



**OZARKS**  
public broadcasting

# 2018

**SPONSORSHIP  
OPPORTUNITIES**



***Ozarks Public Broadcasting encourages the exploration of ideas and their application to citizenship.***

## **Local Value & A Wise Investment**

Ozarks Public Broadcasting, comprised of Ozarks Public Television and KSMU Radio, informs, entertains and inspires viewers and listeners across the Ozarks. We are a source for news and information, a safe place for families and a platform for the exchange of ideas. Through both local content and national programming, we are proud to serve our entire community.

***Viewers consistently rank PBS as America's most trusted institution—for 15 consecutive years, in fact.\* NPR listeners are influential, well positioned and highly educated. OPT and KSMU are your source for reaching this desirable audience with your message.***

### **KSMU**

Springfield 91.1 FM  
Branson 90.5 FM  
Mountain Grove 88.7 FM  
West Plains 90.3 FM  
Joplin 98.9 FM  
Neosho 103.7 FM

**51K** weekly listeners

### **OPT**

KOZK channel 21 in Springfield  
KOZJ channel 26 in Joplin  
Digital services including 24/7  
PBS KIDS channel and *Create*

**132K** households viewing  
in a **57** county area.



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## **Key Services**

### ***Documenting stories of the Ozarks...***

by presenting and preserving our region's history and culture.

### ***Educating families of the Ozarks...***

by turning our facilities—as well as any space with a television or radio—into virtual classrooms that encourage education and understanding.

### ***Celebrating the diversity of the Ozarks...***

through focused programming initiatives encouraging all citizens to develop cultural competence that creates inclusive communities.

### ***Engaging citizens of the Ozarks...***

by going beyond the airwaves with local outreach initiatives to make our neighborhoods, our communities and our world a better place to live.

## **Underwriting**

Reach your target audience with brief, direct messaging which may include:

- ◆ Logos or slogans which identify and do not promote
- ◆ Location information and web address
- ◆ Value neutral descriptions of a product line or service
- ◆ Brand and trade names and product or service listing

Rates range from \$18 to \$30 per spot for KSMU Radio and \$35 to \$70 per spot for OPT.

# COMMUNITY

**Ozarks Public Broadcasting connects with our community through engagement, dialogue and outreach.**

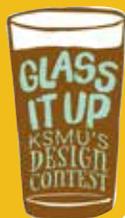
### **Studio Live Social Hour**

KSMU's popular live monthly music show, *Studio Live*, also offers a companion outreach element—Studio Live Social Hour. *Studio Live* is a showcase for diverse local musical talent, and the Social Hour element is a great opportunity for listeners to meet local musicians, station staff and one another.



### **Glass It Up Design Contest**

Each year, KSMU calls on the talents of local designers, with the annual Glass It Up Design Contest. Listeners are invited to help create the latest addition to the growing KSMU pint glass collection. The top design is chosen by listeners and the collectible glasses are available for purchase.



### **Community Driven**

KSMU hits the streets to connect with our community and find out more about what drives our listeners. We've visited professional, social and civic groups across the Ozarks to talk to members and, more importantly, to listen. We learn a lot about what we're doing right and where we can better serve our audience. We're grateful to everyone who has provided time, attention and honest feedback to help us learn.

**Community engagement is a wonderful way to connect with your target audience. Let KSMU and OPT customize a package that helps you build meaningful relationships with station outreach and special events.**

### **Cheers to 30 Years!**

2017 marked the thirtieth anniversary of the [Wine & Food Celebration](#), benefiting kids' programming on OPT. This event has become a favorite fall tradition for a crowd of over 1,000 who gather at the White River Conference Center. Each year it draws the support of local restaurants, beverage vendors and, of course, loyal public TV fans. This milestone year was bigger and better than ever, with a record-setting fundraising total of over \$43,000!



# CHILDREN

***Ozarks Public Broadcasting helps the children of the Ozarks prepare for success in school and in life.***



### ***OPT PBS KIDS Channel***

This service debuted in January 2017 to a warm reception from children, families and community organizations. In addition to over-the-air broadcast access to the 24/7 kids channel, families can also digitally access the programming stream on-the-go with any mobile device. Both options offer safe and age-appropriate programming for children free of charge.

### ***Seuss Science Day***

2018 marked the 7th Annual Seuss Science Day. This partnership with The Discovery Center of Springfield allows families to explore the museum at a discounted rate. Children can participate in Seuss-themed science activities, hear Dr. Seuss stories and even meet the guest of honor, the Cat in the Hat. This event is a family favorite each year!

### ***Kids Writers Contest***

Ozarks Public Broadcasting always enjoys collecting entries for the annual Kids Writers Contest, which gives kids in kindergarten through third grade a chance to write, illustrate and submit original stories. Entries come in from several area schools and the home school community. The contest inspires early literacy concepts and creativity, and wraps up with a local awards banquet and pizza party. The celebration is enjoyed by young authors, siblings, parents, grandparents and teachers. Winning stories are displayed at a local art gallery, published online and recognized on-air.

***Partnering with OPT allows you to reach children and families in the Ozarks. Whether you share your message with viewers tuned in to our award-winning children's programming or support events and activities they love, OPT is your source for connecting with our smallest citizens. We would love to customize a plan a for you!***



### **OPT Kids by the numbers**

**50K** children watch  
OPT each week

**24** hours per day families in the Ozarks  
can watch their PBS KIDS favorites

**7K+** people have attended  
Seuss Science Day



# LEARNING

**Ozarks Public Broadcasting seeks to encourage and facilitate lifelong learning—from cradle to college and beyond.**



**By supporting Ozarks Public Broadcasting, you also support our virtual classrooms—over the airwaves and in our facilities. We strive to continually educate our audiences and take pride in the fact that we are a training ground for students who serve as reporters, photographers, graphic designers and more.**



## ***Sense of Community***

*Sense of Community* is a multi-platform project that takes a deep look at issues that impact our area. With quarterly multi-part radio series, online extended features and bimonthly call-in television programs, *Sense of Community* examines issues in five focus areas—Business & Economic Development, Creative Arts, Education, Healthcare and Science & the Environment. Each category offers opportunities for up to 5 sponsors.

## ***Audio-Reader***

KSMU has partnered with the [Audio-Reader Network](#), a reading and information service for blind, visually-impaired, and print-disabled individuals. The service is available free of charge, and offers daily readings of newspapers, magazines and books. KSMU is pleased to play a role in helping provide independence and access to information for individuals across the Ozarks.

## ***Engaging the Community***

From the state budget, to federal employment law, to local ordinances, [Engaging the Community](#) takes an in-depth look at the national, state and local issues that impact our community. This monthly program is a candid conversation with Missouri State University President Clif Smart, discussing the impact of issues on the Ozarks and the University, one of the area's largest employers and a major cultural center.

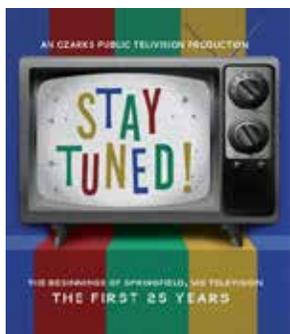


# PRESERVE

**Ozarks Public Broadcasting documents, presents and preserves the unique stories of our region.**

## **OzarksWatch Video Magazine**

For 20 years, OPT has made a tremendous commitment to the documentation, presentation and preservation of Ozarks history and culture through *OzarksWatch Video Magazine*. From the MSU Chorale's performance at the presidential inauguration, to special effects artistry, to local genealogy resources, hosts Jim Baker and Dale Moore highlight fascinating people, places and stories of the Ozarks, ensuring they are not lost, but captured and shared for generations to come. *OzarksWatch* is both a viewer favorite and a true point of pride for OPT. In addition to over-the-air broadcasts, episodes can be viewed [online](#) or accessed at 15 local libraries.



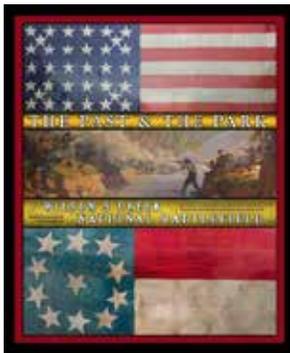
## **Local Documentary Films**

Ozarks Public Television delights in capturing the unique tales of our region. Each year, the station invests significantly in the production of feature documentaries. These films provide an in-depth look at the institutions that make the Ozarks a unique and wonderful place to live.

[Stay Tuned: The Beginnings of Springfield, MO Television](#) premiered in May 2017 and celebrates a remarkable and innovative era when local stations began coming on the air in 1953. This new medium enabled many people to watch television for the first time and unquestionably changed American life in many ways.



[MSU Baseball—A Winning Tradition](#) debuted in July 2017 and explores the history of the Missouri State University Baseball program, highlighting the coaches, players and administrators who have made the program a jewel on the baseball diamond.



[The Past and the Park: Wilson's Creek National Battlefield](#) premiered in November 2017 on OPT. The program presents an in-depth and informative view of this national park, its Civil War origins and the work of dedicated citizens that resulted in the preservation and development of these hallowed grounds.

***Local productions offer one-of-a-kind sponsorship opportunities. Be a part of preserving local history by making it possible for us to tell these important stories. Let's customize a plan for sponsoring an upcoming local documentary.***