



2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



RSUTV control room view of *I Want Answers*, a high school academic competition for college scholarships.

The mission of Rogers State University Public Television is to support our university, community, and state by enhancing and creating opportunities to learn and succeed. We fulfill our mission by providing educational and entertaining programs that foster greater understanding of our global society and natural world.

**LOCAL
VALUE**

**2024 KEY
SERVICES**

**LOCAL
IMPACT**

RSUTV is a valuable resource for Tulsa and northeast Oklahoma.

The only public television station licensed to a public university in Oklahoma, RSUTV delivers programming on three broadcast channels. 35.1 offers local and national information and entertainment. 35.2 originated as a distance learning channel during the pandemic. It is now RSUTV2, providing college courses and community language lessons. 35.3 is FNx, First Nations Experience.

In 2024, RSUTV provided services in these priority areas:

Age-diverse community - For the first time eight generations are living at the same time. RSUTV launched new outreach and programming to address related challenges, and we continued to interview local leaders on news and events. **Education** - RSUTV provided scholarships through academic competitions, and expanded college courses on video. **Arts and culture** - We feature local artists and performers weekly.

RSUTV's local impact is far reaching.

Our broadcast signal reaches all or part of 24 counties in northeast Oklahoma, western Arkansas, and southern Kansas. Our local impact includes the Tulsa metro area and rural counties with significant Native American populations and all levels of the economic scale. This diverse audience makes our commitment to educational programming that enhances quality of life for all viewers even more important.



2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

RSUTV recognizes the way people of all ages seek information is changing. We are deeply committed to bridging generational and technology gaps to ensure we fulfill our mission of providing beneficial programming. We are expanding our local community service shows and developing content for multiple platforms including broadcast, streaming, social media and our newly launched RSUTV app.

At the core of this effort is our newest show *Generations*. For the first time in history, eight generations are living at the same time. This is a positive result of better healthcare and living conditions, but our increasing longevity is raising new concerns. *Generations* brings diverse members of Gen Z to Baby Boomer on set at the same time, to discuss critical issues such as mental health, the growing sandwich generation, and technology. The objective is to foster constructive conversation and raise awareness of community services.

2024 marked the start of Season 19 of *Perspectives*. The community affairs program hosted by veteran journalist Sam Jones invites guests from across our viewing area to share local news, discuss complex issues, and provide information on community resources. We're looking forward to a grand celebration for the 20th anniversary of *Perspectives* starting in fall 2025.

As the only public television station on a university campus in Oklahoma, we seek opportunities to help students of all ages pursue a degree. We celebrated Season 2 of *Food Fight*, a cooking competition for high school students that offers the chance to win college scholarships, but not just through their culinary ability. Judges also score the competing teams on communication skills and problem solving. 2024 also marked the start of Season 14 of *I Want Answers*. The academic quiz show has now provided more than 100 scholarships to students attending universities across Oklahoma and the entire country. Along with the 20th anniversary of *Perspectives*, we're excited to mark the 15th anniversary of *I Want Answers*, also starting in fall 2025.

We continue to build on the platform launched as DLC (Distance Learning Channel) during the pandemic by renaming it RSUTV2 and expanding the number of college and language courses available on video. These classes are accessible through both broadcast and digital channels. Post-pandemic, the number of college students seeking online learning has remained steady. RSUTV2 classes provide the convenience of online with the benefit of being able to see and hear the lecture and material presented.

RSUTV believes learning extends to arts and culture and beyond. We support local musicians through our original music program *Studio 66*. Individual artists and bands perform a wide range of genres including country, folk, jazz, pop, rock, and unique blends of multiple styles.

Although we may be most proud of our local efforts, we are firmly dedicated to providing high quality programs that explore the world. RSUTV is your station for cooking, gardening, history, health, travel, and world news. Thank you for watching RSUTV. We are grateful for the opportunity to serve our community.

GENERATIONS - New station general manager and former news anchor Teri Bowers hosts this new 30-minute show featuring constructive conversations in studio and video segments. Topics addressed in 2024 include mental health, the Gen Z suicide epidemic, military service, voter rights, the rapid evolution of technology, caregiving, aging and culture, communication styles by generation, and social media.



PERSPECTIVES WITH SAM JONES - Sam continued to delve into some of our community's most complex issues including political division heading into the 2024 presidential election, the impact of inflation, cybersecurity concerns and RSU programs to inform the community on AI. *Perspectives* guests also shared information on programs for stronger families, fighting addiction, and support for seniors and tribal citizens.



I WANT ANSWERS - 16 local high school teams compete in the region's only academic quiz show to win college scholarships. Caney Valley won first place and Morris came in second.



FOOD FIGHT - A light-hearted name, a serious competition. 8 local high school teams compete in the ONEGas Education and Training Area (EAT) kitchens to win college scholarships. Judges rate the food, but also teamwork, communication skills and creativity. This program also takes our RSU student staff off campus to experience real world video production.



DRUG ADDICTION AND FENTANYL AWARENESS - RSUTV student employees worked with the RSU Prevention Coordinator to produce a series of anti-drug videos and RSUTV provided overall video support for a fentanyl awareness town hall.

News & Highlights

RSU Students Create Videos for Anti-Drug Media Campaign



RSU senior Marty Babbitt (left) and junior Eunice Murillo recently produced, wrote, directed and created a series of anti-drug videos, which will start airing on RSU TV's YouTube channel, RSU social media and local media outlets. [Read more about the Anti-Drug Media Campaign.](#)

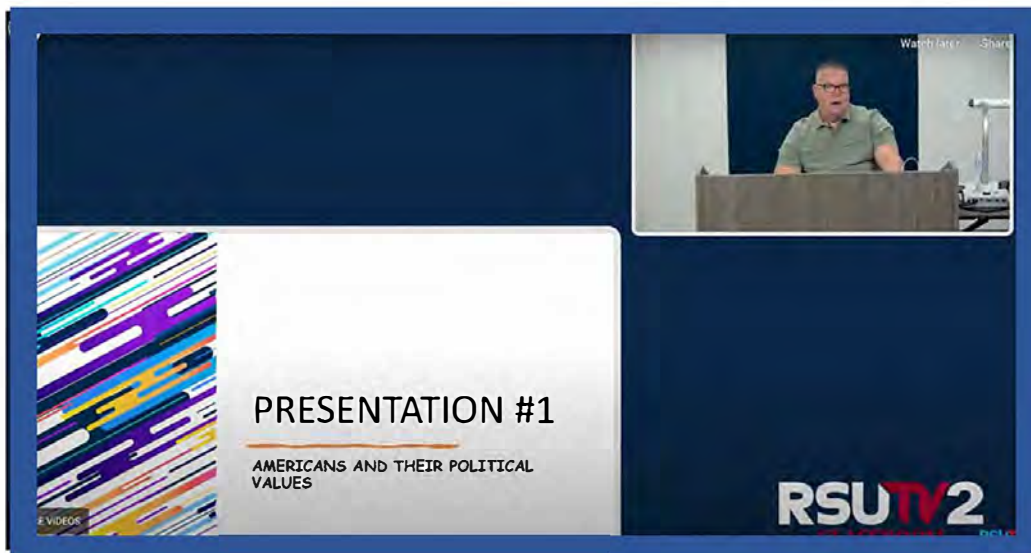
Fentanyl Awareness Town Hall - September 10



Tuesday, Sept. 10 | 2:45-5:30 pm | DCTC Ballroom

community town hall panel to raise awareness and provide resources for families and community members about the dangers of fentanyl in our community. [More info >](#)

RSUTV2 - High school students seeking concurrent credit and college students wanting the convenience of online courses with the benefit of video can now enroll for more classes through RSUTV2. Classes can be accessed through broadcast and digital channels.



As we all navigate the ever-expanding number of sources for information and entertainment, RSUTV remains true to the core mission of public media. That is providing accessible high-quality, educational content that makes life better.

This can be through the simple joy of learning something new, or the complex journey of beginning to understand the challenges other people face, or by witnessing the courage it takes to overcome those barriers.

As Oklahoma's only public tv station on a university campus, we continue our focus on education, but not just four-year degrees, we collaborate with organizations across the region to support workforce development. We also greatly appreciate our ongoing partnership with the Cherokee Nation and initiatives such as Cherokee language lessons and distribution of Osiyo, Voices of the Cherokee People.

*"This evening I watched the wonderful Osiyo broadcast about Dwight Mission and Mildred Taylor. It is good to know the Cherokee Nation is assuring the preservation of Dwight Mission. Please accept this expression of appreciation for your broadcasts."
Tom C. Tulsa*

We could not do this work without the support of our community partners, and our loyal members and viewers. Thank you for being a part of RSUTV and sharing in celebrations of our vibrant community.

