



## **COMMUNITY REPRESENTATION STATEMENT**

Rogers State University Public Television (RSUTV) is uniquely positioned to serve distinct communities in Northeast Oklahoma. We are dedicated to leveraging our points of difference to strengthen our impact as an individual station and as a member of the public media system. Our community representation begins with the reason RSUTV was founded and builds outward:

### **STUDENTS**

RSUTV launched in 1987 televising college courses. The innovative precursor to online instruction made higher education more accessible to students with economic, family, and employment barriers. As the only public television station licensed to a university in Oklahoma, RSUTV continues to innovate course delivery and provide opportunities for students to develop new skills and expand their global awareness. We value student input and ensure their voices are heard as station employees and interns, members of our Community Advisory Board, and invited guests on local issues programs.

### **URBAN AND RURAL**

RSUTV's broadcast and digital reach encompasses more than 20 counties and diverse urban and rural cities from the Tulsa metropolitan area to small towns on tribal land. As the only fully independent public station in Oklahoma, RSUTV strives to be a resource through community partnerships, and to provide programming that addresses the varied interests and concerns in both rural and urban areas.

### **TRIBAL**

RSUTV's viewing area includes nearly the entire Cherokee Nation as well as portions of the Muscogee and Osage, and numerous smaller tribes. We recognize the significant contributions made by Native American citizens and share in efforts to preserve their culture and celebrate advancements. RSUTV works to ensure Cherokee and other tribal representation on our staff, Community Advisory Board, and local issues programs.

### **DIVERSITY**

The fastest growing community in the RSUTV broadcast/digital area is Hispanics or Latino. We are focused on mending the language barrier by pursuing English and Spanish language lessons and other program content. RSUTV also engages members of the black and other communities to seek representation on our staff, Community Advisory Board and public affairs shows.

### **GENERATIONS**

We recognize the dichotomy between university students and senior citizens, and the broadcast-digital divide. RSUTV is working to narrow the gaps with new, locally produced shows and increased representation that recognizes our age diversity.