



2022

LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY



MISSION MINDED



LOCAL VALUE

At KSMU Radio and Ozarks Public Television we take our role of serving our audience and upholding their trust very seriously. We strive to keep listeners and viewers across the Ozarks informed, entertained, and inspired through in-depth news coverage, excellent educational content, and the civil exchange of ideas. A variety of local and national content is distributed through our media platforms, connecting audiences in meaningful ways. With a mission to explore ideas and deepen our shared understanding, the stations are focused on several priorities, including quality content, collaboration, and sustainability.



KEY SERVICES

ENGAGING COMMUNITY MEMBERS
through local outreach.

EDUCATING FAMILIES
from cradle to college and far beyond.

CELEBRATING DIVERSITY
to develop cultural competence and
create inclusive communities.

DOCUMENTING, PRESENTING, & PRESERVING
the history and culture of the Ozarks
through local content.

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 quality educational programming that promotes success in school, and every resident has access to information and ideas that encourage community engagement.

COMMUNITY CONNECTIONS

Return of Wine & Food

2022 marked the first in-person Wine & Food Celebration since 2019. Staff, vendors, and patrons alike were grateful for the return of this important fundraiser for OPT children's programming. Guests enjoyed sampling wines from around the world, spirits, craft beer, and food from local restaurants.



OPT Crew Member for a Day

OPT hosted viewer Rachel Lamb as a "Crew Member for a Day." Lamb spent the day working with the OPT crew to record an episode of *OzarksWatch Video Magazine*, gaining a behind-the-scenes glimpse at this local production. This experience offered a unique connection between OPT's work and our audience.



KSMU Candidate Forums

KSMU continued to be a source listeners trust for important election information this year through local candidate forums. A coalition of organizations collaborated during election season to conduct, record, and share interviews with candidates for local, state, and federal offices. Coalition partners included:

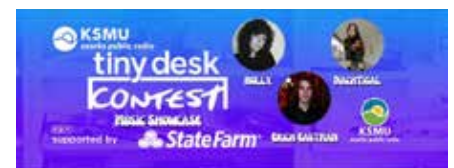
- Be Civil, Be Heard
- Drury University's L.E. Meador Center for Politics & Citizenship
- Junior League of Springfield
- KSMU Radio
- Leadership Springfield
- League of Women Voters of Southwest Missouri
- Missouri State University's Office of Public Affairs
- NAACP Springfield Chapter
- Ozarks Technical Community College's Social Sciences Department
- Springfield-Greene County Library District
- Springfield News-Leader

Interviews were broadcast on KSMU 91.1 FM ahead of election day and made available on demand via our website.



Leila Fadel Visits Springfield

KSMU hosted NPR's Leila Fadel in Springfield during Missouri State University's Public Affairs Conference. Fadel spoke at a public event about the media's changing role in a landscape filled with noise and fiction, fielded audience questions, and took part in a meet and greet reception with station supporters.



Tiny Desk Showcase

This summer was Springfield's first ever Tiny Desk Contest Showcase! The event featured live performances from artists Erich Eastman, molly., and Nachtigal, who were selected from a pool of local 2022 Tiny Desk Contest entries.

LITTLEST LEARNERS



Daniel Tiger Turns 10!

This year was an important anniversary for a PBS KIDS fan favorite, *Daniel Tiger's Neighborhood*. The program reached its tenth year of production. A kid-friendly celebration was held at the Library Station, with appearances from Daniel Tiger himself! "Little tigers" and their families received party hats and goodie bags, played games, made crafts, and enjoyed snacks and story time. Thanks to a sponsorship from a local credit union, households that made a request could receive an OPT KIDS Club scholarship good for a one year family membership.



Writers Contest

2022 brought another year of imaginative OPT/PBS KIDS Writers Contest entries from kids in kindergarten through third grade. The contest fosters a love of literature and builds early writing and illustrating skills. Winning stories were displayed at a local art gallery and their authors were honored at a banquet. A continuing partnership with the Laura Ingalls Wilder Museum offered winners wonderful prizes, including *Little House on the Prairie* box sets, tickets to tour the historic homestead in Mansfield, MO, and family passes for the Laura Ingalls Wilder Children's Literature Festival.



Seuss Science Day

Back for its eleventh year, the annual Seuss Science Day returned to the YMCA and featured Dr. Seuss story times, science, technology, engineering, arts, and math activities, photo ops with The Cat in the Hat, and more! Families from across the Ozarks were invited to this fun-filled day and attendance was completely free for all.



DIVERSE DIALOGUE

Sense of Community

Ozarks Public Broadcasting continues the important work of in-depth local reporting through its *Sense of Community* series on both radio and television. This year's series brought thoughtful discussion on topics including:

- Disability Resources in the Ozarks
- The American Indian Center of Springfield
- Diversity and Inclusion in the Ozarks
- Living Through Art
- StoryCorps in the Ozarks
- Housing Insecurity in the Ozarks
- Faces Behind the Numbers, remembering local lives lost to COVID-19



Health Journalism Fellowship

Morning Edition host and Senior News Producer, Michele Skalicky was selected for the 2022 Association of Health Care Journalists-Center for Disease Control Health Journalism Fellowship in Atlanta. Skalicky spent three days at the Centers for Disease Control and Prevention headquarters learning from top experts in the fields of medicine and health.



Great Muslim American Road Trip Preview

The PBS travelogue, *The Great Muslim American Road Trip*, follows a millennial Muslim American couple as they travel along historic Route 66, with a stop in Joplin featured. Ahead of the broadcast premiere, OPT and the Islamic Society of Joplin co-hosted a screening at Joplin's Islamic Center. Guests enjoyed a sneak peek of the first episode, discussion, and refreshments.

StoryCorps in the Ozarks

The StoryCorps Mobile Tour made a stop in the Ozarks! Recording sites were set up in both Springfield and West Plains, where StoryCorps staff helped Ozarks residents conduct personal interviews. All recordings are now archived in the Library of Congress. One local interview even made its way to national airwaves during *Morning Edition* as oncologist Robert Carolla recounted the impact a small gesture can have on patients and families dealing with tough diagnoses.



The Ozarks visit wrapped up with a special in-person listening event at the Creamery Arts Center, where StoryCorps and KSMU staff shared animated video clips and audio snippets from some of their favorite interviews.

A Note from the Teacher

KSMU's latest *Making a Difference* series featured essays from teachers in the rural Ozarks. The first person accounts included topics ranging from the social safety net teachers offer to dual language instruction offered in both English and Spanish.

REGIONAL REFLECTION



KWTO - Legendary Live Country Radio

This OPT documentary focuses on the live music era of a Springfield, MO, radio station from 1933 to 1960. It tells the story of how the Ozarks had a major influence on country music across the nation. From its first broadcast on Christmas Day in 1933, KWTO's focus on live local music helped launch the careers of many regional musicians and was the driving force behind the development of *The Ozark Jubilee*.



The Ozark Mountain Daredevils - Backstage

OPT premiered this documentary covering the broad expanse of The Ozark Mountain Daredevil's 50-year history. Through concert footage, archival photos, and interviews with band members, it tells the story of a group of local artists coming together with their own whimsical and poetic lyrics to produce unforgettable harmonies.

Notable Anniversaries for Local Music Programs

Two of KSMU's popular local music shows—*The Gold Ring* and *Seldom Heard Music*—began broadcasting in 1982. Lee Worman and Mike Smith, hosting their respective shows since the very beginning, have been bringing Celtic and Bluegrass music to the Ozarks for 40 years!



What's more, Smith was honored with the Ozzie Award for Regional Impact by the Springfield Regional Arts Council. Smith was recognized for his long tenure hosting *Seldom Heard Music* and showcasing musical genres that are an enduring reflection of our Ozarks culture.

