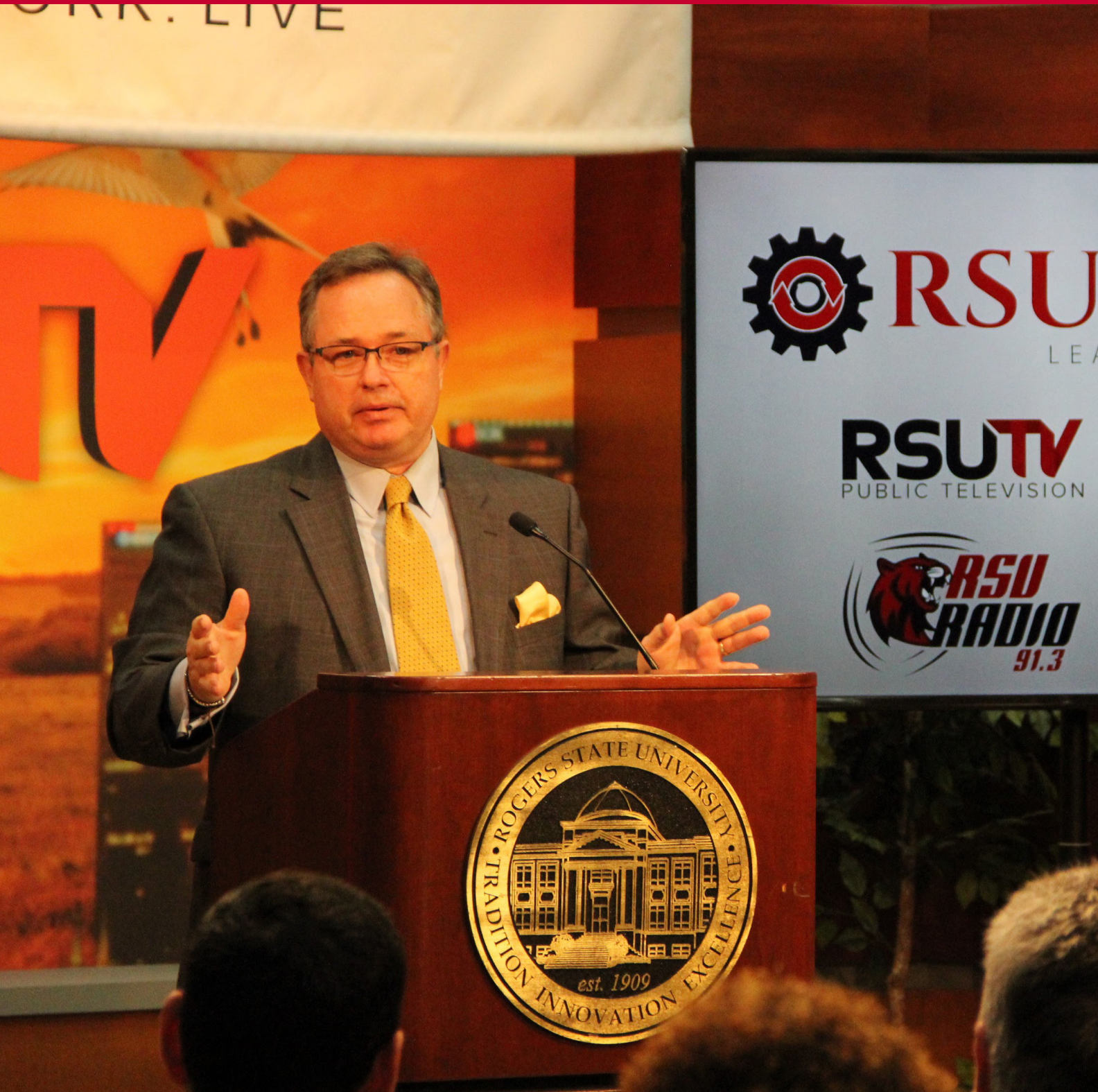




2021 LOCAL CONTENT & SERVICE REPORT



RSUTV STATION PROFILE

WHO WE ARE

RSU Public TV is the only university license public TV station in Oklahoma. RSU Public TV is committed to producing and presenting trusted, best-in-class content fueled by a distinctly Oklahoma sensibility. We engage our audiences by entertaining, inspiring, educating, and reflecting a diversity of perspectives. Our purpose is to enrich lives, engage communities, and inspire exploration. We produce audience-driven content that is essential to Northeast Oklahoma and beyond. We are engaged in the community. We foster a culture of innovation and creativity, and we strive for first-rate capabilities and sustainability.

LOCAL VALUE

RSU Public TV serves a vital role in our region, serving approximately 1.2 million monthly households in the 22 counties that make up the Tulsa Northeastern Oklahoma market and beyond due to our streaming service ROKU. We provide relevant quality content to our diverse community across two distinct television channels – our primary channel, 35.1 and our secondary channel which is an affiliate of the only Native American Television Network, FNX (First Nation Experience). RSU Public TV is essential to all Okies, valued for high quality content and community engagement.

KEY SERVICES

RSU Public TV provided local, audience-driven content and community engagement initiatives across Northeast Oklahoma's diverse region and neighborhoods. AudienceDriven Content RSU Public TV acquires, produces, and distributes best-in-class content that enriches lives, engages communities, and inspires exploration. We have identified the following principles to guide our decisions. Our content must:

- Create an emotional connection, entertain, and inspire exploration
- Be responsive to the needs of our audience and society
- Reflect diverse cultures, represent community voices, and offer unique perspectives
- Address relevant and contemporary interests.

RSU Public TV tells local stories, amplifying local voices and broadening horizons. RSU Public TV prioritizes the creation and production of content that meets the needs, wants, and aspirations of our curious audience across traditional and digital platforms across three primary content verticals.

LOCAL IMPACT HIGHLIGHTS

According to Nielsen in 2021 RSU TV reached more viewers than ever before. The station's CUME has increased from "0" in 2013 to "10" in 2021. RSU TV has produced over 544 broadcast hours of local produced programming that is connected to Northeast Oklahoma region and has produced another 200 hours of non-broadcast content.

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.



RSU Public TV continues to support, its licensee, Rogers State University by broadcasting live game coverage of men and women's Hillcat Basketball.

Students work on all studio production and help produce the student athlete profile interstitials that air during halftime. Due to this training many of the students, who have graduated in recent years, are employed in the local Tulsa media market in both commercial TV stations and production facilities.)

FROM THE GENERAL MANAGER'S DESK



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

FROM OUR VIEWERS

Mike from Muskogee says some of the best shows on TV are the craftsman shows. Mike says, my favorites are American Woodshop, Rough Cut and Wood Turners Workshop. Working with wood is my hobby and enjoy these programs. They each inspire me to keep working on my hobby.

Steven from Sand Springs says his favorite cooking show is Project Fire with Steven Raichlen. I enjoy the exotic locations where he does his shows. I really think if more people read his books, cooking on an open flame would be much easier for them. I know I have tried many of his recipes and found them to be spot on. I hope he comes out with a new book soon. I'm looking forward to reading it.



PERSPECTIVES WITH SAM JONES

Covering the stories and issues that matter to the people of Northeast Oklahoma is what this is the station's public affair program does.

TULSA RACE MASSACRE

During the Tulsa Race Massacre, which occurred over 18 hours from May 31 to June 1, 1921, a white mob attacked residents, homes and businesses in the predominantly Black Greenwood neighborhood of Tulsa, Oklahoma. The event remains one of the worst incidents of racial violence in U.S. history, and, for a period, remained one of the least-known: News reports were largely squelched, despite the fact that 300 hundred people were reported killed, and thousands left homeless. Hannibal B. Johnson, author of the book "Black Wall Street Remembered" talked to Sam Jones about the event that became known as one of the worst race riots in the nation's history. Discussion covered, what were the events that lead up to the destruction of a thriving community; how did the country suppress this information for decades; and the lessons learned.

RSU Public TV produced a 30-minute documentary entitled "Black Wall street Remembered". Based on the book "Black Wall Street Remembered" written by Hannibal B. Smith, this documentary explored the events of that day and how the Greenwood District was rebuilt. By 1942, this once thriving community boasted there were 242 Black owned and Black-operated business thriving in North Tulsa.

COVID 19

As 2021 came to a close, cases of the COVID 19 virus were surging once again in Oklahoma. One of the big take a ways from this pandemic was the importance of mental health. With rising concerns since the pandemic began, many therapists in Oklahoma have described an uptick in reported mental health concerns. Sam talked to Ashely Lincoln with the Cherokee Nation about how the tribe is helping its tribal citizens to cope with what is now called the second pandemic.

THE MCGIRT RULING – BATTLE BETWEEN TRIBAL CHIEFS AND OKLAHOMA GOVERNOR

The U.S. Supreme Court's July 2020 McGirt ruling affirmed the Muscogee (Creek) Nation's reservation status when the court agreed with a Seminole Nation citizen who claimed that he should have been tried in federal court, not Oklahoma, for a crime committed on reservation land. State courts have since expanded the ruling to encompass much of the eastern half of the state, affirming the status of reservations for the Cherokee, Choctaw, Chickasaw, Seminole and Quapaw tribes. This has drawn battle lines between Tribal Chiefs and Oklahoma Governor Kevin Stitt. RSU TV General Manager talked with Principal Chief of the Cherokee Nation, Chuck Hoskin and Oklahoma Governor Kevin Stitt about the Supreme Court's Ruling. Governor Stitt wants the ruling reversed and Chief Hoskin believes this is an issue of Tribal sovereignty.

CULTURE

"Osyio 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



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

Indian Country Today complements RSU TV's affiliation with FNX. This groundbreaking independent nonprofit, multimedia news enterprise keeps people informed of the native issues. Their digital platform covers the Indigenous world, including American Indians and Alaska Natives. Indian Country Today is also a public media broadcast carried via public television stations, including FNX: First Nations Experience and Arizona PBS World channel.

Cherokee Artist Profiles - 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.

Native American Covid Vaccine PSAs - The Corporation for Public Broadcasting awarded RSU TV a \$20,000 grant as part of a campaign to address COVID 19 Misinformation in communities with low vaccination rates. RSU TV created a series of four PSA addressing Oklahoma's low vaccination rate with attention paid to the states Native American communities. RSU TV partnered with local County Health Departments to share the videos on their facebook pages, the FNX Network to reach 70 million viewers nation wide and made the same PSA's available for distribution through NETA, (the National Educational Television Authority), for any station with a Native American viewership to air the PSA's.

Education



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. These 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

KIDS AND FAMILIES @HOMELEARNING

Research shows that parents and caregivers trust WTTW and PBS Kids content. Every day, children laugh and learn with the characters they've come to consider trusted guides and friends. This trust is at the center of everything we do and especially in what we share with the very youngest members in our communities and their families who depend upon us.

Our content encourages and engages the explorer in all of us, and we will continue to build a reputation as a leader in children's content and services. Notably, WTTW serves as co-producer of Nature Cat, the popular national STEM-based PBS Kids series that encourages children ages 3-8 to go outside and explore the outdoors, while learning about a variety of scientific topics along the way

OPP AND FRIENDS

EARLY CHILDHOOD EDUCATION We believe kids are innately curious, born explorers; our content can support them on their journey. Through our kids television and digital content services, WTTW reaches Chicago area communities with educational, inspirational, and commercial-free media content 24 hours a day, every day. In the next three years, we will extend this relationship by providing educational tools, materials, and support to positively impact children, families, and teachers. African American and Latinx students in Illinois enter kindergarten with lower rates of readiness than other students. According to the 2018 Kindergarten Individual Development Survey (KIDS), just 13% of Hispanic/Latino and 19% of Black kindergartners demonstrated readiness in all three developmental areas (Social & Emotional Development, Language & Literacy, and Math). WTTW Kids programming serves as an additional learning resource for partner organizations whose mission is to serve the educational needs of young children.

DLC

Distance Learning Channel

DLC

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."

EDUCATIONAL OUTREACH

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

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 \$120,000 in college scholarships.

ART ALIVE - RSU TV has partnered with the Arts Alliance of Tulsa. This nonprofit organization's mission is to provide an ongoing source of operation support for local arts institution in the Tulsa area. RSU TV's role is to bring awareness of the need to keep the Tulsa arts community healthy and prosperous so the arts will continue to be a source of inspiration and be a leader in economic development.



Rogers State University Convocation on RSU TV – Due to the COVID 19 pandemic Rogers State University was unable to hold its annual Convocation in person. President Larry Rice decided to hold the Convocation virtually from the RSU TV's studio. This annual event features updates to the university's budget, enrollment and strategic initiatives.

Job Development - Rogers State University students gaining real world experience and workforce development. 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. Many students have gone onto positions at the three news affiliated stations in Tulsa and have taken positions with some manufacturers whose need for video production has grown.



ENTERTAINMENT

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



Collaborating with the Will Rogers Memorial, RSU Public TV partnered together on the **Will Rogers Film Festival**. The station aired many of the winning films of this festival.

RSU TV has partnered with the Will Rogers Memorial to promote the Will Rogers Film Festival. The festival celebrates motion pictures from a number of different genres and age groups and will be held in the historic town of Claremore, Oklahoma on Route 66. Claremore was the hometown of Will Rogers, who was the #1 movie star in America in 1934, and home to the Will Rogers Memorial Museum.



RSU TV continues to engage the community with quality content. These programs can now be viewed on the station's website at rsu.tv and on Roku, an over the top streaming service. In 2021 RSU TV started streaming its programming on the website and digital platform as a way to provide yet another platform of viewing our the viewers living in the 22 counties RSU TV serves. More and more people are disconnecting from cable and satellite providers and moving to online streaming services. Royal Aills, RSU TV's general manager said, "To be relevant in today's world, streaming is a must. We already provide information on Facebook and Instagram, now we need to be consistent and move toward online streaming and over the top platforms".

