



## 2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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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.



**RSU Public TV is a valuable part of the Tulsa, Oklahoma Northeastern area, serving approximately 1.2 million households.**

We provide relevant quality content to our diverse community across two distinct television channels – our primary channel, 35.1 and our secondary channel, 35.2. Our secondary channel is an affiliate of the only Native American Television Network, FNX (First Nation Experience). RSU Public TV is essential to all Oklahomans, valued for high quality content and community engagement.

**In 2022, RSU Public TV, provided these vital local services:**

RSU Public TV acquires, produces, and distributes best in class content that enriches lives, engages communities, and inspires exploration. We have partnered with community businesses to offer educational scholarship opportunities. We provided the community with on air/online educational class opportunities. We provided programming of diverse cultures.

**RSU Public TV's local services had deep impact in the Northeastern Oklahoma area.**

According to Nielsen in 2022 RSU TV reached more viewers than ever before. The station's CUME has increased from "0" in 2013 to "10" in 2022. RSU TV has produced over 585 broadcast hours of local produced programming that is connected to Northeast Oklahoma region and has produced another 160 hours of non-broadcast content.

RSU Public TV is committed to the viewers and our communities. We strive to provide the best content, educational opportunities to the community, visibility, sustainability, and a variety of culture. We are increasing our investment in programming that is most important to our members and 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.

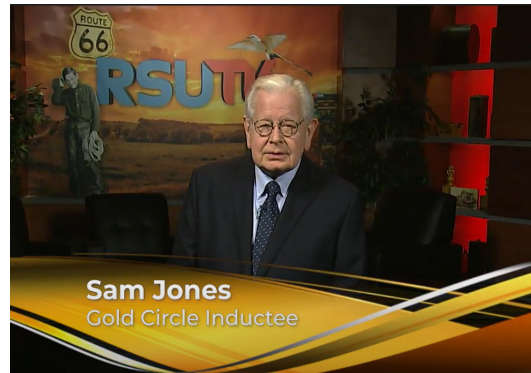
No one tells stories like the producers of RSU TV. We will continue to produce more documentaries and series programs with local and national appeal. Staff have earned both local and national recognition garnering numerous awards for creativity and innovation. We know the historic culture of our region 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.

We will continue to offer high school students with other educational capacities through programs like: ACT prep workshops, Distance learning (concurrent) courses, At home educational resources and workforce development programs. The distance learning courses are offered for high school juniors and seniors and count as college credit through concurrent enrollment. The lectures can be available to students through in-class instruction at their high school or on their time anywhere via T.V., Satellite, or by streaming from their cellphone, iPad or Chromebook.

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!



### PERSPECTIVES WITH SAM JONES

Covering the stories and issues that matter to the people of Northeast Oklahoma is what 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 led 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.

### 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.





## RSUTV CONCURRENT CLASSES

The Cherokee nation has partnered with RSU Public TV to broadcast concurrent high school courses for students in rural areas, and those without access to high speed internet. This enables students to enroll as a concurrent student and save money on college education and start earning a college degree before graduating high school.



## EDUCATIONAL OUTREACH

**What's So Cool About Manufacturing** is a series of videos produced by high school students that are designed to increase awareness of career paths in manufacturing, technical training, and STEM education. MidAmerica Industrial Park partnered with RSU Public TV to allow students the opportunity to connect with local manufacturers, document their experiences and present them using a TV Production experience.



## EDUCATIONAL OUTREACH

**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 2022 went to Riverfield Country Day School and second place went to Morris High School. Since the show began, area students have been awarded over \$140,000 in college scholarships.



## RSU TV STREAMING

RSU TV continues to engage the community with quality content. These programs can now be viewed on the station's website at [rsu.tv](http://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 another platform of viewing for our 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.

### Reach in the Community:

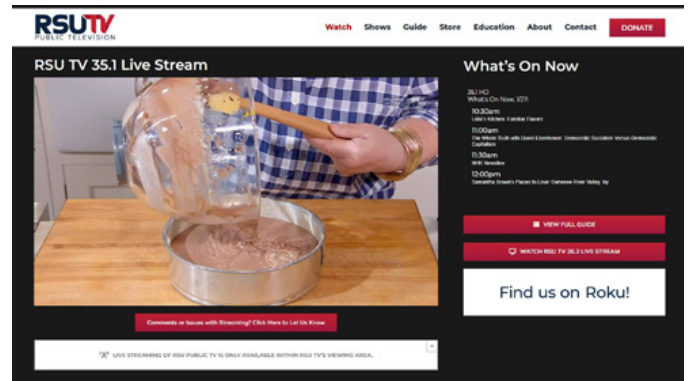
RSU Public TV serves approximately 1.2 million households in the 22 counties that make up the Tulsa Northeastern Oklahoma viewing area. RSU TV can now reach more viewers as a result of our streaming service with ROKU and on [rsu.tv](http://rsu.tv). In 2022 we received 13,295 views over our live streaming services.

### Impact and Community Feedback:

Streaming services have made it easier for our viewers to locate and watch RSU Public TV. Our viewers can also watch all RSU TV produced documentaries anytime.

**Mike from Muskogee** says some of the best shows on RSU 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 I enjoy these programs. They each inspire me to keep working on my hobby.

**Dan and Nancy from Sapulpa:** "Hello, RSU." We LOVE The Kate!! Right now, we are watching Karl Denson's Tiny Universe. They are Fantastic!! We Love RSU TV and all the amazing Talent you air. Thank you for providing all of this to us through streaming as well.



**Roku®**  
Streaming Devices



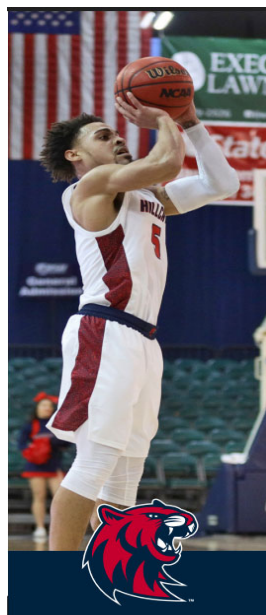


"My name is Kevin Brown and a longtime fan of RSU TV. I just want to say, that I enjoy the variety of music, travel, culture, documentaries, movies and so many more. Also putting in a vote to retain Film Noir Theater on your schedule, my favorite airing of all. The hosts of Film Noir, John Wooley and Ana Berry are Great! Together they show professionalism, knowledge and humor which makes watching a great experience. Thanks for all you do, RSU TV. You are doing great!"

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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. 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.

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.



**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.)

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**RSU TV will continue to fulfill our promise to the community. We will provide quality content, visibility, sustainability, education & community, and culture & education programs.**

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