon Echo to Google Home and beyond, there are a variety of ways to tune into KSMU and NPR without touching a dial.

Learn more at [ksmu.org](http://ksmu.org).



### VICTORIA SWEEPSTAKES

In conjunction with the much-anticipated Season 2 premiere of *Victoria*, Masterpiece's second annual *Victoria* Sweepstakes is currently open! Participants can win a 2+ week tour and cruise of the United Kingdom courtesy of Viking Cruises, with scenic ports in England, Wales, Scotland, Ireland, and Norway. Monthly winners for smaller prize packages will also be drawn.

For more information about the sweepstakes and to submit your entry, visit [optv.org](http://optv.org). Participants may enter daily.

Don't miss Season 2 of *Victoria*, Sundays at 8:00pm on OPT...or stream the entire season anytime on [PBS Passport](http://PBS Passport).

## From the Desk of... Scott Harvey, KSMU News Director and Content Coordinator



Earlier this year, I set out to strengthen KSMU's connection with our audience, and to establish a foundation of knowledge for those unfamiliar with our product. Nine months later, after meeting with various groups and individuals representing a wide swath of our community, we've learned a lot.

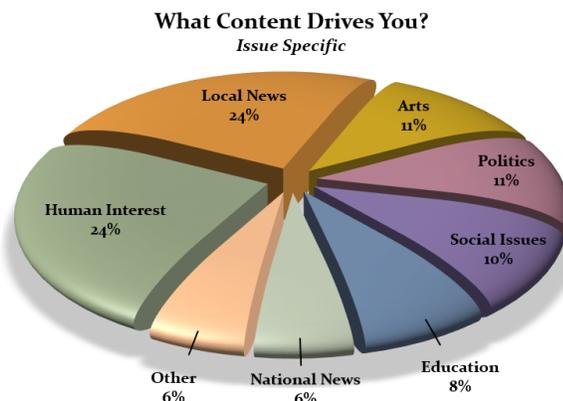
At the core of our [Community Driven campaign](#) was the simple message: You, the public, have and will always be a core component of our success. Financial support from our community accounts for 63% of our funding. So it makes sense that the voice of our audience is a reflection of our programming, especially our locally-produced content. I shared this message,

along with examples of what we do, and sought feedback from nearly 150 people representing 10 local organizations. They included Springfield neighborhood associations, high school and college students, local educators, civil rights groups and business leaders.

The results are encouraging. While not everyone we spoke to was initially familiar with KSMU, several stated in our survey that they're driven by the types of news that public radio is known for. When asked, "What content drives you?" nearly 25% of responders said they value local news programming. Another 24% said they're engaged by human interest stories, which are likely to inspire them to act or share with a friend. We also had at least 10% say they're driven by stories related to the arts, politics and social issues.

What do these responses tell us? For one thing, it confirms our news mission is on pace with what our audience expects...from recent [Sense of Community reports](#) on civil discourse, to daily coverage of how policy is impacting our citizens. It also tells us our team should dedicate more time on these topics, from deep dives on politics to fascinating audio tours of this beautiful region.

I thoroughly enjoyed meeting with these groups throughout 2017. Now, as I prepare to start a new chapter in 2018 and say goodbye to the KSMU family, I'll reflect fondly on these and other opportunities to learn more about the citizens in our community and share their stories. To our loyal listeners, thank you for supporting Ozarks Public Radio. It's been an honor to serve you.



## Legacy Circle — Lori Street, Membership Manager

Is planning and organizing on your to-do list for 2018? It's certainly on mine! I've recently made it my priority to tackle remodeling an upstairs guest room...and once it's complete, I'll be overjoyed to check that off of my list! It's amazing how good it feels to have things in order...to be able to sit back and relax once it's done.

Perhaps you are in need of organizing your financial or estate plans. As you find yourself in the planning mode, consider what Ozarks Public Television and KSMU Radio mean to you and your family. Whether your estate is large or small, planning for the future is always a good idea. For more information regarding planned giving, contact **Lori Street** at **(417) 836-3506**.

## Student Spotlight: Madison Kliethermes



If you enjoyed our 30th Annual Wine & Food Celebration or tuned into our Holiday TeleAuction last year, you can thank Special Events Assistant Madison Kliethermes for helping to make it all come together. Originally from Eugene, Missouri, Madison is a Junior here at MSU, majoring in Hospitality with a minor in Marketing.

**What made you want to work for OPB?** Growing up, my sister and I watched PBS all the time! So working with OPB has a sentimental value to me. Being a part of the team here allows me to execute my passion for event planning while staying involved within the community.

**What do you do at the station, and what do you find most challenging?** As the Special Events Assistant, I primarily assist with anything that needs to be done to prep, plan, and execute OPB's community outreach events. This includes things like social media promotions, connecting with local businesses, or even packaging boxes—it varies constantly. The fact that my tasks can change each day I'm in the office is a challenge that keeps me on my toes...and I love it!

**What do you do in your free time?** When I have free time in my day, you can find me on the couch watching a movie or reading a book. It's very rare that I have free time being a full-time student and working multiple jobs, so when I do find the time, I like to relax!

**What's the best thing about working at OPB?** Definitely the people! Everyone I work with makes the environment very enjoyable to be in. It's comforting to know that if I ever need guidance or a how-to, I can ask anyone and they are always willing to help.

**What are our plans for the future (post-college)?** As of now, I plan on moving closer to my hometown and finding a job in event planning. I hope to someday open my own event planning business that will cater to corporate needs.

**What is something listeners/viewers might be surprised to know about the daily operations at the station?** There are so many things that happen behind the scenes! Everyone I work with tackles new challenges every day to put on the best programming for the community. The efforts put forth by each staff member are incredible, and I'm happy to be a part of it!

## Coming up....

### SEUSS SCIENCE DAY

Calling all parents, grandparents, and kids at heart:  
The Cat in the Hat is BACK!

Save the date for OPT's 7th Annual Seuss Science Day on **Saturday, February 17** from **10am-4pm** at the Discovery Center in Springfield. We'll be reading some of your favorite Dr. Seuss books—like *The Foot Book* and *The Cat in the Hat Comes Back*—doing special science demonstrations, and you'll also get a chance to meet and have your photo taken with The Cat in the Hat himself!

Plus, be sure to stop by the OPT booth in the lobby for more fun...including coloring sheets, PBS giveaways, prize drawings, and more.

Admission is **\$7 per person**. OPT Kids Club members get in *free*!

More info is available at [optv.org](http://optv.org). See you there!



### KSMU RECEIVES GRANT

Thanks to a recently approved grant from the Scripps Howard Foundation, KSMU will soon be expanding our local history reporting.

Last year, we re-launched our [Sense of Place](#) series, which focuses on historical people, places, and things here in the Ozarks. Thanks to this grant, we'll be researching more local history during the course of 2018. Be sure to tune in for these upcoming features from around the region.