



OZARKS
public broadcasting

**LOCAL CONTENT &
SERVICE REPORT
TO THE COMMUNITY**

2024

OUR MISSION

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. With a variety of local and national content across multiple platforms, we connect 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
through each stage of life.

Reaching, reflecting, and celebrating
the whole of our community.

Documenting, presenting, and preserving
the history and culture of the Ozarks.

Local Impact

Ozarks Public Broadcasting reaches our entire community. Because Ozarks Public Television and KSMU Radio are available free of charge, through over-the-air broadcast and online streaming, 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



KSMU Trivia Nights

KSMU continued its popular partnership with Springfield Brewing Company to host quarterly Trivia Nights. Teams of 2-6 people flexed their trivia muscles as they competed for prizes and bragging rights while also enjoying a buffet dinner and drinks.



Studio Live/Studio Live Social Hour

Listeners can hear songs from local musicians as they perform live from the KSMU studios each second Friday at noon. This hour-long event mixes conversation with performance, and later that evening, the public is invited to a free concert with the musicians from the broadcast at Studio Live Social Hour from 6-8 pm at Mother's Brewing Company.



NPR Tiny Desk Contest Local Showcase

KSMU hosted the 2024 NPR Tiny Desk Contest Local Showcase at Mother's Brewing Company in June. This free event featured performances by Mr. Orange, Jenna English, and Michael Stanton Armstrong who were selected from the pool of 2024 Tiny Desk Contest entrants.



COMMUNITY CONNECTIONS



Here & Now Co-host Scott Tong Visits Springfield

As part of the Missouri State University Public Affairs Conference, KSMU hosted Here & Now co-host Scott Tong. Tong spoke to the conference's theme, "Between the One and the Many, Considering Community and Individualism," met with campus students, delighted kids at Summit Preparatory School during a Q&A, and visited with station donors.

KSMU 50th Anniversary

2024 marked the 50th year KSMU Radio has been serving the Ozarks, and we celebrated our golden jubilee all year long! Highlights included 'Throwback Thursdays' with nostalgic social media posts, anniversary testimonials and interviews from listeners and past employees, a Mayoral Proclamation of 'KSMU Day' on May 7th, and a family-friendly party at Mother's Brewing Company with games, prizes, KSMU swag, and treats. We cherished every moment of this milestone year!



PBS Celebrity Chef Lidia Bastianich Featured at 35th Annual Wine & Food Celebration

Lidia Bastianich, renowned Emmy award-winning TV host, best-selling cookbook author, and successful restaurateur, helped OPT mark the 35th year of our signature fall fundraiser, the Wine & Food Celebration which raises funds for the station's children's educational programming. Her appearance was so popular that the event sold out of "gold tickets" and the station added a second "meet & greet" opportunity to accommodate all her fans!



LOCAL NEWS



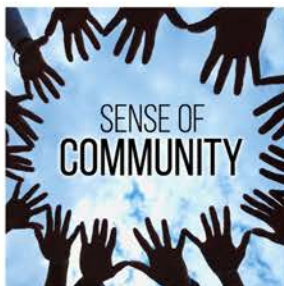
Arts News

In 2024 KSMU introduced a new voice as host of our popular program, Arts News. Jimmy Rea joined the team after the passing of beloved KSMU Arts Producer Randy Stewart. Every Friday morning, Jimmy talks to artists, performers, directors, and administrators from the area's visual and performing arts scene, and presents a comprehensive calendar of arts events.



Candidate Forums and Election Coverage

KSMU has a long and proud history of reporting on local and statewide elections, and 2024 was no exception. KSMU continued our critical role in supporting the Informed Voter Coalition, a nonpartisan group comprised of KSMU and 12 other community organizations, by allowing listeners to hear directly from candidates for local public office. KSMU produced nearly 30 forums, stories, and interviews for broadcast and online consumption to provide voters with useful information on candidate policy positions and priorities before heading to the ballot box.



Sense of Community

From poverty concerns to major policy decisions, this series dives beyond the headlines to provide in-depth coverage of issues facing people and organizations in the Ozarks. Leading up to the 2024 elections, KSMU produced a series of local stories focused on election integrity. Topics ranged from how voting machines are tested to the role of election judges to why post-election audits are a key part of ensuring election integrity.



On OPT, Sense of Community highlighted the efforts to save Bull Creek, an ancient watershed tributary protected by private landowners; the local nonprofit Care to Learn and how it works with area schools to provide emergent health, hunger, and hygiene resources; Springfield Art Museum's \$50 million dollar renovation ahead of its 100th anniversary; and more.

EDUCATIONAL OUTREACH

Seuss Science Day

Ozarks Public Television partnered with the Ozarks Regional YMCA to present the 13th Annual Seuss Science Day in March. This free family event, inspired by Dr. Seuss, encourages kids to explore the world around them through interactive S.T.E.A.M. activities, experiments, reading, and more. The 2024 event fell on Dr. Seuss' birthday, so Horton (from Horton Hears a Who) hosted the birthday party room complete with games, goodie bags, and ice cream generously donated by Hiland Springs Dairy. Rounding out the day for the nearly 1800 people in attendance was the featured attraction of the Oh, The Places You'll Go! big rig area – the Oscar Meyer Weinermobile.



OPT PBS KIDS® Writers Contest

Kids in kindergarten through third grade participated in the 2024 Writers Contest by writing and illustrating original stories. Local winners were honored at a banquet and had their stories displayed at a local art gallery and children's literacy festival. Station partners the Laura Ingalls Wilder Children's Literature Festival and The Urban Cup provided the prizes and treats for the kids.



DIVERSE PROGRAMMING



Local Radar

KSMU introduced our newest music show Local Radar in 2024. Hosted by Ran Cummings, Local Radar offers listeners a one-stop shop for local music and pop culture from around Springfield and the Ozarks. Tune in on Friday nights from 9 to 10 and explore the sounds that make this area move.



Stories From the Archives

Stories from the Archives, presented by the State Historical Society of Missouri's Springfield Research Center, brings listeners stories from collections housed at Missouri State University and how they relate to the history of the Ozarks.



OzarksWatch Video Magazine

In 2024, OPT's ongoing series, OzarksWatch Video Magazine, showcased another eclectic collection of interviews with Ozarks natives. The guests included an internationally renowned equine artist who uses various mediums to depict horses; a passionate local blacksmith dedicated to preserving his craft; and local biographers discussing their latest books on Missouri sports legend Bill Virdon and Si Siman, the producer of Ozark Jubilee, a weekly television show that introduced the country to artists like Porter Wagoner and Brenda Lee.

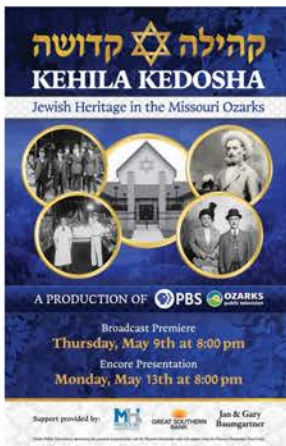


REGIONAL REFLECTION



In Gratitude: Honor Flight of the Ozarks

Premiering in March 2024, *In Gratitude: Honor Flight of the Ozarks*, is a feature-length presentation that captured the poignant stories of a group of veterans who embark on a unique journey to Washington, D.C.; to visit the monuments dedicated to their service and sacrifice. The film followed the veterans as they shared their personal experiences and emotions visiting the various monuments and memorials, as well as remembered their fallen comrades and the sacrifices they made for our country. The documentary culminated in a heartwarming welcome home celebration for the veterans.



Kehila Kedosha: Jewish Heritage in the Missouri Ozarks

Kehila Kedosha (Hebrew for “Sacred Community”) explored the history of Jewish migration, assimilation, and heritage in the Missouri Ozarks. From the arrival of the first Jews in North America in 1654, to the population boom and western expansion in the 1800’s and the continued cultural and economic influence today, the development of the Jewish community in the Missouri Ozarks is a microcosm of the intricate history of Jews in the greater United States. The film highlighted some of the many prominent Jewish families, businesses, and religious communities in Springfield and the surrounding areas, and their influence on the diverse social tapestry of the region. *Kehila Kedosha: Jewish Heritage in the Missouri Ozarks* premiered in May 2024.



Rose O’Neill: An Artful Life

An artist, writer, and suffragist, Rose O’Neill was an individualist in every sense of the word. From her initial success as the highest-paid woman illustrator of the early 20th century to her later works in fine arts, sculptures, novels, and poetry, OPT’s feature-length documentary *Rose O’Neill: An Artful Life*, which premiered in November 2024, explored the seven decades of O’Neill’s fascinating life. Best known as the creator of the Kewpie doll - the most widely known character until Mickey Mouse - O’Neill made it to the top of a male-dominated field to be the first to build a merchandising empire from her work. Despite her commercial successes, O’Neill could not vote in public elections because she was a woman. She worked diligently to support the suffrage movement by drawing posters, cartoons, and marching in protest parades, helping women gain the right to vote in 1920.

CAMPUS ENGAGEMENT

LEGACY OF THE BELLS



Legacy of the Bells

Ozarks Public Television supported Missouri State University documentary film students by airing their 30-minute film, *Legacy of the Bells: Music of the Missouri State University Carillon*, the first student-produced documentary to air on the station. The class worked for 15 weeks to produce a documentary fit for broadcast television under the guidance of their course instructor and OPT videographer and editor Jason Ferber.

ENGAGING THE COMMUNITY



Engaging the Community

This monthly program features KSMU News Director Michele Skalicky and Missouri State University President Dr. Biff Williams discussing the implications of national and international events on the University and local community. Subjects included how spending on college athletics benefits universities in other ways, AI and its' use at MSU, the crafting of the University's new strategic plan, and the key role universities play in the election process.



Missouri State Journal

This weekly KSMU program is a collaboration with the Missouri State University Office of Strategic Communication and features faculty and staff from a variety of areas across campus sharing expert tips and advice. Topics ranged from how to understand the information on food packaging to the science behind gratitude.



Astro Brief

Astro Brief is a weekly look into astronomy produced in cooperation with the Missouri Space Grant and the Missouri State University Department of Physics, Astronomy, and Materials Science. Hosted by Dr. Mike Reed, this KSMU program explored topics in 2024 with astronomy-related guests such as the ongoing search for a ninth planet; whether a star in a nearby galaxy is on the brink of exploding; and could a dwarf planet in our asteroid belt host life.



Talking History

Talking History is a radio program and podcast created by KSMU in association with the Missouri State University Department of History. Each month, hosts Djene Bajalan and Patrick Needham speak with historians and scholars about the ideas, people, and events that have shaped our world. In 2024, the program explored the painful history of Native American boarding schools, the myths and realities of life as a Samuri, how pop culture influences our understanding of history, and the global Cold War.



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