



RSUTV
PUBLIC TELEVISION

**BUSINESS
STRATEGY**
2022 - 2026

WWW.RSU.TV

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. This station exists to establish lifelong learning by connecting Northeast Oklahoma to the world.

VISION

RSU Public Television is one of the most trusted, valued and supported broadcast operations in all of Green Country. RSU Public TV's vision is to be a strong civic partner that serves our communities through televised content, website, educational services, and outreach initiatives that improve the lives of our viewers and our communities.

VALUES

Integrity, Excellence, Trust, Service, Teamwork, Innovation, Growth and Respect.



MORE ON THE HORIZON

As RSU Public TV's General Manager I am committed to proving a roadmap for this station's future. I have created a new strategic plan that will guide our future initiatives and aspirations. We are heading into our 35th year with a renewed sense of purpose. Grounded by, My staff and I, will forge ahead deepening and broadening our initiatives across five key mission elements, content, education & community, visibility, sustainability, and culture & education. By 2026, RSU TV will be the most trusted media source in the region. We are increasing our investment in programming that

is most important to our audiences in these key categories; history, arts/culture, education, public/civic affairs and entertainment.

RSU Public TV is Green Country's storyteller, the premier public media voice of our region, and a top producing public media station. We are reimagining how to bring more stories, through our channels to more people across the 24 counties we serve. Here is a glimpse of what is to come.

We will be a key supportive resource for educators as we were in 2020 with our project "@Homelearning". Oklahoma's public schools had to close the last six weeks of school due to the Covid 19 pandemic. "@Homelearning" is an over the air broadcast solution for students to receive instructions from their teachers live in the comfort of their homes. "@HomeLearning" provides learning opportunities and experiences with an emphasis on enrichment teaching and presentations. The goal is to keep students engaged in learning and instilling a love of learning. Offering classes live on RSU TV worked well in 2020 and will again anytime the schools need us.

No one tells stories like the producers of RSU TV. We will continue to produce more documentaries and series programs with local and national appeal. Staff have earned both local and national recognition garnering numerous awards for creativity and innovation. We know the historic culture of our region is our strength. We will continue to share Oklahoma's history so audiences can understand its present and collective impact, to gleam into historical research and listen to diverse voices in our community.

The arts are alive and well in Oklahoma. It is our focus to highlight our thriving arts scene. From our rising stars to our seasoned pros. We will introduce you to new faces on the local, regional and national arts scene.

Diversity is at the heart of who we are. We are focused on the idea of inclusion, diversity, equity and accessibility by making sure our content and programming reflect this commitment. We will continue to work closely with our Tribal nations, who make up almost 10% of the population, and whose goal is to preserve their language and culture. Our friends in the Asian and Hispanic or Latino communities also have a voice. RSU TV is committed to telling their stories so all of Oklahoma can learn and understand their culture.

Thank you for watching RSU Public TV. We are doing this for you. This is Your Public TV Station!

Royal Aills

General Manager

STATION PROFILE

From the beginning when the first broadcast waves left the TV station's studio on the then Rogers State College campus, in 1987, until now, RSU Public TV has been an innovative leader in broadcast technology delivering programming that advances education, celebrates cultures, and promotes communications among people of the region served. This broadcast content is provided by distinctive programming, as well as programs acquired through the American Public Television Network, the National Educational Television Association, and the Public Broadcast System.

Today the station's terrestrial footprint and satellite coverage reach 1.2 million viewers in 22 Northeast Oklahoma counties and parts of Southeast Kansas and Northwest Arkansas. In Tulsa County, the station serves 648,000 residents. The expanded Metro region encompasses major urban centers such as the City of Tulsa, Broken Arrow, Owasso, Jenks, Sapulpa, Sand Springs, Bixby, and Bartlesville. The station's remaining audience is identified as rural/other, residing within some of Oklahoma's most picturesque, historical, and tribal reservations within the state. (Source: U. S. Census and Corporation for Public Broadcasting).

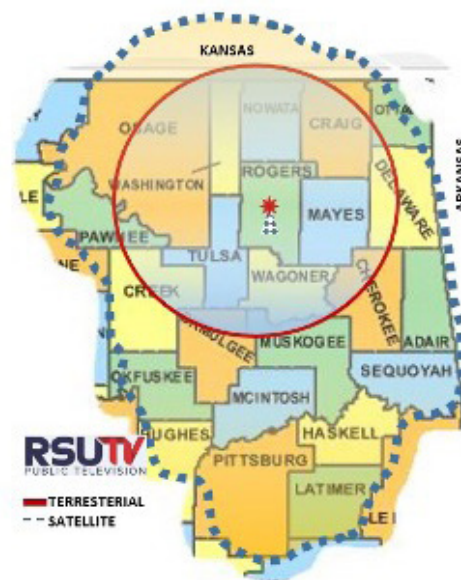
Since RSU Public TV is considered a must carry by all local cable and satellite operators, viewers within this expanded footprint have the same access to RSU Public TV's programming. Counties within this footprint include:

Other regional notes about RSU Public TV's Coverage area include:

2. Top Growth Areas in the State:
 - a. Wagoner County 10.8% growth (8 out of 77 counties)
 - b. Tulsa County 10.7% growth (2 out of 77 counties)
 - c. Rogers County 9.6% growth (6 out of 77 counties)
 - d. Washington County 2.9% (14 out of 77 counties)
 - e. Creek County 2.6% growth (10 out of 77 counties)
3. Home to the State's second largest Metropolitan Center
 - a. City of Tulsa
4. Congressional Districts served by RSU Public TV:
 - a. 1st District - Rep Kevin Hern
 - b. 2nd District - Rep Markwayne Mullin
 - c. 3rd District - Rep Frank Lucas
5. U.S. Senate Seats
 - a. Senator Jim Inhofe
 - b. Senator James Lankford

Major business and industrial centers include:

- a. Cherokee Nation Business
- b. MidAmerica Industrial Park
- c. Port of Catoosa
- d. Port of Muskogee
- e. City of Tulsa Economic Development
- f. City of Bartlesville Economic Development
- g. Northeast Oklahoma Regional Alliance
- h. Indian Nations Council of Governments
- i. Grand Gateway Economic Development



Oklahoma Counties (23)

a. Adair (19,495)	l. Okfuskee (11,310)
b. Cherokee (47,078)	m. Okmulgee (36,706)
c. Craig (14,107)	n. Osage (45,818)
d. Creek (71,754)	o. Ottawa (30,285)
e. Delaware (40,397)	p. Washington (52,455)
f. Haskell (11,561)	q. Nowata (9,230)
g. Hughes (13,367)	r. Pawnee (15,553)
h. Latimer (9,444)	s. Pittsburg (43,773)
i. Mayes (39,046)	t. Rogers (92,240)
j. Muskogee (66,339)	u. Sequoyah (39,281)
k. McIntosh (18,941)	v. Tulsa (669,279)
	w. Wagoner (80,981)

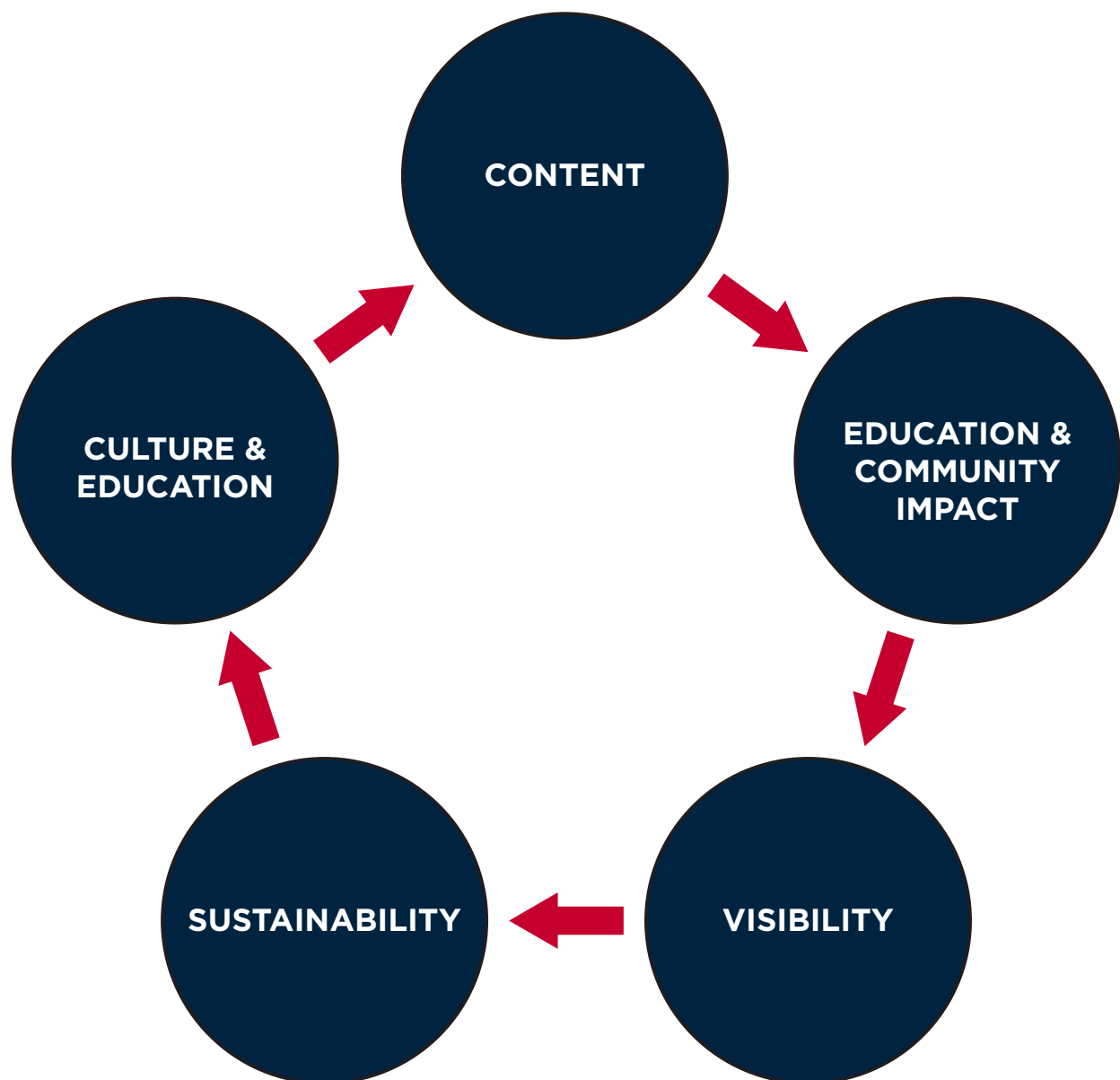
Total population: 3,986,639 (35.42% of the state's population)

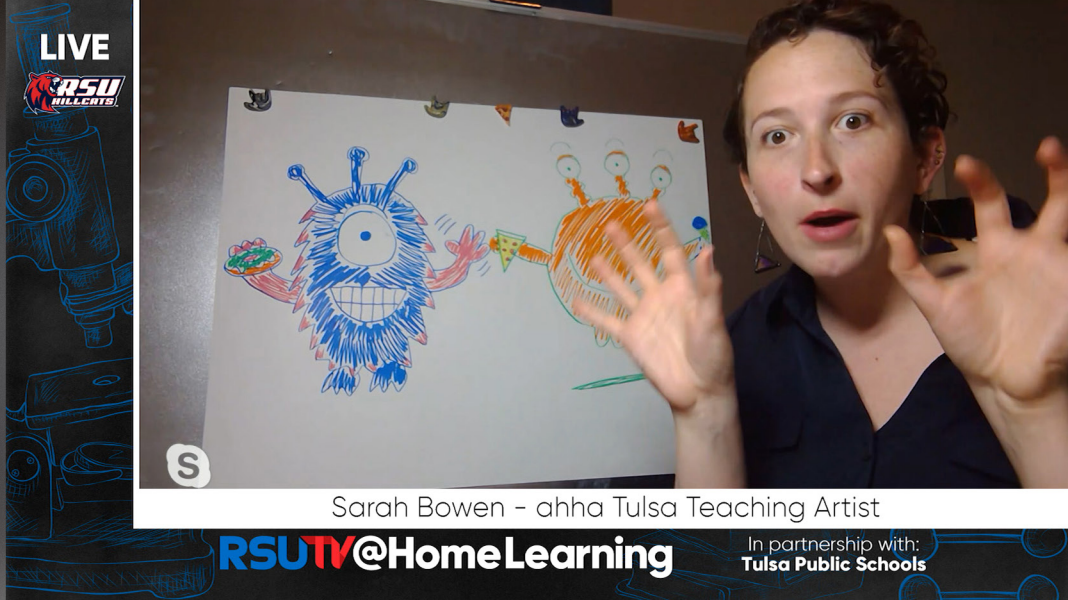
GOVERNANCE and FINANCIAL SUSTAINABILITY

The Corporation for Public Broadcasting (CPB), Rogers State University and the Rogers State University Foundation, Inc., are sustaining principals for RSU Public TV. The station is Oklahoma's only full-powered public television station licensed by the Federal Communications Commission (FCC) to a public university. The RSU Foundation, a 501c3 organization established in 1973, has continuously supported the University's evolving higher education mission inclusive of RSU Public TV. In addition to the University's administrative leadership and the RSU Foundation Board of Directors, the Station management respond to and actively engage a Community Advisory Board made up of 25 leaders and professionals who represent the public (that include: viewers, government entities and University staff and alumni) with private business and industry interest.



5 KEY MISSION ELEMENTS CRITICAL TO OUR SUCCESS





MISSION ELEMENT 1

Content is at the heart of everything we do. To strengthen civic life and engage our audiences, we must continue to listen to our communities and align our work with community priorities by acquiring, producing, aligning, and distributing compelling national and local content; and we must make our content easily accessible across every platform on-air and online to expand our regional audience.

CONTENT

- 1. Align local content to move hearts and minds, enrich lives and strengthen community life.**
Use the RSU Public TV's Community Advisory Board; community conversations; partner meet and greets, and social media information to listen to our communities within our region.
- 2. Develop, integrate, and prioritize multi-platform storytelling.**
RSU Public TV will prioritize the integration of multi-platform storytelling throughout our work. RSU Public TV will prioritize the integration of content experiences across platforms.
- 3. Drive capacity, discovery and innovation through data, technology, and independent productions.**
RSU Public TV will develop content that reflects the issues facing our viewers and will support independent producers as a presenting station for nationally distributed content highlighting Northeast Oklahoma.
- 4. Purchase syndicated programming that will inspire, educate, enlighten our viewers.**
Examples of this are Midsomer Murders, Classic Gospel with Bill Gaither, Woodsongs, and the Frankie Drake Mysteries from the BBC.



RSUTV PROGRAMMING

RSU Public TV's award-winning local productions separates the station from the rest of the market and are an important part of our communities' engagement which is designed to enlighten, entertain, and educate. "Perspectives" with Sam Jones provides in-depth discussion of critical state and local issues that are often lacking in today's ever shorter news cycles. RSU Public TV has become a trusted and valued community partner throughout Northeast Oklahoma because of the trustworthy discussion of the issues with Sam while at the same time producing great award-winning documentaries and profiles of successful individuals who have done much for their respective communities. In FY 2016 RSU Public TV produced series and specials that accounted for over 170 hours of original programming.



Since moving to the NCAA Division II, RSU Public TV has been there each year broadcasting men's and women's home basketball conference basketball games building support for the University and its student athletes while giving RSU Public TV students, real on the job, television production training.





LIVING GRAND ON GRAND LAKE

This is just the beginning! Tourism is big business in Oklahoma. It produces an annual \$7 billion to the state's budget. In Green Country alone tourism produces \$3 billion annually. RSU TV is in the business of promoting tourism with our programming. Grand Lake is Green Country's most popular destination for many forms of entertainment. It's known as one of this state's great escapes. From Har-Bar Village to Shangri La, Grand Lake is Oklahoma's choice for fun in the sun.

"Oklahoma Hero" is a :60 second interstitial designed to honor the legacy of our local veterans for their sacrifices made. This year RSU TV is working in cooperation with Folds of Honor Foundation, to tell the story of our veterans whose experiences are an important part of history and needs to be passed on to future generations.



Studio 66 is a musical salute to the iconic and historic Route 66. Paying homage to Oklahoma's folk and bluegrass origins and the historic Tulsa Sound. Studio 66 is more than a musical tapestry of blues and country, rockabilly, and rock 'n' roll, it's a 30-minute program that profiles the new local artists whose dream is to one day play their music in front of thousands.



A new season of the "CLASSIC GOSPEL" series from Gaither Music offers the same homecoming concert experiences audiences have enjoyed for many seasons. Season 10 features classic episodes dedicated to Cliff Barrows, Marty Stuart, the Booth Brothers, and the Statler Brothers. Also included in this season are specials dedicated to patriotic hymns and Bill Gaither's favorite country gospel tunes.



Osiyo, Voices of the Cherokee People is a groundbreaking series inviting you to discover the rich traditions and compelling modern advancements of the Cherokee people told through a documentary lens. The edutainment show features the people, places, history, language and culture of the Cherokee Nation, the largest federally recognized tribe in the US with more than 380,000 citizens. Cherokee culture comes alive through 30-minute episodes featuring topics like ceremonial turtle shell shakers, buffalo grass dolls and basket weaving. Come along for adventures as we present the exciting lives of Cherokee people today, taking you along with a U.S. Coast Guard helicopter pilot, scuba diving with wounded warriors, and traversing the wilderness in search of Cherokee Bigfoot. They are Cherokee stories, told by Cherokee people. This Emmy-winning documentary-style program has been on RSU Public TV since its inception in 2015.





MISSION ELEMENT 2

It is important that we provide the means for our audience to become engaged with RSU Public TV. We wish to expand our capacity to empower and create a community of lifelong users.

EDUCATION & COMMUNITY IMPACT

- 1. Achieve a high level of visibility and credibility on the local and national level.**
Position RSU Public TV as the local and national media agent for Northeast Oklahoma with local storytelling, independent productions, and educational initiatives.
- 2. Develop and implement a comprehensive marketing and communications plan.**
Prioritize optimum opportunities for reaching and expanding target audiences on all platforms with effective messaging and branding.
- 3. Create more visibility of the RSU Public TV brand in each of the 22 counties and with key stakeholders throughout Northeast Oklahoma.**
Focus on developing and disseminating stories of impact within Northeast Oklahoma that represent and engage the communities with RSU Public TV's content, programs, and events



Bridgette Nichols joined the RSU Public TV team in August of 2021 as the station's Education & Engagement Coordinator. Bridgette will oversee RSU TV's Distance Learning Channel which is the station's new broadcast and digitally accessible platform for teacher-led, accredited concurrent college telecourses approved by Rogers State University (RSU). She will work with high school Counselors and Principals to make students aware of this new platform for enrollment.



DLC

Distance Learning Channel

CONCURRENT CLASSES OFFERED OVER BROADCAST TV

Launched in the Fall of 2020, RSU Public TV's Distance Learning Classroom (DL Classroom), is a television broadcast and digitally accessible platform for teacher-led, accredited concurrent college telecourses approved by Rogers State University (RSU). RSU Public TV's DL Classroom provides access to higher education opportunities for high school juniors and seniors seeking concurrent college credit classes and certification training for adult learners re-entering or seeking advancement within Oklahoma's workforce. The DL Classroom is also available to communities who are underserved with little or no broadband internet.

Today these concurrent classes are available on RSU Public TVs over the air broadcast to students living in the 22 counties that make up Northeast Oklahoma. In a partnership with OneNet, a division of the Oklahoma State Regents for Higher Education, RSU Public TV is also making the DLC Classroom available to every public high platform in all 77 counties of Oklahoma. This appropriation will allow RSU Public TV to hire additional needed staff who will work with all high schools throughout the state.

Nearly four out of every 10 households in rural Oklahoma do not have broadband Internet access, according to the U.S. Census data (2015). [i] During the 2020 COVID-induced school closures this lack of access to technology was brought to the forefront as rural and even urban school districts, as well as parents, struggled to keep students engaged with learning while staying at home. Still, it may come as a surprise too many to learn that access to education is still a challenge to many northeastern Oklahoma households, just as it was 30 years ago when RSU Public TV first launched its Distance Learning Classroom (DL Classroom). The COVID-19 pandemic reminds us that not all things are equal or accessible to all and sometimes what is old is new again.

As RSU Public TV responded, earlier this year, to expand its Distance Learning programming to assist regional school districts in delivering continual learning for students sheltering at home, they did so through partnerships. @HomeLearning, a daily over-the-air broadcast of remote instruction and learning activities for elementary and middle school students was produced in partnership with Sequoyah Public Schools in Rogers County and the Greater Tulsa Public School District. This effort reached as many as 15,000 viewers weekly from the onset of closures until the end of the school year, providing 14 hours of educational content each week. An additional 39,000 people were reached over the station's website, www.rsu.tv/learning. Our recent experiences with @HomeLearning and the Cherokee I televised language learning class, support RSU Public TV's longstanding commitment to "distance learning education via television."

Cherokee 1

CHEROKEE 1

Our 2021 goal is for RSU Public TV to be recognized as the broadcast conduit for RSU college credit classes, meeting the citizens of the Cherokee Nation and the residents of northeastern Oklahoma as they are and where they are. We propose to utilize and maximize the Station's 35.1 and 35.2 TV signals to deliver college credit courses to Cherokee Nation high school juniors and seniors, as concurrent learners.

RSU Public TV in partnership with the Cherokee Nation is offering beginner classes teaching the Cherokee Language. The classes are also part of the DLC catalog for concurrent classes. All classes are taught by Cherokee Nation language instructor Wade Blevins.

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.

The goal is to serve 150-to-200 Cherokee Nation high school juniors and seniors in an academic year. This students, collectively, could enroll in as many as 450 college credit hours. This is the first objective. In subsequent years, additional courses have already be produced by RSU Public TV and are ready to be added to the curriculum . Our second objective is to reach all northeastern Oklahoma residents who have need for over-the-air solutions and want to seek a college education, including non-tribal learners.

In 2021 from January to December over 94,000 adult learners went to the RSU TV YouTube channel and engaged in self-paced learning. This level of interest and engagement indicates the type of cultural and regional content the communities RSU TV serves is interested in.





ECONOMIC DEVELOPMENT

RSU Public TV's Workforce Training and Economic Development Certification program, known as RSU Works, is the station's community engagement initiative. Aligned with Oklahoma Works, RSU Works is designed to prepare the underemployed for advancement in today's workforce in Northeast Oklahoma. Through the DLC portal, RSU Public TV will be able to achieve its educational mission of:

- a. Providing the community and its citizen's quality online education and training on a just-in-time, as needed basis.
- b. Assisting the business community and workforce development agencies in the identification and offering of courses and programs designed to prepare individuals for the jobs and careers offered in today's workplace.
- c. Providing services and professional development training opportunities required to meet continuing education requirements for licensed professionals.

Businesses and professional organizations who are looking for a better way to meet their workforce development/readiness needs can choose from an extensive range of online courses in many industrial categories. RSU Public TV will make these courses available to high school students, teachers, manufacturing workers, entry level professionals, returning veterans and many more.

What is a Certificate? Recognition of completion of a course of study based on a field of study, usually associated with a limited set of occupations.

How much is a certificate worth? It depends on the type of certificate. A course does not have to be a long-term endeavor to impact real world earning power. In some cases, as reported in a recent study conducted by the U.S. Bureau of Labor Statistics in their Occupational Outlook Quarterly Publication, a certificate holder increases their income 20%. That means an employee could potentially earn equivalent pay when compared to an associate degree. RSU Public TV is dedicated to building long lasting relationships with business owners all over Northeast Oklahoma. RSU Public TV's Distance Learning Channel fulfills its mission to be a strong civic partner that serves our communities through televised content, RSU Public TV's website, and educational services. By working with area businesses, RSU Public TV becomes a local partner for anyone looking to start a new career or advance in their field.

RSU Works is a service of RSU Public TV, a non-profit public media organization, licensed to Rogers State University. RSU Public TV is the only full-powered public television station licensed to a public university in Oklahoma. On the air since 1987, RSU Public TV provides educational, cultural, and general interest programming to an area containing 1.4 million viewers in northeast Oklahoma.



EDUCATION

In times of unprecedented crisis, like the one we are living in now, RSU Public TV has stepped up to help our educators in Northeast Oklahoma. In March of 2020 the State Board of Education voted to close all public schools in the state for the remainder of the school year due to state and national COVID-19 public health restrictions. As a result, school districts across the state were tasked with implementing Distance Learning Plans to continue engaging all PreK through 12th grade students. That left an education gap as kids needed to finish this school year.



Quickly RSU Public TV provided a solution. In cooperation with Tulsa and Sequoyah Public Schools and the Tulsa City County Library, RSU Public TV created an over the air broadcast learning opportunity called @HomeLearning. On April 9, 2020 from 9 a.m. to noon every Monday through Friday, students throughout Northeast Oklahoma were able to continue their learning experience as teachers from Sequoyah Schools began teaching live from their classrooms, core curriculum such math and science, reading and art. Working with regional partners, Tulsa Public Schools provided content from The Tulsa Regional Stem Alliance, Reading Partners, YMCA of Greater Tulsa, The Opportunity Project, Arts and Humanities of Tulsa, Kang's Taekwondo, Discovery Lab of Tulsa, and the many more.

The results were impressive. According to the stations rating service, 13 thousand students, grades three to six watched and engaged with teachers each week. All classes were recorded and made available to students and parents on RSU TV's YouTube channel. Over 39, 000 from all over the viewing area tuned in to watch.

Affecting change for the better in our communities is what public television should be doing. Helping business grow by educating their workforce is instrumental in our mission to advance education in Green Country.

Secondary school students also benefit from the presence of RSU Public TV. The station regularly hosts groups for tours and demonstrations for elementary aged students from classrooms and youth development organizations, such as Cub Scouts and 4-H.

Community engagement events are great opportunities for high school students to learn the art of television production. Above are high school students from Claremore High school TV production class producing the Claremore Hall of Fame Recognition program.



"I Want Answers" is a local program produced by RSU Public TV that is the region's only academic game show for high school students. Sixteen academic teams from throughout the station's viewing area compete on the air for scholarships. First place in 2020 went to Vinita High School and second place went to Wagner High School. Since the show began, area students have been awarded over \$100,000 in college scholarships.



RSU Public TV has a real opportunity to affect change. Sponsored by MidAmerica Industrial Park, RSU Public TV is working with five public schools who were chosen for this pilot project. They are Adair, Inola, Locus Grove, Salina and Pryor.

"What's So Cool About Manufacturing" is a series of videos produced by students from these schools that are designed to increase awareness of career paths in manufacturing and STEM education. RSU Public TV will implement and oversee this innovative career awareness program for schools serving the MidAmerica Industrial Park service area. David Stewart, Executive Director of MidAmerica says, "At any given time, there are over 150 jobs available at one of the 80 companies inside the park. What's So Cool About Manufacturing gives students the opportunity to connect with local manufacturers, document their experiences and present them in an educational and "cool" way". The program was created to generate excitement that draws students towards manufacturing career paths, technical training, and STEM education.



RSU TV provides a real-world experience for RSU communications students interested in broadcasting careers. Students are an integral part of every phase of the production process, from research to floor directing, to final editing. The students have leveraged their time at RSU TV into a wide range of full-time positions throughout the region.



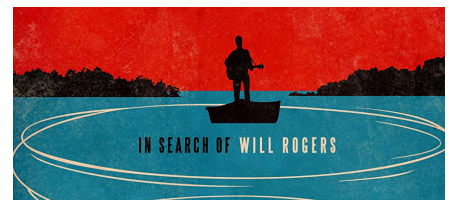
In 2017, RSU Public TV worked with the RSU Business and Technology Leadership Project Team to produce the AeroGames on the campus of RSU. AeroGames is an exciting competitive event for more than 150 middle and high school students and their faculty. The teams are to design, build and fly self-built drones in a robust flight and obstacle course on the RSU Claremore campus. This popular STEM program encourages and celebrates student interest in STEM education and applied technology, promoting the next generation of engineers and scientists.



RSU Public TV offers ACT Prep. Students can enroll in this interactive class as they prepare for the ACT test. Scores from this exam are key factors in the college admissions process. Four of the most common challenges for ACT testers are the Math, Science, English and Reading sections. The Public Broadcasting Act of 1967 mandates that local stations become an extension of the local classroom. RSU Public TV is fulfilling that mandate by helping students prepare for college.



"In search of Will Rogers" is a website - based off the documentary "The Verdigris" by Beau Jennings. RSU Public TV created this interactive educational website giving K-12 educators and homeschoolers teaching resources, lesson plans and guides to help students to learn more about Oklahoma's favorite son and the art and culture of his era. There are six lesson plans provided.





MISSION ELEMENT 3

The more visible RSU Public TV is with content and with a positive impact on the lives of people in the region, the greater the ability of the station to generate audiences and sustainable funding for the work.

VISIBILITY

1. Achieve a high level of visibility and credibility on the local and national level.

Position RSU Public TV as the local and national media agent for Northeast Oklahoma with local storytelling, independent productions, and education for educational initiatives.

2. Develop and implement a comprehensive marketing and communications plan.

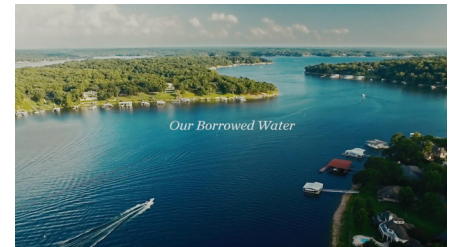
Prioritize optimum opportunities for reaching and expanding target audiences on all platforms with effective messaging and branding.



Woodturning Workshop is a series dedicated to the enjoyment of woodturning. Combining incredible photography and detailed instruction, each 30-minute episode offers a step-by-step look into the world of one of the fastest growing hobbies in the nation. This RSU Public TV program is syndicated to over 200 public TV stations across the country.

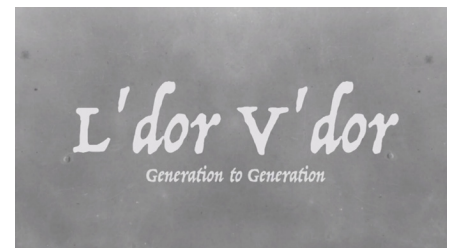


"Our Borrowed Water" is an independently produced documentary, distributed by RSU Public TV, takes a closer look at some of the issues surrounding these waters while also illustrating their value through the eyes of those who depend on them for work and play. The film does all of this against a backdrop of stunning visuals along Grand Lake and the Illinois River.



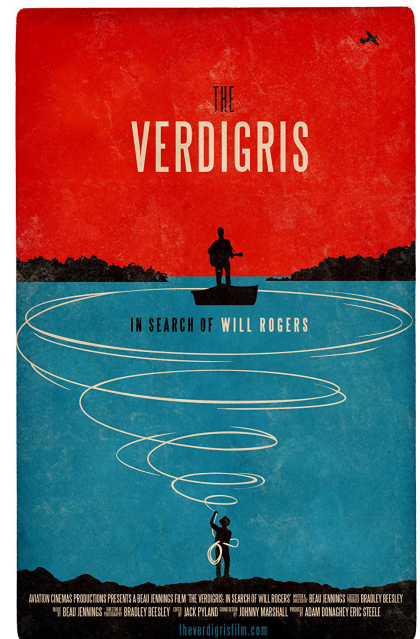
The Grand River Dam Authority contracted with 1577 Productions to produce the documentary, which features an intro from GRDA President/CEO Dan Sullivan, as well as interviews with GRDA Vice President of Ecosystems and Watershed Management Dr. Darrell Townsend and GRDA Vice President of Scenic Rivers Operations and Water Quality Ed Fite. Others featured in the film include Illinois River Watershed Partnership Executive Director Nicole Hardiman, OKC Kayak's Dave Lindo and avid Illinois River fly fisherman Chris Castro. Our Borrowed Water was distributed to public TV stations throughout the central U.S. region.

L'dor V'dor is an independently produced documentary, distributed by RSU Public TV, is the story of Tulsa Jewish Community from its arrival in America, to its settling in Indian Territory, to its contemporary commitment to our city. The film explores the human condition of our city's collective history. Themes of persistence in the face of hardship and discrimination, institutional racism, the taking of responsibility and ownership for one's community, and dreams of a better life are addressed. L'dor V'dor was distributed nationwide through NETA, (National Educational Television Association), one of our content distributors.

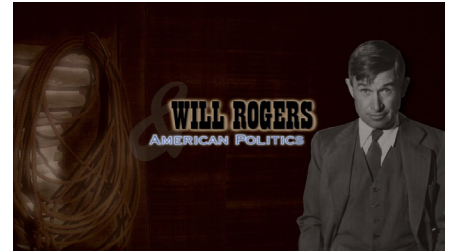


The Verdigris is an independently produced documentary, distributed by RSU Public TV, follows singer-songwriter Beau Jennings as he set out to make his latest album. He thought the subject would be about his experiences in Brooklyn, NY, his current home. However, as Jennings worked on the album, he was drawn to a childhood hero of his – the legendary entertainer and political commentator Will Rogers. After writing several songs about the American icon, Jennings decided to further explore the source of his inspiration with a cross-country road trip, resulting in the sentimental documentary THE VERDIGRIS: IN SEARCH OF WILL ROGERS. Named for the river Verdigris that runs through the Oklahoma hometowns of both Rogers and Jennings, the documentary is a unique rendering of Rogers' legacy. Jennings retraces the steps of the legendary Oklahoman, visiting locations where significant milestones occurred in Rogers' life, performing original songs about those events, and interviewing people who shaped or were influenced by the "Cherokee Kid."

Directed by Beau Jennings. Produced by Eric Steele & Adam Donaghey. Executive Producer Bradley Beesley. Co-Executive Producer Jonathan Fowler. The Verdigris was distributed nationwide to all public TV stations in the U.S. Over 50% aired the program.



In the 1930s, with the United States mired in the Great Depression and teetering on the brink of a second World War, millions of Americans turned to a rope-twirling, plain-talking Cherokee cowboy for clarity, comfort and common sense. His plain-spoken musings, always delivered with a shy, sly smile, influenced the political landscape then and still resonate today. "WILL ROGERS AND AMERICAN POLITICS" reveal how Oklahoma native Will Rogers emerged as one of the most powerful political voices in the United States.



The Emmy®-winning documentary charts Rogers' impact on American politics through rare archival film footage, photos and documents, and interviews with Supreme Court Justice Sandra Day O'Connor, actor Mickey Rooney, Cherokee Chief Chad Smith, comedian Lewis Black, former Oklahoma Gov. George Nigh, Rogers' grandniece and scholars. Bill Kurtis, former CBS news anchor and host of A&E's American Justice and Cold Case Files, narrates.

Gilcrease Museum has been described as the most American of American museums, holding an unrivaled collection of art and artifacts of the American West. RSU Public Television looks at its rich history as well as a look behind the scenes of day-to-day operations that the public rarely sees.



You will meet the people from the past and present who have shaped Gilcrease Museum into what it is today.

For the past 35 years, Pastor Jeff Voth has led his sons and other groups of men on an annual backpacking trip into the Colorado Rocky Mountains. Mountains & Manhood has become a legendary, masculine benchmark. Learning life-skills, trout fishing, extreme physical fatigue, and the sharing of deep heart-felt secrets in a sometimes beautiful, sometimes terrifying alpine backdrop has etched this event indelibly into these men's lives. They would each tell you that they have been forever changed - that they have been forged into a deeper and healthier masculine place - that they have become better men because of this trip.



Mountains & Manhood has distributed nation through NETA, (National Educational Television Association) 116 PBS stations aired the documentary for a total of 279 times reaching 40% of the country. The largest share of the stations was in New England down to through the south and southeast with carriage also coming from Oklahoma, Kansas, Colorado, California and South Dakota. That's 48 million homes reached. We estimate over one million viewed the documentary which is keeping in line with an overall rating for PBS of a national average of 2.4%.

In this documentary, Oklahoma Military Academy: Westpoint of the Southwest, RSU TV explores the rich history of the Oklahoma Military Academy, Roger State University's precursor institution with rare archival footage, and interviews. This program was written by John Wooley and narrated by Bill Kurtis.



Kerry Vincent: Queen of Cakes - The Final Competition. For 25 years co-founder and show director Kerry Vincent carried the torch for the Oklahoma State Sugar Art Show, held annually in Tulsa Oklahoma during the Tulsa State Fair. It was one of the largest shows of it's kind in the world, attracting high profile sugar artists from around the globe year after year and has been featured on the Food Network as well as other major media outlets. This documentary serves as a swan song for Kerry Vincent and the Oklahoma State Sugar Art Show.





MISSION ELEMENT 4

It is essential that RSU Public TV implement a sustainable funding model that will assure a viable future for the station and its important role of providing and engaging our region in content and service.

SUSTAINABILITY

- 1. Develop and implement an integrated business and organization model that is sustainable and fosters funding, innovation, collaboration, responsiveness, unity, and cohesiveness.**
Organize development efforts into viewer-sensitive, community-sensitive and capacity building campaigns.
- 2. Support and evolve RSU Public TV's technical infrastructure.**
Sustain and enhance content delivery, public safety, revenue generation and prepare for the ATSC 3.0 broadcast standard through regional partnerships.
- 3. Grow and diversify revenue streams.**
Intensify efforts to engage audiences, build relationships and drive membership through mobile, social, web and over-the-top platforms. As well, focus on attracting major capital donors, corporations, and foundations to establish a RSU Public TV endowment.

RSU Public TV has an active request for State-Appropriated Funding for FY 2022-2023 in the amount of \$350,000 for further expansion of a proven public access educational service called RSU TV Distance Learning Classroom (DLC); via Channel 35 and www.rsu.tv/dlc. This State funding will be used to develop new educational content and support operation of and outreach for an ATSC 3.0-ready RSU TV DLC channel dedicated to serving a primary audience of degree-seeking secondary students and adult learners re-entering or seeking advancement within Oklahoma's workforce.

Additional State funding will be used to develop new educational content and support operation of and outreach for an ATSC 3.0-ready RSU TV DLC channel dedicated to serving a primary audience of degree-seeking secondary students and adult learners re-entering or seeking advancement within Oklahoma's workforce.

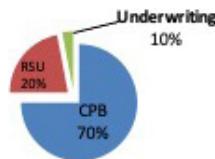
This will be accomplished by:

- Adding 8 or more accredited college courses and other high demand career training/industry certificates to RSU TV's DLC catalog of education/training content
- Establishing DLC site locations in up to 14 regional public schools by FY 2024 (serving concurrent high school juniors and seniors)
- Offering home-based access via scheduled RSU TV telecourse broadcasts through basic antenna reception for households without broadband
- Providing anywhere/anytime access via communication devices such as tablets, phones and laptop computers with Internet connectivity.
- Hiring qualified education staff charged with developing content and coordinating all aspects of educational services outreach and delivery.

Funding RSU TV's DLC (Distance Learning Classroom) is an investment in the future of Oklahoma education and the economy it supports. Common socio-economic barriers should not limit access to education, training, or work. RSU TV's DLC mitigates the lack of broadband access for many households through antenna reception; it also reduces the impact when the educational process is interrupted due to lack of reliable transportation/lack of access to public transportation, and even during a health crisis or when parents/caregivers experience lack of quality childcare. Supporting RSU Public TV and its Distance Learning Classroom bridges traditional educational delivery to high-speed broadband-dependent technology through advanced, consistent, and reliable broadcast services. RSU TV is the future.

RSU TV'S funding comes from three sources.

1. CPB (Corporation for Public Broadcasting)
2. Rogers State University
3. Underwriting and viewer donations



GOAL: The General Manager (GM) will work with State's Congressional leadership to secure the appropriate federal funding levels. The GM will also work with the Corporation of Public Broadcasting to increase the amount of federal dollars. Currently Underwriting makes up 3% of the station's budget. The goal is to increase that overall percentage to 25%. This will be done by:

- a. Approaching more business and nonprofits in the Tulsa market
- b. Increase sponsorships for targeted projects
- c. Approach more local family foundations to support targeted educational projects
- d. Launch a Development campaign. Foundation grants are a big part of the underwriting budget. The development Manager will work to increase the number of foundations grants. The goal is to secure \$1 Million Dollars in foundation grants within five years.
- e. Direct mail. RSU Pubic has contracted with CDP, a direct mail firm to collect start the station's direct mail program, to analyze fundraising performance, and develop best practices. The results for 2021 proved the campaign grew at 4 percent. Beginning in 2022 the station will begin donor research for wealth and philanthropy screening and donor demographics. This will help to reach out to the right donors at the right time with an idea ask amount maximizing efficiency and the odds for success. Understanding donor capacity and interests will be a significant advantage for RSU Public TV. And RSU Public TV will continue to connect with our community through its monthly newsletter The Signal.

*The
Signal*

RSUTV
PUBLIC TELEVISION



MISSION ELEMENT 5

To execute this RSU Public TV 2022 Strategic Plan, our team needs to be committed, inspired, and aligned. RSU Public TV's greatest strength is our people, and their commitment to the mission.

CULTURE & ORGANIZATION

1. Invest in our people through education and ongoing training.

Create the best workplace possible that recruits and retains a team of inspired and motivated professionals. To do this, RSU Public TV will focus on progressive management techniques, invest in training of core competencies and monitor progress.

2. Create a passionate internal culture reflective of our values.

RSU Public TV's values define how we work internally and with the public media system. In support of these values, RSU Public TV will prioritize fresh ideas, promote a diversity of perspectives, and support a learning-driven environment.

3. Recognize and reward individual and team collaboration, innovation, and success.

Motivate and inspire our people, strengthening our ability to produce and deliver content, engage the community, and achieve impact on important issues.

ACCOMPLISHMENTS

Even though RSU Public TV is among the smallest public television stations in the country, it has earned numerous awards for its original productions: Four Heartland Emmys, 15 Tellys, and others.

In 2012, 2016, 2017, and 2019 the station was honored with the Oklahoma Governor's Arts Award for Excellence in Arts programming.

In 2014 the Cherokee Nation launched a new magazine style TV show designed to tell interesting feature stories about the Cherokee people and their history. Each episode contains three to four major stories plus shorts on topical items. RSU TV is proud to have launched this program. Not only is Osiyo, Voices of the Cherokee People, seen in the Tulsa market, it is so seen nationwide. RSU TV was able to get the program distributed nationally on the FNX network.



2017 brought a new 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. "Cherokee Artist Profiles" features Cherokee artists who have found vast and beautiful ways to utilize natural resources to create their art. Artists today use traditional methods and newer, more modern art forms to capture Cherokee life and history.



Also in January 2017 six interstitials aired on RSU Public TV. Each profile was broadcast for 60 days and featured on the station's social media platforms. The series made a huge impact in public awareness of how the Cherokee Nation honors their heritage and history.

The FNX Network was created at KVCR Public Television in San Bernardino California, through a gift from founding partners, the San Manuel Band of Mission Indians. The FNX network is nation-wide and RSU TV is proud to be its local affiliate. The network began airing on RSU Public TV Ch. 35.2 in January of 2015. Jennifer Sterling, RSU Public TV's former Program and Membership Manager says, "We have always strived to provide quality programming that shines a light on the rich and varied aspects of Native American culture. The acquisition of FNX programming represents another step forward in that commitment."



RSU Public TV is proud to be an affiliate of the "FNX" (First Nations Experience) television network. FNX is the first and only public TV network in the U.S. dedicated to Native American and World Indigenous content. This new initiative in public media is the most important media opportunity for Native and Indigenous people ever!

FNX illustrates the healthy, positive, and real lives of Native American and Indigenous peoples. Programs include drama, comedy, lifestyle, sports, music, art, dance, politics, news, public affairs, cooking, health, animation, fitness, talk shows, nature, gardening, and children's programming. Rounding out this non-commercial channel are TV series, feature films, documentaries, short films, and public service announcements. Each program reflects a true voice of Native American and Indigenous people from around the globe. Alfredo Cruz, former General Manager of KVCR and FNX says, "History is being made. FNX is the vehicle we have been waiting for to be able to tell the stories, share perspectives and celebrate the rich and diverse traditions of our Native and Indigenous cultures. This is a rare moment in time, an important opening to make a significant change in our society."

RSU TV serves over, 18 different tribal governments and tribal members in our viewing area. Our hope is to share content from our local independent producers with the FNX Network so the world will learn about our local tribes. RSU Public TV and Rogers State University are proud to be a part of the network and what it means to so many of our viewers.

COMMUNITY ADVISORY BOARD

RSU Public TV believes in community engagement. It is our heart of soul. Every day we work to put the public in public media through quality content and events that reflect the vibrant and diverse community we call home. This is accomplished through the Advisory Board.

The Community Advisory Board (CAB) was established in 2006 to serve RSU Public TV as the eyes and ears around Northeast Oklahoma. The CAB consists of 25 leaders in education, government, and business.

Community Advisory Board's Mission Statement

The role of the CAB is to help RSU Public TV maximize its standing as a media resource to Northeast Oklahoma citizens by providing advice and being the communications link between the station and the various constituencies served.

Community Advisory Board Expectation

The purpose of the Community Advisory Board is to assist RSU Public TV in developing programs and policies that address the specific needs of the communities that we serve. CAB council is solely advisory. By federal statute, advisory board members may not exercise control over the daily management or operations of the station. Rogers State University holds the broadcast license and exercises all the responsibilities it entails.

1. General Requirements

- a. Attend the quarterly meeting regularly, no fewer than 2 of the 4 scheduled meetings
- b. Be the eyes and ears of RSU Public TV in your community
- c. Be a current, contributing member of RSU Public TV by purchasing a table at the Annual RSU TV Dinner Fundraiser, or donate the value of the price for a table

2. Goals

- a. Review programming goals and make recommendations – does the programming meet the specialized educational and cultural needs of the communities we serve?
- b. Review community service provided by RSU Public TV and make recommendations
- c. Review the impact on the community rendered by RSU Public TV
- d. Bring feedback from your community about ideas, comments, and suggestions for programming at RSU Public TV

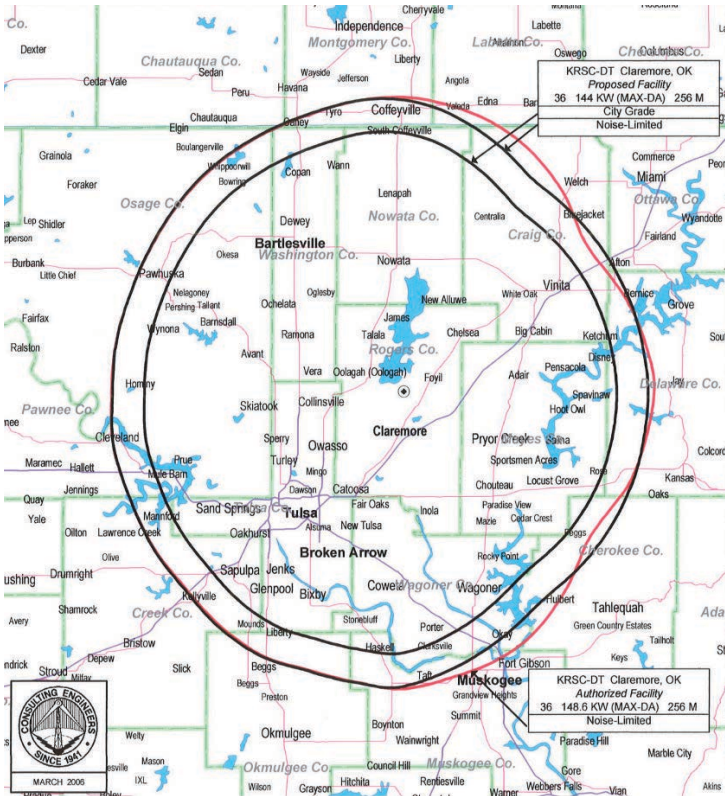




CAB MEMBERS

Justin Alberty	Grand River Dam Authority
Martha Blackburn	Attorney
Richard Beck	Vice President Academic Affairs Rogers State University
Larry Rice	President Rogers State University
Byron Bighorse	CEO Osage Casinos
Jennifer Loren	Communications Cherokee Nation Business
Melinda Kemp	Kemp Quarries
Brandon Scott	Communications Cherokee Nation Business
Tad Jones	Executive Director Will Rogers Memorial
Tracy McLaughan	Oklahoma State University Extension Office, Retired
Regina Moon	CEO Girl Scouts of America
Chuck Price	Self Employed
Jon McGrath	CEO McGrath Rail
Dan Sullivan	CEO Grand River Dam Authority
John Bond	CEO DSR Bartlesville
Dianna Molinari	Diversified Systems Recourses Bartlesville
John Cantwell	Vice President Grand Lake Mental Health
Jason Salsman	Communications Muscogee Nation
Mark Rasor	Vice President Business Affairs Rogers State University
Tom Volturo	Rogers State University, retired
Kim Johnson	CEO Tulsa City County Library
Lauren Cusick	Unit Manager Blue Cross Blue Shield of Oklahoma PR
Jan Dawson	Director Oklahoma State University County Extension

RSU PUBLIC TV COVERAGE MAP



Adair	Haskell	Owasso
Afton	Hominy	Pawhuska
Avant	Hulbert	Porter
Barnsdall	Inola	Prattville
Bartlesville	Jay	Prue
Berryhill	Jenks	Pryor
Bixby	Kansas	Ramona
Bristow	Ketchum	Rolling Hills
Broken Arrow	Keystone	Salina
Catoosa	Keifer	Sand Springs
Catoosa	Kellyville	Sapulpa
Chelsea	Langley	Skiatook
Chouteau	Lenapah	Spavinaw
Claremore	Locust Grove	Sperry
Cleveland	Mannford	Strang
Collinsville	McAlister	Tahlequah
Copan	Muskogee	Taft
Coweta	Nowata	Talala
Dewey	Oakhurst	Tulsa
Depew	Ochelata	Turley
Fairland	Oilton	Verdigris
Ft. Gibson	Okay	Vinita
Foyil	Okmulgee	Wagoner
Glenpool	Oologah	Welch
Grove	Osage	Wynona

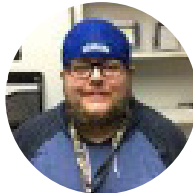
RSU Public Television is the only full-powered public television station licensed to a public university in Oklahoma. RSU Public Television reaches a potential audience of 1.3 million viewers in Northeastern Oklahoma and the Tulsa metro area and averages 250,000 to 300,000 viewers – outpacing most cable networks.

RSU Public Television can be seen over-the-air on Digital Channel 35.1, Satellite Channel 35 and on over 70 Cable Systems, including Tulsa's Cox Cable Channel 109 and on 793 HD. Digital Channel 35.2, RSU Public Television's second station, may be seen over-the-air, on Direct Satellite and Cox Cable Channel 110.

RSU PUBLIC TV STAFF



Royal Aills
General Manager



Mike Brower
Traffic Coordinator



Kevin Shoemaker
Chief Engineer



Angela Coats
Business Manager



Bridgette Nichols
Education Coordinator



Emily Spivey
Producer/Director



Brian Crain
Producer



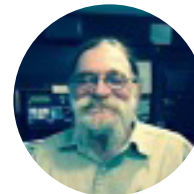
Daniel Murphree
Producer



Sam Jones
Show Host



Ana Berry
Show Host



James Maltby
Master Control



John Wooley
Show Host

RSU PUBLIC TV AWARDS

2018 Four Emmy Nominations

2017 Two Emmy Awards

2014 RSU Public Television – UHF 25 Celebration

- NETA Award – Promotion ‘Special Event’

Green Country People & Places

- NETA Award – ‘Content Production – Local Culture’

2013 Gilcrease Museum: America’s Story

- Bronze Telly Award: Documentary ‘Cultural’
- Bronze Telly Award: Documentary ‘Education’
- Bronze Telly Award: Documentary ‘Travel – Tourism’
- Heartland Emmy nomination: Documentary – Historical
- Heartland Emmy nomination: Photographer – Program
- Heartland Emmy nomination: Writer Program

RSU Public Television 25 Years

- Bronze Telly Award: Promotional Campaign: Not for Profit Image Campaign
- Bronze Telly Award: Individual Promotion: Not for Profit Image Promotion
- Bronze Telly Award: Individual Promotion: Not for Profit Image ‘Use of Humor’

2012 Green Country Perspectives with Sam Jones

- Heartland Emmy: Interview/Discussion – Program/Special

I Want Answers

- Telly Award: Education Program, Bronze award

2011 Will Rogers and American Politics

- Cine Award: People & Places Category, CINE Special Jury Award Recipient
- Cine Award: People & Places Category, CINE Golden Eagle Award Recipient
- Heartland Emmy: Documentary – Historical
- Heartland Emmy Nomination: Program Editor
- Telly Award: Documentary, Silver award
- Telly Award: Political/Commentary, Silver award
- Telly Award: Editing, Bronze award
- NETA Award: Content Production/Biography
- NETA Award: Content Production/History
- OAB: Special Programming—General, Outstanding Achievement Award
- Gabriel Awards: Certificate of Merit
- New York Festivals International Television & Film Awards: Finalist

Woodturning Workshop with Tim Yoder

- Heartland Emmy: Informational/Instructional Program/Special
- Bronze Telly Award: Instructional

2010 Voices of Bartlesville

- Bronze Telly Award: Documentary

RSU: The First 100 Years

- Bronze Telly Award: Education
- SPJ Second Place: Special programs, documentary or series

2009 Coleman Theatre Beautiful

- Oklahoma Historical Society 2008 State Historic Preservation Officer’s Citation of Merit
- Telly Award: Documentary, Bronze award
- Telly Award: Videography/Cinematography, Bronze award
- Oklahoma Tourism RedBud Award: Outstanding Feature Story – Television
- Davey Awards: Videography/Cinematography, Gold award
- Davey Awards: Documentary, Silver award



Bryan Crain, Emily Spivy, Sam Jones and Tim Yoder – Emmy Awards 2017



Bryan Crain, Rachelle Faught and Jennifer Sterling receiving awards at NETA 2014