



2020 LOCAL CONTENT & SERVICE REPORT

A detailed, 3D-rendered illustration of a coronavirus particle, likely SARS-CoV-2. The particle is spherical with a textured, orange-brown surface. It is covered in numerous spike proteins that protrude from the surface, giving it a crown-like appearance. The background is a gradient of orange and red, with other smaller, less detailed virus particles visible in the distance.

**RSU PUBLIC TV
RESPONDS TO
THE COVID-19
PANDEMIC**

RSU Public TV provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich their quality of life. We do this by consistently engaging our viewers with educational and public television programming, providing educational training and curriculum, outreach initiatives that encourage lifelong learning.

MISSION

RSU PUBLIC TELEVISION is Oklahoma's only University licensed Public Television station serving its members, the University, students, and citizens of Green Country with innovative content and programs of the highest quality. Our relationship and partnerships are to advance education, culture and citizenship.

VISION

RSU PUBLIC TELEVISION is to be a strong civic partner that serves our communities in Green Country through our website, televised content, educational services and outreach initiatives that improve the lives of our viewers and our communities as a whole.

VALUES

Diversity: in opinion, thought and culture.

Creativity and Innovation: in thinking, programming, and content development.

Integrity: in how we conduct our business, in the programming, we create.

Courage: to be different, learn from failure, to take a stand.

Transparency: to open the activities of the station to public inquiry.

Accountability: in all our actions.

Open Mindedness: in how we approach issues and opinions

KEY SERVICES

In 2019 RSU Public TV provided these essential local services:

CONTENT DELIVERY

RSU TV's two channels delivered over 17,472 hours of educational and entertaining content. RSU Public TV delivers its content over the air, cable, satellite, and online

EDUCATIONAL RESOURCES

RSU Public TV provides resources to teachers and homeschoolers who want to learn more about Oklahoma's native son, Will Rogers at insearchofwillrogers.org.

COMMUNITY OUTREACH

Our events include community screenings, introducing local chefs to the community, STEM events such as Aerogames and What's So Cool About Manufacturing.

LOCAL IMPACT

RSU Public TV reaches more than 1.2 million homes in Northeast Oklahoma while serving 19 counties and parts of Southeast Kansas and Northwest Arkansas.

USE

RSU Public TV increased its digital engagement in 2019 by including % on Facebook and website.

LOCAL VALUE

RSU Public TV has been an innovative leader in broadcasting technology delivering programming that advances education, celebrates cultures and promotes communications among the people of the region served.

LOCAL LIFE

RSU Public TV continues to build a stronger communities with its outreach into our

LOCAL UNIFIER

RSU Public TV's impact is valuable and meaningful as a result of strong local partnerships in both the corporate and Native American Communities



In FY 2020 RSU Public TV produced series and specials that account for over 200 hours of original programming. As a university licensee, RSU Public TV trains future broadcast professionals. This year the station spent over 3800 hours training university students in the art of TV production. Students worked in the production department and administration.

Supporting the University As part of Rogers State University, RSU Public TV works to teach students the art of television production. Students work on all studio production and help produce the student athlete profile interstitials that air on RSU TV during our RSU Hillcat Basketball broadcasts. Due to this training many of the students, who have graduated in recent years, are now employed in the local Tulsa media market in both commercial TV stations and production facilities.

FROM THE GENERAL MANAGER'S DESK



Royal Aills

*General Manager,
RSUTV*

The viewers of Green Country have really been watching RSU Public TV since the stay at home rule went into place in April.

Public Television's Broadcast Media tracking companies says across the country the coronavirus may have rocked our world but there is a silver lining to the public's lifestyle change or viewing habits. And Okies are not any different.

Nationally, according to these media tracking companies, television usage soared in the early days of the pandemic, (March/April). They observed that COVID-19 has been good for media consumption. Locally, specifically RSU Public TV, eyeballs increased as well.

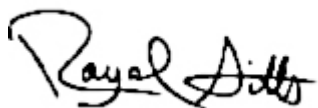
Staying at home during the lockdown resulted in large viewing increases for television news programming, which media researchers quoted as high as 19% for broadcast and 73% for cable. Ratings for network and cable entertainment series increased, too, as did streaming of TV shows. In the first three weeks of March, streaming rose 85% over the previous year. Public TV saw gains too, especially during early fringe and weekend dayparts.

RSU Public TV daypart quickly became planned viewing and surpassing primetime programming. Classic Gospel with Bill Gaither remains RSU TV's #1 show, America's Test Kitchen moved into second place followed by Ellis Good Food and Cooks Country Kitchen. This is the first time since I've been at the station that cooking shows have competed for eyeballs. It's great to know that when our viewers are at home, they have found RSU Public TV and like the programming we offer.

So, what's next? Some say media usage will falter and fall back in line as Northeast Oklahoma begins to open back up and we all get back to somewhat normal lives. However, the stay at home order showed how much people depend on Public TV. The general thought is, the bigger the crisis, the more viewers will depend on public TV.

My hope is you will continue to watch and make RSU Public TV a part of your television viewing and get engaged with us on some level. We can't do this with you (our viewers) be we are viewer supported television.

So, thank you Green Country for your support!



— Royal Aills

FROM OUR VIEWERS

Bobby from Tulsa

"I sure do love watching all of those British shows on RSU TV. you recently added 800 Words to the lineup. So happy you did. I like that show. "

Marie from Morris

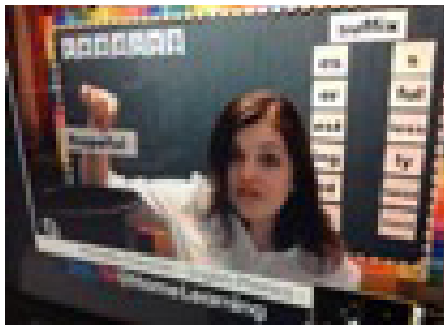
"I really enjoy your pledge shows. Recently you showed Carol Burnett. She is one of my favorite funny people. I hope you have access to more great shows like that soon. Thank you!"

Reed from Sperry

"Thanks for airing the documentaries. I find them to be of value, great story telling and I love the history."

Tom from Claremore

"You guys keep adding a lot of great new shows. I really enjoy the new shows of Murder in Suburbia and Frankie Drake. RSU TV is the only TV I watch."



→ Sequoyah Elementary English Teacher Michelle teaches students English Phonics live on RSU TV.

In March of this year the Oklahoma State Department of Education was looking for options to keep kids in school or at best, keep parents, teachers and students of Northeastern Oklahoma engaged with learning during the ongoing confusion of the COVID 19 Pandemic. RSU Public TV “stepped up” in a big way by providing an over-the-air broadcast solution called “@HomeLearning.”

Dr. Terry Saul Superintendent of Sequoyah Public Schools (Rogers County) reached out to RSU Public TV about offering over the air live classroom learning. He knew changes were coming due to the COVID-19 crisis, so he wanted to be ready. Saul said he was well aware that many of his students, as well as thousands of other students across northeastern Oklahoma

and in metro Tulsa, would not be able to access distance learning/online classes if schools should be closed.

Dr Joy Hoffmister and the March 25 which essentially closed all public-school buildings to regular classroom and educational activities due to state and national COVID-19 public health restrictions. As a result, school districts across the state have been tasked with implementing Distance Learning Plans to continue engaging all PreK-12th grade students throughout the remainder of the 2019-2020 school year.

The Oklahoma State Department of Education decided to work with public TV (PBS Affiliates) such as OETA to provide online distance learning through the PBS portal of PBS Kids. However, in rural Oklahoma access to high speed internet is not adequate enough to provide the streams needed to access the PBS content. Dr. Saul said, “RSU Public TV is free and can be accessed by any student who has a television in their home.”

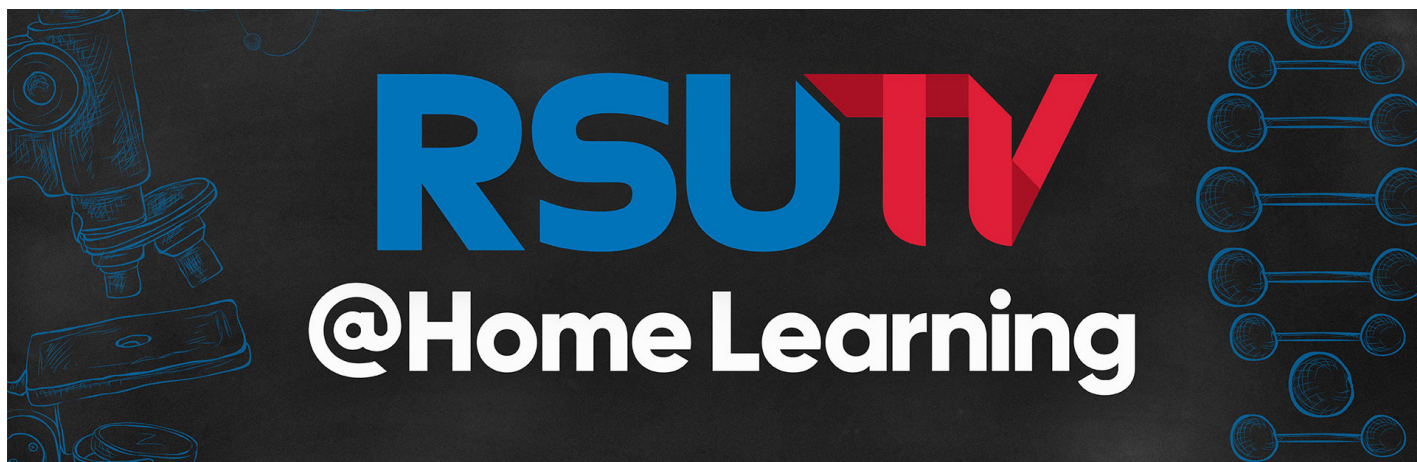
Based on that conversation, RSU Public TV quickly began working with Sequoyah teachers and then reached out to Tulsa Public Schools Superintendent Dr. Deborah Gist who gave the green light for TPS community organizational resources to be a part of RSU Public TV's new @HomeLearning program, saying, “We are thrilled

to partner with RSU TV to provide additional engagement opportunities for our students through the end of the school year.

The live programming that will be provided by our staff and community partners will be another great way for students and families to engage in learning during this time.”

Every Monday through Friday from 9am to noon, students had ready access to over-the-air learning resources on RSU Public TV Channel 35.1 in order to complete the 2020 school year. Parents had access to some high-quality educational content to keep their children engaged.

Sequoyah students and parents accessed a blended continuous learning plan with a combination of learning resources for parents, direct instruction via an online platform and RSU-TV. The Sequoyah School system is one of nine Rogers County School districts and serves 1,280 PreK-12 Students. Dr. Terry Saul, Sequoyah Public School Superintendent said, “We know from data the vast majority of our homes have a TV and that RSU-TV is available for FREE. [We] will provide learning opportunities and experiences with an emphasis on enrichment teaching and presentations.



Safe Learning Environment

RSU Public TV responds to the COVID-19 Pandemic

RSU-TV broadcast from 9am to noon, five days a week, live local educational classes and enrichment programs for the remainder of the spring school semester.

The results were impressive. Over the following six weeks, RSU-TV broadcast over 140 thirty-minute live episodes. Over 13 thousand students watched and engaged with live local teachers each week through our over-the-air signal. Combined with views on RSU-TV's website over 39 thousand viewers watched the programming.

Soon after the COVID 19 pandemic started our community was desperate for in-depth local information about the pandemic. In response RSU Public TV began a series of updates that helped Northeast Oklahoma understand what this disease is and how we as a community can work together to overcome it.

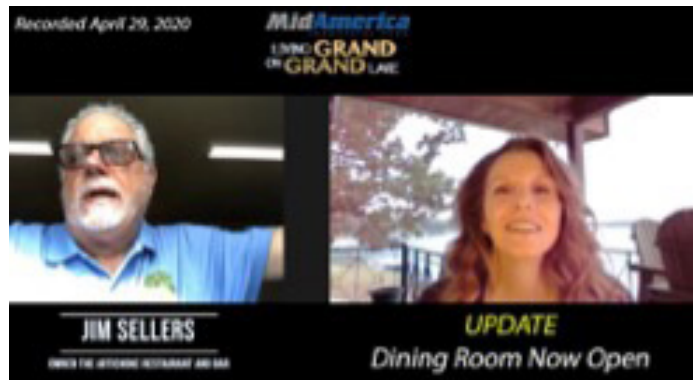
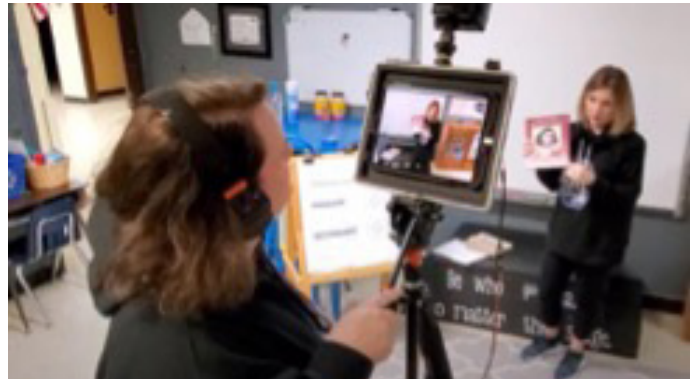
The three-minute series of interviews aired between programming throughout the day in order to give our viewers access to the pandemic updates with community leaders who helped calm our fears and gave us insight into what to do to stay safe.

We also created a COVID 19 web page where we posed unedited full-length interviews along with links to local and national pandemic resources.

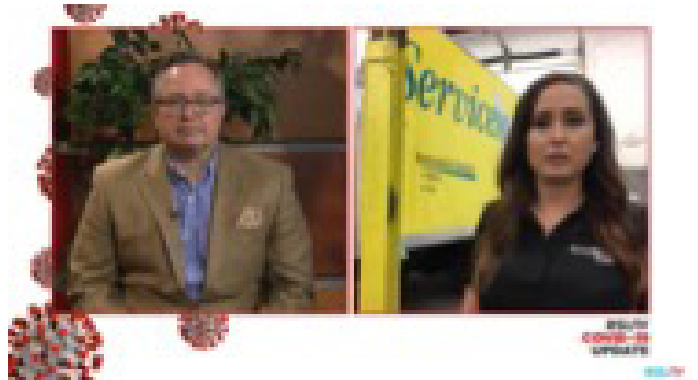
RSU Public TV also created a Covi-19 page where we posted the unedited full-length interviews along with links to local and national pandemic resources.

And a web page to help bring families lockdown at home way to entertain themselves.

Rural Outreach included an interstitial series with rural business owners. They provided updates on changing business hours, curbside service and reopening projections



→ Host of Living Grand on Grand Lake taking to the owners of the Artichoke Restaurant in Grove, OK about how he is handling the pandemic



→ General Manager Royal Aills interviews a local company who is helping to clean offices

ACCESSIBLE. AFFORDABLE. ACCELERATED.

DLC

RSU Public TV's Distance Learning Channel in response to the pandemic



→ Professor Chrissy Whiting teaching concurrent class Intro to Psychology on RSU TV. Her class is on RSU TV ch 35.2 three times a day: 10:30am, 1:30pm and 7:30pm

In March when the Oklahoma's State Board of Education suspended the remainder of the public- school year due to the ongoing COVID-19 pandemic, RSU Public TV came to the aid of public schools across Northeast Oklahoma by launching a new regional educational initiative called @HomeLearning. This effort addressed the growing educational need across our 24-counties in northeastern Oklahoma. @Home Learning provided live Distance Learning (free, over-the-air broadcast and online), resources and opportunities to public school students, homeschool students and the thousands of families who live and work in Northeast Oklahoma. For the first time ever, elementary and secondary students had ready access to over-the-air learning resources on RSU Public TV Channel 35.1 in order to complete the 2020 school year.

Now the station is once again coming to the aid college bound high school junior and seniors who want to jump start their college careers. Because of the success with @HomeLearning, the Cherokee Nation requested RSU Public TV and RSU make available by broadcast over our 35.2 channel, Rogers State University's Concurrent Course classes for College Credit to the underserved population throughout the tribe's 14-county judicial reservation area as well as the entire Rogers State University service area. Cherokee Nation Tribal Councilor Janees Taylor recognized the need and approached RSU-TV

about partnering to of concurrent classes to area high school students.

“When Covid-19 made us rethink every aspect of learning and working, it was a natural step to expand the TV platform that RSU has available to other classes” said Councilwomen Taylor.

“RSU is meeting a need with technology other universities do not have. With low tuition and now a platform that allows students who did not have access before, this is another barrier to education taken away. This delivery method opens educational doors for students without adequate internet access as it is delivered over TV rather than the internet. I want every Cherokee child to have the opportunity to earn a college degree, in order to accomplish that, it is imperative that we do all we can to eliminate obstacles standing in the way of that.

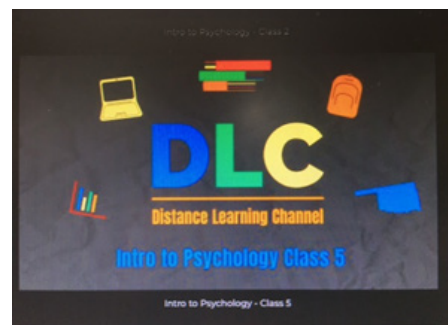
Beginning this Spring RSU Public TV is launching the “Distance Learning Channel” on the stations second subchannel 35.2. The station will carry 30 hours of concurrent college credited classes. Some classes will be aired live with additional re-airings built into the broadcast schedule.

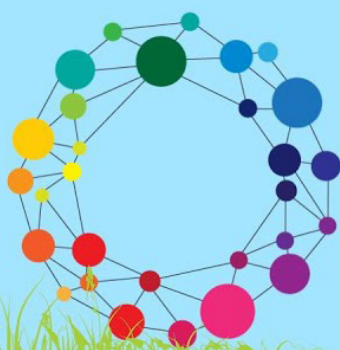
High school students can enroll in college classes and earn college credit from the comfort of their living room by watching the classes over RSU Public TV's 35.2 channel. Royal Aills General Manager of RSU Public TV says, “One of the things we know is this, in times like these

our mission to serve the public is paramount. Like public schools, public TV means working together for the greater good of our students, families and communities.”

High speed internet is not an option for most of our rural areas. According to the FCC Fewer than half of Oklahoma's rural residents have access to high- speed internet – one of the lowest percentages of any state. RSU Public TV's option of over the air on 35.2 is valid. In today's world how these students are interconnected is a necessity. We want to make these classes accessible to everyone, especially the underserved who don't have access to high speed internet. “This offering of concurrent courses is a necessary step in reaching students who otherwise wouldn't be able to access the teachings through the internet,” said RSU President Dr. Larry Rice. “We are proud of the courses our faculty and RSUTV have produced and appreciate the partnership we have with the Cherokee Nation.”

However, that's only one possible platform. The other involves ONENET, a digital communications initiative of the State Regents for Higher Education and Oklahoma's only statewide internet service provider. The station is in discussions with ONENET now to be a partner with Rogers State University and RSU Public TV by providing a direct feed of these Concurrent Classes to all high schools in our 22-county footprint of RSU's service area.





THE OPP AND FRIENDS



The Opportunity Project

Engaging programming in the areas of STEM, arts, literacy, virtual field trips and more!



The Opp and Friends, a new digital pre-recorded program launching November 9, will feature expanded learning content for students ages 4-12. The program will be aired Monday through Friday from 4:00-5:00 p.m. on RSU-TV cable channel and streamed via Youtube.

Aimed at filling a void of expanded learning opportunities for Tulsa area students during distance learning; over fifteen (15) partner

organizations will submit weekly, pre-recorded, engaging activities, exercise videos, STEM career exploration, and virtual tours for students and families to view.

Caroline Shaw, Executive Director of The Opportunity Project says, "In partnership with RSU TV, The Opportunity Project is working alongside many of our community organizations to develop content for our students that will be broadcast through RSU TV's public television channel. This content will attempt to mirror many of the things that students normally have access to through their school community. We hope families engage and find joy in this opportunity."

Organizations like the Discovery Lab, Philbrook Museum, Tulsa Master Gardeners, Tulsa Regional Stem Alliance (TRSA), Global Gardens, Tulsa Debate League, NASA OKSG, Education for Scholars, Tulsa City County Library, Naturally STEM and others will be submit-ting weekly content.

Royal Aills General Manager of RSU Public TV says, "I am so pleased to be working alongside the Opportunity Project on this program. RSU Public TV wants to be a positive influence on the kids in our communities. The OPP and Friends is a great way to teach, entertain and inform our kids of positive ideas during this extremely unstable time."



I Want Answers

During its 10th season, Oklahoma's only high school academic game show allowed small and rural schools to display their academic prowess. Due to the COVID 19 pandemic, only eight schools could participate causing the

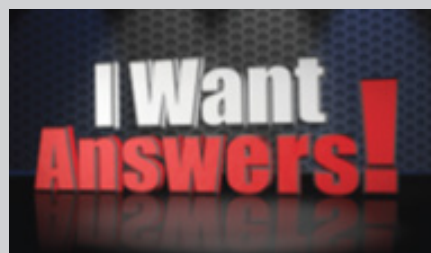
regular 13-week season to be completed in only eight weeks. But that did not diminish the competition any. These academic athletes competed like they were in the Olympics. The battle between Adair and Wilburton was epic. Vinita and Riverfield duked it out with the Eagles losing in the late rounds. But it was Riverfield winning it all this year.

As of 2020 RSU Public TV has awarded 112,000 thousand dollars in scholarships and prizes.

I Want Answers was made possible by Rogers State University, the Grand River Dam Authority, The University of Oklahoma, Oklahoma State University, and The Gerald H. Westby Foundation.

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Cherokee 1

DLC

RSU Public TV's Distance Learning Channel in response to the pandemic



→ Cherokee Language Program teacher Wade Blevins is in the RSU TV Studio teaching Cherokee 1 on RSU TV ch 35

Working in Partnership with the Cherokee Nation, Rogers State University and RSU Public TV continues to offer Cherokee Language telecourse in the spring of 2020. This is the perfect opportunity for citizens of the Cherokee Nation to learn and speak Cherokee with other students living within the 14 across the country. Counties of the Cherokee Nation.

In the Spring semester RSU TV worked with its licensee holder Rogers State University to start airing Cherokee 1 over broadcast, offering this language course as a concurrent offering for junior and senior high school students

within the RSU TV viewing area. The Cherokee language is considered a Class IV language in its degree of difficulty.

It is spoken fluently by an estimated 2,500 people worldwide today, with several thousand more being considered beginner or proficient speakers. The Cherokee syllabary is the written form of the language. It is not an alphabet, but instead contains 85 distinct characters that represent the full spectrum of sounds used to speak Cherokee — one character for each discrete syllable. Recently the Nation announced a historic investment of \$16 million to expand the language initiatives.

Principal Chief Chuck Hoskin Jr says, "It is the largest infusion of resources in the history of the Cherokee Nation to preserve and revitalize the Cherokee language. Sadly, our language has reached such acritical point that we must make this kind of investment a priority in order to keep it alive."

Royal Aills general manager of RSU Public TV says, "as a public television we are mandated

by congress to promote education. However, we don't stop there. We want to be a partner with our tribes in our viewing area by promoting their culture. So, working with the Cherokee Nation to help education further the investment of teaching the Cherokee Language is what we as a public TV station should be doing. We are proud to help!"

Taught by Cherokee Nation Language Technology Specialist Wade Blevins, Cherokee 1 will air three times weekly on Monday, Wednesday and Friday, 11 a.m. on RSU Public TV. The televised classes, known as a telecourse, will be available for viewing on air, as well as online at www.rsu.tv/cherokee/. While viewers have the option to simply watch the classes to learn more about the Cherokee language, history and culture; viewers will also be able to earn a Cherokee Nation Cherokee I Certificate by completing accompanying online quizzes.

Aills says airing Cherokee 1 is the kind of educational opportunity public TV stations should be doing. What's really unique is, RSU Public TV is the only public TV station in the country doing this.

Osyio, Voice of the Cherokee People



The story of the Cherokee Nation is one of strength, heartache, survival and resilience, and its culture is among the richest, most vibrant and storied in all of Indian Country.

This Emmy-winning documentary style program features the people, places and culture of the Cherokee Nation. These voices continue to be heard on RSU Public TV through the program Osyio, Voice of the Cherokee People.

The program continues to highlight a variety of aspects of the Cherokee Nation, including historical sites, artwork and artisans, language preservation efforts, young Cherokees who are making a difference in their communities and more.

Show host Jennifer Loren has been connecting with Cherokees in all parts of Oklahoma and elsewhere, seeking out unique stories that will give people a better understanding of the authentic Cherokee experience.

"There is so much more to our tribe than many people know. I learn something new every day. I think this is going to be an eye-opening experience for a lot of people, and a journey they will embrace," said Loren.

A photograph of Charles Littleleaf, a Native American flute player and flute maker, playing a flute. He is wearing a yellow shirt with a colorful patch on the sleeve. The background shows a rocky cliff face.

CHEROKEE ARTIST PROFILES

Charles Littleleaf, a Native American flute player and flute maker

RSU Public TV continues its promotional campaign honoring native artists from the Cherokee Nation. The heritage of the Cherokee Nation is evident today in the survival of the traditional arts ranging from basket making to gourds and reeds. For the second year, RSU Public TV is featuring the artists in a series called “Cherokee Artist Profiles.” Executive producer Royal Aills, says, “We feature Cherokee artists who have found vast and beautiful ways to utilize natural resources to create their art. Artists today use traditional methods as well as newer, more modern art forms to capture Cherokee life and history. One of the reasons RSU

was granted a broadcast license was to feature native American, customs, art and culture.” Each of the profiles are broadcast for 60 days and featured on the station’s social media platforms. The series brings a huge impact in public awareness how the Cherokee Nation citizens continue to preserve and honor their heritage and history. Aills says the objective for 2019 is to work with the nation this year to distribute these interstitials through NETA for national distribution. This series is important and should be shared with the country, Aills said. The station’s commitment to this series is evident. The Cherokee Artists Profiles airs three times a day on RSU Public TV.



RSU Public continues its affiliation with the First Nation Experience Network. FNX is the first and only public TV network in the United States dedicated to Native American content. Through Native-produced and themed documentaries, dramatic series, nature, cooking, gardening, children’s and arts programming, FNX strives to accurately illustrate the lives and cultures of Native people around the world.

Will Rogers Motion Picture Film Festival

RSU Public TV partnered with the Will Rogers Memorial Museum and promoted the first ever Will Rogers Motion Picture Film Festival. The Festival celebrates the Hard Work and Creativity of Filmmakers from around the world. Will Rogers was already a Vaudeville and Ziegfeld Follies star and when movies made their debut, Will was an easy choice for the fledgling industry. His first movie, Laughing Bill Hyde, came out on September 28th, 1918 and he went on to make 71 total movies. He made 50 silent movies and 21 “talkies.”

It was the “talkies” that sprang Will Rogers’ career as a movie star. His down-home wit and relaxed style helped him relate with people around the country. He was the top box office star for Fox Studios and in 1934 became the #1 movie star in America. Its that same creativity this festival is celebrating. RSU TV aired each of the winners in 2020 and will do so again in 2021. Public Television is the perfect place for creativity and inspiration from young filmmakers.





STUDIO 66

RSU Public TV's Distance Learning Channel in response to the pandemic

In the late 1950's and early 60's there was a musical genre coming from T-Town that was growing in popularity. It was a mix of rockabilly, country, rock 'n' roll, and blues. Artists considered to have pioneered this sound include J. J. Cale, Leon Russell, Elvin Bishop, Flash Terry, Jimmy "Junior" Markham and so many others. These guys were the first generation of what was to be known as the Tulsa Sound.

Today that sound continues with a new generation leading the way. The musical mix has grown up with the times and today it includes country and bluegrass. RSU Public TV is helping to keep the Tulsa Sound alive with a new show called Studio 66. It's a 30-minute program profiling the new local artists whose dream is to one day play their music in front of thousands.

Artists include: Jake Tankersley, Jacob Tovar, Desi and Cody, Steelwind, Kyle Dillingham &

Horseshoe Road, the Jim Paul Blair Band, Dane Arnold and the Soup, Robert Hoefling and the Captain Ledge Band.

Royal Aills, general manager of RSU Public TV says Studio 66 is a project he has wanted to focus on for long time. "Since moving to Tulsa in 1986 all I heard about was this mystical Tulsa sound. You really don't believe it exists until you hear it. Then one day I was able to actually listen to it and meet some of the originators. I was so impressed I knew I wanted to showcase the new generation since taking over RSU Public TV", said Aills.

Studio 66 is produced in the RSU Public TV Studio on the campus of RSU in Claremore. RSU students who work in the production department work on the project. Katie Jacoby, a student from Coweta, says, "this project is a lot of fun. At RSU TV we learn the art of broadcasting and

what it takes to put a project together. It's the best of both worlds, learning how to be a good broadcaster and listening to great music from some really good musicians".

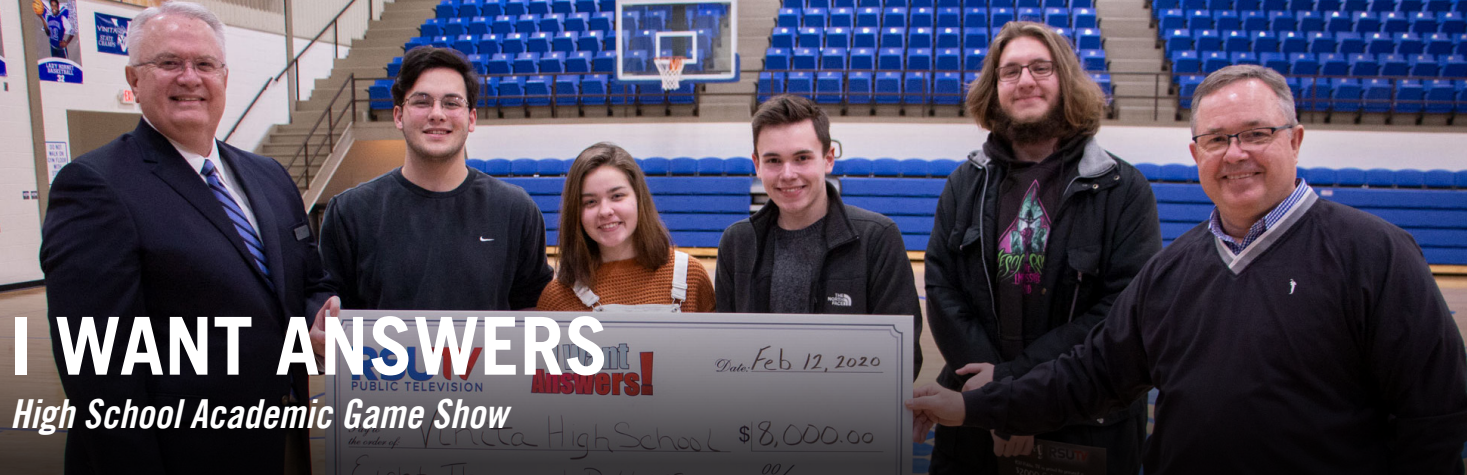
Aills says finding the musicians from the Tulsa area is a partnership between RSU Radio and Horton Records. "Brian, the president of Horton Records, is a big help. We are also using contacts such as Valerie Russell and Carol Collins-Matza".

The series will begin on RSU Public TV in February. Day of the week and time have not been yet. Aills says it will most likely be on a Saturday night. After a second season is recorded next year Aills says he hopes to distribute the series nation-wide within the public TV system.



Arts Alliance Tulsa

Arts Alliance Tulsa is a local organization whose mission is to raise funds for the nonprofit arts community. This is achieved through their fundraising arm, United Arts Funds. Its mission is to provide ongoing operating support to local arts institution throughout the Tulsa community. While RSU Public TV can't help to raise money for AAT, the station believes in the value many of these small nonprofits bring to our community. So RSU Public TV is helping to bring awareness to these organizations by airing a series of interstitial profiles.



I WANT ANSWERS

High School Academic Game Show



During its 10th season, Oklahoma's only high school academic game show allowed small and rural schools to display their academic prowess. Due to the COVID 19 pandemic, only eight schools could participate causing the regular 13-week season to be completed in only eight weeks. But that did not diminish

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Sam's Perspective with Sam Jones

Perspectives with Sam Jones. RSU TV continues to explore our communities, events, discussion with news makers as we keep viewers engaged and informed. Even in this time of a pandemic, there is much to discuss, feature and promote.

RSU Public TV is still a trusted and valued partner throughout Northeast Oklahoma. From trustworthy discussion of the issues with Sam Jones to documentaries and profiles of successful individuals who have done much for their respective communities. RSU Public TV continues to produce the award winning weekly public affairs program "Perspectives with Same Jones."



Living Grand on Grand Lake

2020 marks a wonderful milestone as RSU Public TV's own travel series entered its 8th season of production. Living Grand on Grand Lake profiles the people, places and the fun to have on and around Oklahoma's best kept secret, Grand Lake.