

## 2022 Public Radio Tulsa Local Content and Services Report

### Telling Public Radio's Story

- 1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.**

Public Radio Tulsa continues to serve its public service mission with quality news and information programming that concentrated on the continuing role of public education in the state, from what is taught, the state's legislative prohibitions on teaching materials that present diverse viewpoints; the continuing conflict between the state and its sovereign indigenous peoples over the role and scope of tribal governments; public policy issues and governmental affairs; fine arts programs devoted to classical music, jazz and Americana music, an ongoing schedule of promotion for other community institutions and events, and one-of-a-kind public radio entertainment programs. Our service features two 24 hour-365 days per year radio stations, KWGS, a 50,000-watt station devoted to NPR News and news and information programming that broadcasts two additional program streams via HD Radio. KWGS HD-2, a 24-hour jazz service, and KWGS HD-3, which features the BBC World Service.

Our second station, KWTU, is a 5,000-watt station broadcasting classical music 24 hours a day, with an additional HD-2 signal broadcasting a station-hosted music service devoted to the music and artists of the Great American Songbook.

In addition to our terrestrial signals, our digital service at [www.publicradiotulsa.org](http://www.publicradiotulsa.org) offers audio streaming for four of our five program streams (The Great American Songbook is not online), as well as digital stories from the KWGS News staff, NPR, State Impact Oklahoma, and our public affairs program StudioTulsa with on-demand audio for our local reports and reporting, as well as two podcasts, Museum Confidential, and ClassicalTulsa.

PRT also hosts Facebook and Instagram pages and a Twitter feed as a way to link listeners with our local content and provides content for NPR One.

PRT has identified the following major community issues and needs to guide and focus its local programming; Governmental Policy, Education, Economy, Healthcare, Environmental and Natural Resources, Community Justice, as well as the Fine Arts and Humanities.

We produce content to address these issues in the following ways:

- Local Newscasts, and headlines, Monday through Friday from 5:30am-9:00am during Morning Edition; and 4:00pm-7:00pm during All Things Considered.
- 4-5 minute feature stories from KWGS News staff, and State Impact Oklahoma, in the identified issue areas that air at 6:45am, 8:45am, & 4:45pm weekdays.
- StudioTulsa, a 30-minute public affairs weekday program airing at 11:30am and repeated at 7:30pm, Monday through Friday, with a twin focus on public affairs, and fine arts and humanities topics, along with a Monday focus on Public Health and Medical issues. "Medical Monday" is hosted by Dr. John Schumann, a nationally known family medical doctor who examines a range of local and national issues surrounding healthcare.

- Public Radio Tulsa airs numerous 30 second Public Service Announcements for qualified non-profit organizations and institutions in our community, totaling over 50,000 announcements on our five broadcast signals during the year, totaling over 400 hours of broadcast for this community-focused content.

Beyond our commitment to news & information programming, Public Radio Tulsa also produces eight hours of locally hosted music programming devoted to genres of music not heard otherwise on local radio. They include:

- "Swing On This", hosted by Western Swing aficionado John Wooley, this one-hour program is devoted to our community's heritage music, and is the only program devoted solely to this genre of music in the Tulsa market. Over the past two years, we've also hosted live editions of this program on the anniversary of country music legend Bob Wills' birthday, broadcast live from the Cain's Ballroom, a historic honky-tonk where Wills used to broadcast from during the 1930s and 40s.
- "All This Jazz", hosted by Scott Gregory is a three-hour show devoted to current streams of America's music with a healthy dose of classic cuts over the history of jazz.
- "Folk Salad", hosted by Richard Higgs and Scott Aycock, an award-winning songwriter, features a wide variety of Americana music from Oklahoma's own "Red Dirt" sub-genre of contemporary singer-songwriters, classic and contemporary folk, to a dash of blues, and Southern fried rock, all with an emphasis on Oklahoma songwriters and performers.
- "Rhythm Atlas", hosted by Denis McGilvray, is a one-hour survey of music from cultures around the world, with a focus on African, Caribbean, and Central & South American nations.
- "Wind & Rhythm", a one-hour program devoted to band and wind music, which started on KWTU, is now heard on over 15 NPR and classical music stations around the country, and has built connections with school music programs both locally and around the country.
- "Classical Tulsa", hosted by musicologist Jason Heilman, is a program is devoted to giving listeners detailed information about the music and influences of composers whose work will be performed by local performing arts groups in the Tulsa area.
- "Tulsa Symphony Orchestra Broadcasts", an occasional program, is generally heard one week prior to the symphony's next performance and features the orchestra's previous live performances.

The stations also continued to work with a wide variety of community partners as possible throughout the year, ranging from arts and cultural organizations, literary groups, social service agencies, and government agencies to bring a focus on community activities.

**2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.**

Since 2012, Public Radio Tulsa has been a founding partner and participated with a consortium of state public broadcasters for State Impact Oklahoma. PRT and two other stations provided the

support to maintain a managing editor, and three reporters who address three major reporting areas: education; healthcare; and now, environmental/natural resources reporting. The three reporters provide both broadcast and digital content daily presenting numerous newscast reports, and web stories as well as 48 broadcast features each year.

The same partners (KWGS, KOSU, KGOU) have also partnered on the Oklahoma Public Media Exchange, whereby partners share their news gathering content with other stations in the state, from spot news reports on a variety of daily news topics, to the sharing of longer feature stories on a wide range of news topics.

PRT continued its podcast collaboration with Philbrook Museum of Art. "Museum Confidential provides a "behind-the-scenes" look at cultural and historic museums, the issues facing them, and context for the way they present their collections to the public.

This past year, PRT also partnered with StoryCorp, the Greenwood Cultural Center, and the Tulsa City-County Library to help record conversations and stories from our community. Due to COVID precautions, the mobile recording studio was not available, but we offered recording opportunities in our partner's facilities.

Beyond these formal partnerships devoted to broadcast, PRT provides a multitude of public service announcements and programming in conjunction with a variety of non-profit partners and collaborators to connect our audiences with organizations that share their passions and interests. The number of organizations and their mission focus is large and wide, and ranges from arts and cultural organizations, social service non-profits, higher education, governmental agencies, and grassroots organizations.

**3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.**

With a small staff, it's difficult to ascertain the impact beyond simple metrics, like audience data, website usage, and on-demand audio usage. We know that collaboration stories are some of the most popular stories in terms of website usage, although by national standards, are website usage is quite low, around 10,000 views a week.

For Museum Confidential, we average around 9,900 average daily downloads for the episodes of that podcast.

While there's no real measurable impact for our public service announcements, we do receive anecdotal feedback from non-profit organizations reporting on the effect of our announcements on the attendance and interest in their organization. One example of this unsolicited feedback came recently from Tom Clark, who coordinates docents for the Oxley Nature Center, who stated that they "have much appreciated the PSA you so kindly announce for us. Many of our new volunteers tell us they heard about the Volunteer Rendezvous from the spots on Public Radio Tulsa(sic)." Theatre professional, Jarrod Kopp, the executive director of Theatre Tulsa stated, "We always see a bump in attendance when you produce a PSA for us."

- 4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.**

During the past year, an ongoing reporting area has been on the continuing effort in Tulsa to find the mass graves of victims of the 1921 Tulsa Race Massacre. This reporting is essential to ongoing reconciliation efforts between the majority white community and the city's African-American population.

In addition, we continue our partnership with station KOSU, and Tri-City Collective and the program, "Focus: Black Oklahoma," which is now in its third full year of programs featuring on issues of important to the state's African-American population.

The station continues to broadcast two programs designed specifically to address the needs of a more diverse audience, including Latino USA, and It's Been a Minute with Sam Sanders to address national topics within the Latino and BIPOC communities.

We also continue to cover the friction between the state and our indigineous tribal governments in the aftermath of the US Supreme Court's *McGirt v. Oklahoma* decision. The tension extends far beyond criminal jurisdictional issues to significant confrontations on gaming, sovereignty, and the ability for tribes in non-disestablished reservations to govern their territory.

- 5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?**

For many years, CPB funding has provided a base for the purchase of national programming each year, which allows us to provide expanded local programming by using local dollars for local radio. Federal funding in general has provided a base line for making the case for enhanced local support by emphasizing the national-local-licensee partnership to donors. Our CPB grant, which we use to purchase national programming exclusively, represents little over 20% of our national programming purchases. Without CPB funding of approximately \$150,000 of federal dollars, PRT would be forced to make existential decisions on whether KWGS could be a 24 hour news & information station, have a fine arts station, or conversely, have any local programming of community significance.

As seen nationally, business underwriting has been declining nationally, and locally, funding has still not recovered to pre-pandemic levels, CPB funding continues to be a hedge against these reductions, and an incentive to raise more dollars in the community.