



**Corporation for Public Broadcasting: Station Activities Survey**  
**Question 6: Telling Public Radio's Story for Fiscal Year 2020**  
**February 15, 2021**

- 1. Describe your overall goals and approach to address identified community issues, needs and interests through your station's vital local service, 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.***

In fiscal year 2020 (July 1, 2019 – June 30, 2020), KGOU continued to employ a range of efforts to serve Oklahoma citizens with news, information and entertainment in various delivery platforms. The effort was complicated during the second half of the year by changes in workflow and capacity brought about by the coronavirus pandemic and forced KGOU to reevaluate its plans for the year.

KGOU serves about 30 percent of the Oklahoma population with five full-power transmitters and four translators located in Oklahoma City/Spencer, Norman, Ada, Seminole, Shawnee, Chickasha, Clinton and Woodward, Oklahoma. KGOU operates 24 hours per day, 365 days per year.

In fiscal year 2020, KGOU's broadcast signal served listeners in 36 counties from east-central to western and northwestern Oklahoma, including the Oklahoma City metro area. KGOU's signal reaches more than 1,000,000 Oklahomans; an average of approximately 80,000 people listen to KGOU each week in the Oklahoma City metro, which is the 44th largest radio market in the United States, according to 2021 Nielsen DMA research. There are 755,340 homes in the metro area market.

Audio streaming of the broadcast signal and digital stories with archived audio of locally produced news reports can be found at [www.kgou.org](http://www.kgou.org). The internet audio stream of the KGOU broadcast signal is also distributed on several "apps" (Apple Music, NPR One, iHeart Radio, NextRadio, TuneIn Radio, NPR News and smart speakers, including Amazon Echo, Google Home and Apple HomePod) for the convenience of listeners.

KGOU also has two Facebook pages, one Twitter account and one Instagram account. KGOU-produced podcasts, *How Curious* and *Capitol Insider*, are available on Apple Podcasts and

Spotify. During the fiscal year, KGOU began evaluating new podcast opportunities, with the goal of adding at least one new podcast in fiscal year 2021 or fiscal year 2022.

By the end of fiscal year 2020, KGOU had 14 full-time staff positions, 11 of whom work only for KGOU, and 3 who are part of the StateImpact Oklahoma reporting project. In addition, KGOU employed three part-time student reporters and three part-time program hosts – for *Morning Edition*, *Global Sojourn* (formerly *Global Jazz Wire*) and KGOU's newest music program, *Tonic: The Funky Groove Show*. KGOU also typically hosts 3-5 students earning class credit each semester.

KGOU's local news and public affairs effort concentrates on public policy issues and governmental affairs of interest to residents in the broadcast area and cities of license, occasional coverage of arts and culture, a robust community events calendar service, breaking news and in-depth features, as warranted, special programs and music and entertainment programs. In addition to broadcast distribution, locally produced content is available through RSS via KGOU on-demand services, including live streaming at [www.kgou.org](http://www.kgou.org).

KGOU is the lead operational partner in the journalism collaborative, StateImpact Oklahoma, which is housed at the KGOU studios. StateImpact Oklahoma reporters are University of Oklahoma employees; KGOU management handles the administrative duties for the project, including preparation of the budget, purchasing, human resources, payroll and benefits, and underwriting.

StateImpact Oklahoma provides reporting dedicated to important state issues, with its primary focus on health, criminal justice and health. StateImpact Oklahoma reporters also contribute stories on energy and environment, elections and relevant spot news. StateImpact Oklahoma reporting is heard on each of the partner stations – KGOU, KOSU, KWGS and KCCU – and content is also available at [www.stateimpact.npr.org/oklahoma](http://www.stateimpact.npr.org/oklahoma).

In fiscal year 2020, KGOU and StateImpact Oklahoma joined a new Oklahoma collaborative journalism project, the Oklahoma Media Center, and conducted reporting on the effect of COVID-19 and education through a grant from the Walton Family Foundation. KGOU and StateImpact Oklahoma reporters also covered politics and elections with funding from the Inasmuch Foundation. An additional grant from the Inasmuch Foundation enabled StateImpact Oklahoma to partner with Oklahoma Watch to produce criminal justice stories relating to mental health.

Programs produced at KGOU have a digital (online) component with either a dedicated webpage and/or companion digital story located in the news section of the KGOU website. Each program originating from the KGOU main studio airs simultaneously on each station in the KGOU network, which includes five full-power FM transmitters (KGOU, KROU, KOUA, KWOU and KQOU) and four low-power translators.

### Locally produced programs and segments that aired in fiscal year 2020 include:

- News headlines, traffic and weather Monday through Friday, 6 a.m. - 9 a.m., 12:00 p.m. - 2:00 p.m. and 3:30 p.m. - 6:00 p.m.
- In-depth news features on one local topic or community issue are broadcast two times between 6:00 a.m. and 9:00 a.m., once between 12:00 p.m. and 2:00 p.m. and two times between 3:30 p.m. and 6:30 p.m. These regular in-depth features include:
  - Local in-depth news features produced by the KGOU news staff and public radio partners in the Oklahoma Public Media Exchange.
  - StateImpact Oklahoma.
  - Business Intelligence Report.
  - Capitol Insider.
  - Oklahoma Engaged.
  - Oklahoma Watch.
- Community events calendar announcements.
- *Sunday Radio Matinee*.
- *The Weekend Blues*.
- *Global Sojourn*.
- *Tonic: The Funky Groove Show*.
- Archived online content.
  - *How Curious*.
- Nationally-produced segments with content periodically provided by KGOU and OPMX reporters.
  - National Native News.
  - NPR.

**Oklahoma Public Media Exchange:** For the last nine years, public radio stations in Oklahoma have shared content and resources to increase the editorial capacity of members by providing news and feature stories on a daily basis. Called the Oklahoma Public Media Exchange (OPMX), the partners in this collaboration include KGOU (Norman/Oklahoma City), KOSU (Stillwater/Oklahoma City), KWGS (Tulsa) and KCCU (Lawton).

**StateImpact Oklahoma:** Established by the OPMX partners, StateImpact Oklahoma is a shared reporting project for which KGOU is the lead operational and fiscal member. The four stations (KGOU, KOSU, KWGS and KCCU) are solely responsible for maintaining reporters who produce spot news and in-depth reporting focusing on education, health and criminal justice. StateImpact Oklahoma reporting on the Oklahoma opioid trial received a regional Edward R. Murrow Award for Continuing Coverage. The web site [www.stateimpact.npr.org/Oklahoma](http://www.stateimpact.npr.org/Oklahoma) houses digital and archived broadcast stories. StateImpact Oklahoma also maintains a Facebook page and Twitter account. During fiscal year 2020, StateImpact Oklahoma created 47 in-depth broadcast stories and 40 online (digital-only) stories for a total of 87 stories. Each original broadcast story aired five times on KGOU for a total of 250 airings during the year. Each of the web and broadcast stories are available for the partner stations to use.

**Business Intelligence Report:** Airing Wednesdays, 6:44 a.m., 8:44 a.m., 12:33 p.m. and 5:44 p.m., featuring discussion about Oklahoma economic and business news with the editor of the Journal Record newspaper. Hosted by KGOU reporters, 39 original episodes were produced during fiscal year 2020, and these aired a total of 156 times.

**Capitol Insider:** Airing Fridays, 4:45 p.m., 6:45 p.m. and Mondays, 6:45 a.m. and 8:45 a.m., featuring discussion and interviews about politics, policy, elections and government involving Oklahomans in-state and in Washington, D.C. These segments are five to twelve minutes in length and are available as a podcast on Apple Music and Spotify. Hosted by KGOU General Manager Dick Pryor and featuring eCapitol News Director Shawn Ashley, 50 original episodes were produced during fiscal year 2020, and these aired a total of 200 times.

**Oklahoma Engaged:** Late in fiscal year 2020 KGOU secured grant funding from the Inasmuch Foundation to support reporting on politics and elections during the 2020 election cycle. Reporting was conducted by KGOU, OPMX and StateImpact Oklahoma reporters, plus freelance journalists. Oklahoma Engaged reporting began in May 2020 and totaled six stories by the end of the fiscal year. The project continued through the General Election on November 3, 2020 and featured a virtual election night results and discussion program.

**Oklahoma Watch:** KGOU regularly posts stories on its website and links to stories on the website of Oklahoma Watch, an independent non-profit journalism site that focuses on in-depth data reporting of important Oklahoma issues. KGOU also produces and airs Oklahoma Watch special events. During fiscal year 2020, KGOU aired one of these hour-long “Oklahoma Watch-outs on Injuries in School Sports.

**Community Calendars:** This is a one-minute daily feature with different announcements that air in rotation. The feature airs about 20 times per day - once an hour on weekdays and 16 times per day on weekends – and each announcement provides information about 2-3 community events or services from the non-profit sector. Over the course of a year KGOU will air more than 7,900 announcements or nearly 132 hours of this community-focused content. In addition, the online Community Events Calendar provides a place for non-profit, community and educational organizations to share information about public events throughout the state of Oklahoma.

**Sunday Radio Matinee:** This hour-long program airs each Sunday at 12:00 p.m. Varied content includes national and syndicated programs, and locally produced news and public affairs segments. A total of 52 hours was broadcast during fiscal year 2020.

**The Weekend Blues:** Saturdays, 1:00 p.m. to 5:00 p.m., Sundays 1:00 p.m. to 4:00 p.m., featuring Blues, downhome Soul, classic R&B, and “roots-inspired” Rock n’ Roll, with a strong commitment to Oklahoma’s musicians, independent and lesser-known artists. The program, produced and hosted by KGOU program director Jim Johnson, also provides related music news and information about local music events. KGOU aired programs over 52 weekends during fiscal year 2020, for a total of 361 hours.

***Global Sojourn (formerly Global Jazz Wire)***: Saturdays, 8:00 p.m. to 10:00 p.m., featuring popular music from all corners of the world, primarily African and South American artists, with a generous helping of reggae and the occasional Eastern or Celtic artist. This program is of particular interest to the local international community and students. Hosted by KGOU announcer Chad Mitchell, 52 episodes were produced during fiscal year 2019, airing a total of 104 hours.

***Tonic: The Funky Groove Show***: Fridays, 9:00 p.m. to 11:00 p.m., featuring instrumental funk, groove, jazz, hip-hop, disco and soul music covering six decades. KGOU's newest weekly music program, Tonic was created by its host and started in June 2020 to promote harmony during the global pandemic (and beyond). Hosted by KGOU announcer Michael Bendure, three original episodes were produced during fiscal year 2020, airing a total of six hours.

***How Curious***: This is a series of original stories that are archived, hosted online and available as a podcast on Apple Music and Spotify. Each segment explores a question posed by a listener about a topic involving Oklahoma history, culture and mythology. The series is currently not in production, however, seven stories aired during the fiscal year. Each original episode aired five times in its first run.

***National Native News***: Airing weekdays at 2:00 p.m. and 7:00 p.m., this five-minute segment delivers news from Indian Country throughout the year. Some stories are produced by KGOU News reporters. The number of airings was increased from one per day to two per day in FY20, and these aired a total of 261 times.

***NPR***: KGOU and StateImpact Oklahoma reporters also provide content, as requested, to NPR for use in its news programs, including Morning Edition and All Things Considered.

#### **Locally produced digital and email news content in fiscal year 2020 include:**

**Webpage entries**: In fiscal year 2020, KGOU posted 277 original news stories on the KGOU web page, many of which were stories with more content than the broadcast version.

***Wavelengths* newsletter**: *Wavelengths* is a news-oriented newsletter sent to KGOU members, highlighting noteworthy news stories produced by KGOU, StateImpact Oklahoma and NPR. Produced weekly for annual total of 50. Approximately 15,900 were delivered via email during fiscal year 2020, with an average open rate of 50%.

**KGOU newsletter**: The KGOU newsletter provides information about KGOU programming and operations and is distributed to KGOU members. Produced bi-monthly for an annual total of 24. Approximately 68,000 were delivered via email during fiscal year 2020, with an average open rate of 32%.

**Special event programming:** KGOU periodically interrupts regular programming to provide live coverage of special news events which include severe weather, the State of the Union address, the State of the State address and breaking news coverage. In addition, in fiscal year 2020 KGOU aired three locally produced Summer Breeze concerts and the Jazz in June concert.

**Audience engagement and educational projects conducted in fiscal year 2020 include:**

- August 2019
  - On August 24, KGOU sponsored The Capitol Steps performance at Oklahoma City Community College. KGOU program manager Jim Johnson made in-house introductions. Attendance of 546.
  - On August 30, KGOU general manager Dick Pryor presented the State of the State speech for the Leadership Oklahoma Class XXXIII during the LOK opening retreat at St. Crispin's Conference Center in Wewoka. Attendance of 56.
- September
  - On September 9, KGOU general manager Dick Pryor welcomed visiting Pakistani/Urdu journalists to KGOU. Pryor talked about KGOU and public service media and conducted a station tour. Attendance of 14.
  - On September 10, KGOU general manager Dick Pryor presented an OU Osher Lifelong Learning Institute (OLLI) "Mornings with the Professor" program on Understanding the News Media at the OU Thurman J. White Forum Building. The program lasted 1.5 hours. Enrollment was 52.
  - On September 15, KGOU general manager Dick Pryor presented a program on Understanding the News Media for the "Forum Event" at the First Unitarian Church in Oklahoma City. The program lasted 1.5 hours. Attendance was 32.
  - On September 23, KGOU general manager Dick Pryor was guest speaker at the OLLI class, "OU Presidents I Have Known: A Portrayal of Their Promises, Priorities and Problems," with University of Oklahoma law professor Rick Tepker and instructor Cal Hobson. The program lasted 1.5 hours. Attendance was 75.
- October
  - On October 4, KGOU general manager Dick Pryor was emcee of the NextGen Talks Oklahoma event at Oklahoma City Community College. Modeled after nationally recognized TED Talks, this event featured 14 presenters who spoke on a variety of topics addressing issues facing the people of Oklahoma. The event was produced as three one-hour programs that aired on KGOU's Sunday Radio Matinee and on OETA, the statewide public television network.
  - On October 9, KGOU general manager Dick Pryor was a panelist at the Oklahoma Broadcast Educators Association (OBEA) Student Seminar at OETA. Pryor spoke on a panel with OU journalism professor John Schmeltzer, KOCO-TV news director Shawnda Adams and OETA news director Rich Lenz about "Political Parties – Gearing Up for 2020." Attendance of 68 students.

- On October 15, KGOU was a featured employer at the Gaylord College Career Fair. Development director Jolly Brown and general manager Dick Pryor provided information about an open part-time position and Practicum and Independent Study class opportunities at KGOU.
- On October 21, KGOU general manager Dick Pryor welcomed visiting Pakistani/Urdu journalists to KGOU. Pryor talked about KGOU and public service media and conducted a station tour. Attendance of 14.
- November
  - On November 5, KGOU *Morning Edition* host Claire Donnelly served as a panel member on the PRSA-OKC Media Relations Panel and Happy Hour at Prairie Artisan Ales in Oklahoma City. Discussion centered on effective public relations techniques and dealing with the news media. Attendance of 22.
  - On November 8, KGOU general manager Dick Pryor presented the program at the Democratic Party Cornbread and Beans luncheon about “KGOU and Trust in Journalism” at the Norman West Wind Unitarian Universalist Church. Attendance of 38.
  - On November 14, KGOU general manager Dick Pryor presented a dramatic reading as Daniel Webster at the University of Oklahoma College of Law national symposium on the Roots & Legacies of Dartmouth College v. Woodward. Attendance of 20.
  - On November 15, KGOU general manager Dick Pryor was emcee of the NextGen Under 30 Awards Banquet at the Embassy Suites Hotel and Conference Center in Norman. The event recognized young leaders from across the state of Oklahoma. The program was broadcast on OETA, the statewide public television network. Attendance of approximately 800.
  - On November 29, general manager Dick Pryor travelled to Karachi and Islamabad, Pakistan as a member of the U.S. delegation in a journalism exchange program administered by Gaylord College dean-emeritus Joe Foote and sponsored by the U.S Department of State. Pryor met with journalists, educators and U.S. State Department personnel and provided journalism training during a 2-day seminar in Islamabad. Approximately 30 Pakistani journalists attended the training each day. The delegation returned to the United States on December 8.
- February 2020
  - On February 18, KGOU general manager Dick Pryor was guest lecturer at the OU Osher Lifelong Learning Institute (OLLI) class, “One Side Saw a Forest, but No Trees; The Other Side Saw Trees and No Forest” at the Thurman J. White Forum Building at the University of Oklahoma. Pryor provided an explanation of journalism practices, ethics and job responsibilities. Class enrollment of 48.
  - On February 18, KGOU general manager Dick Pryor was on-stage interviewer for “Love, Art and Transformation of IBM: scaling empathy as a provocation for



change,” a program presented by Phil Gilbert, General Manager of Design at IBM. The program was sponsored by Creative Oklahoma, Crowe & Dunlevy and the Chickasaw Nation and was held at the Tower Theatre in Oklahoma City. Attendance of 125.

- March
  - On March 9, KGOU general manager Dick Pryor was a panelist for the Gaylord College SPJ Chapter presentation, “Radio + Podcast Panel” to discuss podcasts, audio production and job opportunities in radio broadcasting, including public service media. Program lasted one hour. Attendance of 12 students.
- April
  - On April 14, KGOU general manager Dick Pryor presented a program on “Pakistan: A Journalism Exchange Experience” to the Norman Sooner Rotary Club via Zoom.
- May
  - On May 9, KGOU general manager Dick Pryor presented the keynote address at the Spring 2020 Convocation for the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The address included professional guidance, career advice and challenged graduates to pursue professional journalism opportunities. The virtual convocation ceremony, including the keynote address, was delivered via Zoom due to COVID-19.
  - On May 24, KGOU presented the first Summer Breeze Concert series virtual concert via live streaming. Prior to the coronavirus outbreak, each concert in the series was presented before a live audience at Lion’s Park in Norman.
- June
  - On June 7, KGOU presented a Summer Breeze Concert series virtual concert.
  - On June 12, KGOU launched a new weekly music program, *Tonic: The Funky Groove Show*. The program appears each Friday night for two hours and includes instrumental renditions of funk, groove, soul, disco, jazz and hip-hop music.
  - On June 21, KGOU presented a Summer Breeze Concert series virtual concert.

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

KGOU engages in a variety of collaborations and partnerships in Oklahoma and continued to do so in fiscal year 2020, despite limitations caused by the coronavirus pandemic.



**Oklahoma Public Media Exchange:** For the last nine years, public radio and television stations in Oklahoma have maintained a consortium to establish journalism projects that benefited members. This collaboration includes KGOU (Norman/Oklahoma City), KOSU (Stillwater/Oklahoma City), KWGS (Tulsa) and KCCU (Lawton). This group, the Oklahoma Public Media Exchange (OPMX), established StateImpact Oklahoma in 2012. The partner stations coordinate editorial planning and reporting and share content to increase editorial capacity and impact.

**Oklahoma Engaged:** After securing grant funding from the Inasmuch Foundation late in fiscal year 2020, KGOU and its OPMX partners launched Oklahoma Engaged 2020, a project to provide campaign and election reporting and voter engagement during the 2020 election season. The project included public opinion polling of Oklahoma residents and in-depth reporting focusing on election issues and the factors influencing decisions made by Oklahoma voters. The project continued through the General Election on November 3, 2020 and thereafter to provide reporting designed to hold elected officials accountable. Additional funding was provided by Oklahoma Humanities.

**StateImpact Oklahoma:** KGOU continued as lead operational station and fiscal agent in a consortium of four Oklahoma public radio stations for StateImpact Oklahoma. The four stations (KGOU, KOSU, KWGS and KCCU) are solely responsible for maintaining reporters who provide in-depth broadcast and digital stories on education, health and criminal justice. Stories are heard 3-5 times weekly on each partner station. StateImpact Oklahoma digital and archived stories are located on the project website, [www.stateimpact.npr.org/Oklahoma](http://www.stateimpact.npr.org/Oklahoma) for use by each partner station. StateImpact Oklahoma also maintains a Facebook page and Twitter account.

During fiscal year 2020, StateImpact Oklahoma created 47 in-depth broadcast stories and 40 online (digital-only) stories for a total of 87 stories. Each original broadcast story aired five times on KGOU for a total of 235 airings during the year. Reporting during the period was highlighted by extensive coverage of the Oklahoma opioid trial, which received ongoing national attention and a regional Edward R. Murrow Award from the Society of Professional Journalists for Continuing Coverage. StateImpact Oklahoma produced content in collaboration with Oklahoma Watch, NonDoc, The Frontier, *The Oklahoman* and NPR.

**Collaboration with Oklahoma Watch:** KGOU collaborates with Oklahoma Watch, an Oklahoma-based independent non-profit journalism site. KGOU regularly posts Oklahoma Watch stories on the KGOU web site with attribution and carries some of the audio stories produced by Oklahoma Watch, as appropriate and available. KGOU also aired one Oklahoma Watch-out event as an hour-long program in the fiscal year. KGOU and Oklahoma Watch also collaborated on a reporting project supported by the Peer Learning + Collaboration Fund, an initiative created to foster collaborative news efforts in U.S. cities through the Center for Cooperative Media. The Oklahoma City-based component of the 2020 project was “Troubled City,” through which Oklahoma Watch reporter Whitney Bryen and StateImpact Oklahoma reporter Quinton Chandler developed data journalism examining mental health calls to Oklahoma City police.

**Collaboration with members of the Oklahoma Media Center:** During fiscal year 2020, the Inasmuch Foundation funded and helped create a new journalism collaboration in the state: the Oklahoma Media Center. KGOU and StateImpact Oklahoma were initial participants in the group, which includes for-profit and non-profit journalism organizations in the state, including KFOR-TV, *The Oklahoman*, Oklahoma Watch, The Frontier, NonDoc and KOSU radio. The focus of reporting in the first year was the effect of coronavirus on education in Oklahoma.

**Collaboration with Jazz in June, Inc.:** This local non-profit organization produces three, free festival-style concerts each year, featuring local, regional and national jazz and blues artists. For more than 30 years KGOU has edited and broadcast these outdoor concerts which have an annual attendance of approximately 30,000. In 2020, health concerns caused by the coronavirus forced Jazz in June to cancel its outdoor concerts and provide one virtual concert in September 2020, which KGOU aired.

**Collaboration with the OU Gaylord College of Journalism and Mass Communication:** In fiscal year 2020, KGOU employed four Gaylord College students for part-time work. In addition to these paid positions, KGOU also instructed eight students in its Practicum class during the fall and spring semesters. In this class, students learn real-world work skills in programming and operations, marketing and development and news. Due to coronavirus, students worked from remote locations, consistent with the manner of work performed by KGOU's professional staff. In addition to these paid and class credit opportunities, KGOU distributes reporting produced by Gaylord News.

**Collaboration with The Journal Record:** In the first half of the fiscal year, KGOU continued its content partnership with the *Journal Record* newspaper to produce and air a five-minute update on business news each week. "The Business Intelligence Report" aired Wednesdays at 6:44 a.m. and 8:44 a.m. and 12:33 p.m. and 5:44 p.m. until a reduction in staff at the *Journal Record* forced the series to end. A total of 39 original segments were produced during the fiscal year. Segments aired a total of 156 times during the fiscal year.

**Collaboration with eCapitol:** KGOU partners with the online government reporting service, eCapitol, to produce and air a five-minute update on policy, politics and government news each week. "Capitol Insider" is co-hosted by the KGOU general manager and eCapitol news director and includes interviews with elected officials. "Capitol Insider" airs Fridays at 4:45 p.m. and 6:45 p.m. and Mondays at 6:45 a.m. and 8:45 a.m. and segments are also available as a podcast on Apple Music and Spotify. Fifty original segments were produced during the fiscal year for a total of 200 airings.

**Collaboration with Summer Breeze:** Due to the coronavirus, Norman's annual Summer Breeze outdoor concert series was cancelled and replaced by virtual concerts live from The Depot. KGOU worked with Summer Breeze staff and the Norman Arts Council to air these virtual concerts live every other Sunday from May to September 2020. Three of these two hour concerts were presented during fiscal year 2020. This innovative remote engagement approach is expected to serve as a model for future community events presented by KGOU.

**Collaboration with the City of Norman:** In 2018, KGOU became a production partner in the Norman Day 4<sup>th</sup> of July celebration presented by the City of Norman Parks and Recreation Department. KGOU aired the music that accompanied the community fireworks show so celebrants at Norman’s Reaves Park could hear the music by listening to KGOU. Due to coronavirus in 2020, the concert was delayed until September and KGOU again provided the music live on-air.

**Collaboration with Oklahoma City Community College:** KGOU was co-sponsor of the Capitol Steps concert event at Oklahoma City Community College on August 24, 2019. KGOU Development Director Jolly Brown and Membership Director Laura Knoll greeted guests and donors; program director Jim Johnson introduced the featured act.

**Collaboration with Oklahoma Humanities:** During the fiscal year, KGOU also joined a collaborative effort to provide content for Oklahoma Humanities’ “Citizen 2020” project, which was funded by the Mellon Foundation. The project was designed to inform and engage Oklahoma citizens about politics and elections during the 2020 election cycle. KGOU general manager Dick Pryor was a contributing writer for Oklahoma Humanities’ Fall/Winter 2020 publication in its “Ask a Journalist” section. Later, during fiscal year 2021, Pryor and StateImpact Oklahoma health reporter Catherine Sweeney were panelists for Oklahoma Humanities’ virtual public engagement events that featured discussions of media literacy and health care.

**Collaboration with Home Creations:** During December 2020, KGOU aired announcements to encourage giving to KGOU for the benefit of the Regional Food Bank of Oklahoma. This collaboration resulted in Home Creations donating \$5,000 to the Regional Food Bank of Oklahoma to provide food for hungry Oklahomans.

***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 partner(s) or from a person(s) served.***

AWARDS: During fiscal year 2020, KGOU and StateImpact Oklahoma staff and students received 17 awards and/or public honors from various organizations for the station’s work.

NOTE: Associated Press Oklahoma-Arkansas Broadcast Awards were discontinued after 2019.

Awards received include:

### **Oklahoma SPJ Awards**

- **Radio - General News: Jackie Fortier, StateImpact Oklahoma – 1<sup>st</sup> Place, “Pain Meds As A Public Nuisance? Oklahoma Tests New Legal Theory**

- Radio – General News: Jackie Fortier, StateImpact Oklahoma – 2<sup>nd</sup> Place, “Trump Plan To Halt HIV Hits Rough Road In Rural Oklahoma”
- **Radio – Feature: Joe Wertz, StateImpact Oklahoma – 1<sup>st</sup> Place, “Winter Storms To Heat Waves, How Better Climate Data Can Make Us More Prepared”**
- Radio – Feature: Jim Johnson, KGOU – 2<sup>nd</sup> Place, “Herb Alpert On His Storied Life And Career”
- Radio – Feature: Claire Donnelly, KGOU – 3<sup>rd</sup> Place, “How Curious: What’s The History Of Oklahoma City’s Drag Shows?”
- **Radio – Investigative and Enterprise Reporting: Quinton Chandler, StateImpact Oklahoma – 1<sup>st</sup> Place, “In Oklahoma, Lawsuit Options Limited When Prisoners Claim Constitutional Rights Violations”**
- Radio – Investigative and Enterprise Reporting: Jackie Fortier, StateImpact Oklahoma – 3<sup>rd</sup> Place, “People With Disabilities Unsheltered In Tornado Alley”
- **Radio – Government and Criminal Justice Reporting: Caroline Halter, KGOU – 1<sup>st</sup> Place, “Before Roe There Was Skinner: How An Oklahoma Case Helped Legalize Abortion”**
- Radio - Government and Criminal Justice Reporting: Quinton Chandler, StateImpact Oklahoma – 2<sup>nd</sup> Place, “State Standards Leave Gaps In County Jail Inspections”
- **Radio – Election Reporting: Dick Pryor, Shawn Ashley, KGOU – 1<sup>st</sup> Place, “Capitol Insider: Getting Ready for Redistricting”**
- **Radio – Diversity Coverage: Claire Donnelly, KGOU – 1<sup>st</sup> Place, “How Curious: Where Were Oklahoma’s Green Book Listings?”**
- Radio – Diversity Coverage: Caroline Halter, KGOU – 2<sup>nd</sup> Place, “PhD Uses Hip-Hop To Explore Experiences Of Black College Students”
- **Online – Multimedia: Claire Donnelly, KGOU – 1<sup>st</sup> Place, “How Curious: What Happened To All The ‘Horny Toads’?”**
- Online – Multimedia: Claire Donnelly, KGOU – 2<sup>nd</sup> Place, “How Curious: What’s The History Of Oklahoma City’s Drag Shows?”

### **Regional Edward R. Murrow Awards**

Winner of the award for Continuing Coverage in Large Market Radio, Region 6 in Radio Television Digital News Association Edward R. Murrow Awards for reporting on the Oklahoma opioid case by StateImpact Oklahoma reporter Jackie Fortier. Awarded to KGOU, KOSU, KWGS and KCCU. (announced 5/2/2020)

### **Oklahoma Association of Broadcasters**

- **Metro Radio – Feature: KGOU (Jim Johnson) for “Music Legend Herb Alpert on His Storied Life and Career”**

- **Metro Radio – General News: KGOU (Caroline Halter) for “Before Roe There Was Skinner: How an Oklahoma Case Helped Legalize Abortion”**

**BROADCAST AUDIENCE:** During fiscal year 2020, KGOU showed an average of 69,500 listeners each week in the Oklahoma City metro market measured by Nielsen, with each listener listening to an average of five hours and forty-five minutes per week. During the fiscal year, KGOU’s audience spent more than 20,780,500 hours listening to KGOU. The reduction in number of weekly listeners from previous years is directly attributable to fewer commuters listening in their vehicles during the coronavirus pandemic, beginning in mid-March, 2020.

#### DIGITAL AND SOCIAL MEDIA AUDIENCE:

For KGOU:

- kgou.org: average of 63,503 visits (Sessions in Google Analytics) and 83,031 page views per month
- facebook.com/kgounews: 4,951 followers, 5,065 likes
- facebook.com/weekendblues: 812 followers, 820 likes
- twitter.com/kgounews: 5,813 followers
  - [instagram.com/kgounews](https://www.instagram.com/kgounews): 1,225 followers
  - *How Curious* podcast: 8,500 audio downloads
  - *Capitol Insider* podcast: 14,323 audio downloads

For StateImpact Oklahoma:

- stateimpact.npr.org/Oklahoma: average of 18,024 sessions and 21,015 page views per month
- facebook.com/StateImpactOK: 2,486 followers, 2,389 likes
- twitter.com/stateimpactOK: 5,486 followers)

Streaming Total Listening Hours: 858,494

Streaming Average Time Spent Listening: 54 minutes

(average number of hours for each session with a duration of at least one minute in total and any duration within the reported time period; calculated as total time spent listening divided by active sessions)

**PRIVATE CONTRIBUTIONS:** In fiscal year 2020, the operating income from private giving (donations including membership and underwriting) increased from the prior fiscal year. For fiscal year 2019, the private giving total was \$1,158,944 and represented 60.7% of the Station’s operating and non-operating income. Private giving in fiscal year 2020 was \$1,381,877, an increase of 19.2% from the previous fiscal year. This amount represented 63.07% of the Station’s operating and non-operating revenue in fiscal year 2020.

CHARITABLE DONATIONS: As a result of its partnership with the Regional Food Bank of Oklahoma and Home Creations to provide special announcements to donate to KGOU in December 2020, Home Creations donated \$5,000 to the Regional Food Bank of Oklahoma to provide food for hungry Oklahomans.

**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 FY20, and any plans you have made to meet the needs of these audiences during FY21. If you regularly broadcast in another language other than English, please note the language broadcast.**

KGOU is one of the few non-minority owned stations that carries Native American programming each week. The station purchases National Native News from Native Voice One; the program airs two times each day. KGOU traditionally has been a regular contributor to National Native News and is making efforts to incorporate more Native American news stories into other programs, in-depths and regular newscast segments. OPMX partner KOSU added an Indigenous Affairs reporter in 2020; content produced by this reporter is shared and airs regularly on KGOU.

In fiscal year 2020, KGOU hired a general assignment reporter/producer who is encouraged to report on diverse Oklahoma communities of influence, which are often underserved. These communities include those determined by factors such as race, ethnicity, national origin, religion, geography, socio-economic status, age, gender and sexual orientation. This increased emphasis began with Oklahoma Engaged election reporting; in fiscal year 2021, KGOU expects to hire a host/reporter who will also be encouraged to report on these communities.

During fiscal year 2020 KGOU identified new voices on the University of Oklahoma campus who we intend to develop as resources to help in diversifying news reporting. These educators participated in the 2020 Oklahoma Engaged election reporting project. KGOU is positioned to take advantage of other campus thought leaders due to its location in the same building as the University of Oklahoma Department of Native American Studies and the University of Oklahoma Office of Diversity, Equity and Inclusion. Our goal in the year ahead is to strengthen these relationships to aid reporters in producing content relevant to diverse communities of influence.

The station is also producing and airing content about the Tulsa Race Massacre, with its anniversary coming in May/June 2021. This content is being produced by KGOU, OPMX and StateImpact Oklahoma reporters.

Late in fiscal year 2020 KGOU launched a new two-hour weekly music program, *Tonic: The Funky Groove Show*, that airs on Friday nights. Tonic features instrumental funk, groove, soul, disco and hip-hop music that is designed to appeal to a different demographic than the station's locally produced jazz and blues shows. The program promotes harmony and

appreciation of this unique musical genre across generations and ethnic backgrounds. It was rushed into the program schedule to provide a fun musical journey to expand our audience and serve the identified need of providing an alternative to news during the coronavirus pandemic and election season.

KGOU's recurring nationally syndicated discussion programs, including *Here and Now*, *1A* and *Fresh Air*, frequently feature conversations about issues relating to race, ethnicity, national origin, gender, sexual orientation and other protected classes of individuals. The KGOU program schedule reflects an effort to appeal to the station's international audience, with programs including *Putamayo World Music Hour*, *Global Sojourn* (formerly *Global Jazz Wire*), *Brazilian Hour*, *Global Village* and *Alt Latino*. KGOU does not broadcast in a language other than English.

KGOU has increased its visibility in the community through speaking at public events. This engagement decreased in fiscal year 2020 due to the coronavirus, but the station's broadcast studio renovation plan shifted to enable production of live call-in-programs and Zoom interviews to engage audiences. This effort began during the Oklahoma Engaged election reporting project.

In fiscal year 2021, KGOU is exploring ways to increase its community outreach and locally produced minority programming through the following methods:

- Developing an engagement reporting approach that uses community conversation events in cities of license and targeted reporting that focuses on issues affecting communities of influence (based on factors including race, ethnicity, national origin, religion, age, gender, sexual orientation, socio-economic status and geography) to the extent possible (this may be accomplished virtually rather than in-person);
- Continue to modernize the KGOU studios to create a multimedia space for production of regular discussion programs, special projects, live call-in shows and podcasts on important community issues;
- Hiring a host/reporter who will be expected to produce stories that address issues of interest to people in communities of license and influence;
- Increasing multi-cultural reporting through StateImpact Oklahoma and OPMX;
- Seeking local and national content that creates a multi-cultural experience, consistent with the KGOU audience demographic;
- Increasing contributions to National Native News; and
- Seeking special programming and limited series available from national content providers which address minority concerns and issues relating to diversity.

KGOU actively seeks minority candidates for employment, in accordance with CPB, FCC, EEO and University policies. We believe diversity is better achieved through a more diverse workforce. KGOU employees reflect this priority. During the fiscal year, KGOU's full-time



employment included 50.00% female (7 of 14) and 28.5% minority (two Native American, one African American, one Disability).

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

CPB funding is critical to KGOU's stability in providing community service and meaningful informational content across its listening area and through digital (online) distribution. The cumulative effect of budget cuts since 2010 has created a serious funding problem for state-funded institutions, particularly Higher Education. KGOU receives approximately 10% of its funding from its licensee, the University of Oklahoma, so the series of Higher Education funding cuts and subsequent flat state appropriations have forced KGOU to more heavily rely on funding from CPB, underwriting and private giving.

Moreover, expenses for broadcast stations, and particularly public service media stations, keep going up. Program fees and transmitter tower rentals increase approximately 3% each year. The new NPR station compact provides some relief, as federal coronavirus budget stabilization funding, but the rising costs for terrestrial broadcasting make diversified funding and grants from CPB imperative.

CPB funding enables the station to better serve the community with relevant, quality programming and encourages private giving. CPB grants offer a measure of stability that ensures the purchase of some national programming regardless of what happens with local licensee support. In addition, CPB funding allows KGOU to provide a higher percentage of its financial resources to production and distribution of local content that addresses community problems and issues.

Without CPB funding, KGOU would be unable to maintain its service to regional locations in the state, cover as many important news stories affecting its communities of license, and purchase programming that appeals to its public radio audience, including diverse, underserved communities over a wide geographic area.

As a University licensee, and an NPR member station, KGOU's audience tends to be well-educated, influential and more capable of providing essential private financial support than the general public. To maintain its brand and level of audience loyalty, KGOU must deliver relevant, well-produced content that fulfills the expectations of the station's discerning listeners and attracts new listeners by providing program offerings that appeal to a broader segment of the service area. The station's mission-centered, public service approach would be especially difficult to accomplish without funding from CPB.