



Corporation for Public Broadcasting: Station Activities Survey
Question 6: Telling Public Radio's Story for Fiscal Year 2022
February 15, 2023

- 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 2022 (July 1, 2021 – June 30, 2022), KGOU continued to employ a range of efforts to serve Oklahoma citizens with news, information and entertainment through various delivery platforms. The effort was complicated by changes in workflow and capacity caused by the COVID-19 pandemic. KGOU delivered 889 hours of locally produced original broadcast programming during 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. 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.

KGOU's broadcast signal reaches more than 1,000,000 Oklahomans in 36 counties from east-central to western and northwestern Oklahoma, including the Oklahoma City metropolitan area, which is the 44th largest radio market in the United States, according to 2022 Nielsen DMA research.

KGOU content is available through live streaming at www.kgou.org and on-demand through several "apps" (Apple Music, NPR One, iHeart Radio, NextRadio, TuneIn Radio, NPR News and smart speakers, including Amazon Echo, Google Home and Apple HomePod).

KGOU has two Facebook pages, one Twitter account and one Instagram account. KGOU podcasts - *How Curious*, *Capitol Insider* and the *AM and PM KGOU NewsBriefs* - are available on Apple Podcasts and Spotify.

At the end of fiscal year 2022, 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 five part-time student host/reporters and one part-time program producer/host for the international music show, *Global Sojourn*. KGOU also typically hosts 3-5 students earning academic credit each semester through the KGOU Practicum class.

KGOU's local news and public affairs effort concentrates on public policy, government, current events, culture and issues of interest to residents in the broadcast area and cities of license. KGOU provides a community events calendar service, breaking news and in-depth features, special programs and music and entertainment shows.

Locally produced programs and segments that aired in fiscal year 2022 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:
 - Features and spot news produced by the KGOU news staff and public radio partners in the Oklahoma Public Media Exchange (OPMX).
 - StateImpact Oklahoma.
 - *Capitol Insider*.
 - *Long Story Short* from Oklahoma Watch.
- Community events calendar announcements.
- Election night coverage.
- *KGOU Readers Club*.
- *Sunday Radio Matinee*.
- *The Weekend Blues*.
- *Global Sojourn*.
- *Tonic: The Funky Groove Show*.
- *How Curious*.
- KGOU, OPMX and StateImpact Oklahoma reporters periodically provide content to:
 - *National Native News*.
 - NPR.

Oklahoma Public Media Exchange: Since 2012, public radio stations in Oklahoma (KGOU - Norman/Oklahoma City), KOSU - Stillwater/Oklahoma City, KWGS – Tulsa, and KCCU - Lawton) have shared content and resources daily to increase the editorial capacity of members through partnership in the Oklahoma Public Media Exchange (OPMX).

StateImpact Oklahoma: Established by the OPMX partners, StateImpact Oklahoma is a shared reporting project for which KGOU is the lead operational and fiscal member. Its reporters are University of Oklahoma employees and have offices at the KGOU studios. KGOU management handles the administrative duties for the project, including preparation of the budget, purchasing, human resources, payroll and benefits, and underwriting.

StateImpact Oklahoma reporters produce weekly in-depth reporting focusing on education, health and criminal justice (with environment and science replacing criminal justice midway through fiscal year 2022). StateImpact Oklahoma maintains a Facebook page, Twitter account and web site www.stateimpact.npr.org/Oklahoma which contains digital and archived broadcast stories. Each original broadcast story aired five times on KGOU for a total of 250 airings during the year. These stories also aired multiple times each week on the other StateImpact Oklahoma stations. In fiscal year 2021, KGOU and StateImpact Oklahoma began participation in the collaborative journalism project, the Oklahoma Media Center.

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 Oklahoma politics, policy, elections and government. These weekly segments are five to ten minutes in length and are available as a podcast on Apple Music and Spotify. Hosted by KGOU General Manager Dick Pryor and featuring Quorum Call publisher Shawn Ashley, 52 original episodes were produced during fiscal year 2022, and these aired a total of 208 times and 12.8 hours.

Oklahoma Watch: KGOU regularly posts stories on its website and links to stories on the website of Oklahoma Watch, an independent non-profit investigative journalism site that focuses on in-depth data reporting of important Oklahoma issues. KGOU also aired weekly five-minute segments produced by Oklahoma Watch, *Long Story Short*, on Wednesdays. *Long Story Short* focuses on discussion of one of the top stories of the week reported by Oklahoma Watch. Twenty episodes aired during fiscal year 22, for a total of 80 times 6.7 hours.

Community Calendars: This is a one-minute daily feature with different announcements that air in rotation. The feature airs an average of 22 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 aired approximately 7,928 announcements or 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 Oklahoma. KGOU regularly provided community health-related information including COVID testing and vaccinations, closings, event postponements and cancellations.

Sunday Radio Matinee: This hour-long program airs each Sunday at 12:00 p.m. Diverse content includes national and syndicated programs, and locally produced news and public affairs segments. A total of 52 hours aired during fiscal year 2022, four of which were locally produced.

KGOU Readers Club: These are one-hour live call-in discussion programs, hosted by Managing Editor Logan Layden, which air one Monday per month. During the period, KGOU aired five *KGOU Readers Club* programs for a total of 5 hours.

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 music news and information about local music events. KGOU aired programs over 52 weekends during fiscal year 2022, for a total of 361 hours. Jazz in June and Summer Breeze concerts made up 16 of those hours.

Global Sojourn: Saturdays, 8:00 p.m. to 10:00 p.m., featuring world music, primarily African and South American artists, with a generous helping of reggae and the occasional Eastern or Celtic artists. This program is of particular interest to the local international community and students. Hosted by KGOU announcer Chad Mitchell, 51 episodes aired during fiscal year 2022 for a total of 102 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. Hosted by Michael Bendure, 52 episodes aired during fiscal year 2022 for a total of 104 hours, 52 of which were available nationally.

How Curious: This is a series of original stories that are broadcast, archived 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, myths, legends and oddities. During the fiscal year 2022 period KGOU aired 6 episodes for a total of 4.5 hours.

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 reporters. The segments aired 255 times in fiscal year 2022 for a total of 21.25 hours.

State of the State: Airing on the first Monday in February, this program features the State of the State address of the governor of the State Oklahoma, with wraparound hosting. The first airing is live, with an evening rebroadcast for a total of 2 hours.

NPR: KGOU and StateImpact Oklahoma reporters also provide content, as requested, for use in NPR news magazine 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 2022, KGOU posted 459 original news stories on the KGOU web page, many of which were stories with more content than the broadcast version. In fiscal year 2022, StateImpact Oklahoma posted 61 original news stories on the StateImpact Oklahoma web page, which included 50 regularly scheduled stories that aired on each of the StateImpact Oklahoma stations.

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 49. Approximately 26,000 were delivered via email during fiscal year 2022.

KGOU newsletter: The KGOU e-newsletter provides information about KGOU programming and operations and is distributed to KGOU members. Produced bi-monthly for an annual total of 24. Approximately 62,000 were delivered via email during fiscal year 2022.

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 2022 KGOU aired eight locally produced Summer Breeze concerts (compilation totaling 4 hours) and the annual Jazz in June festival concert featured (compilation totaling 4 hours) for a total of 8 hours.

Audience engagement and educational projects conducted in fiscal year 2022 included:

- July
 - On July 4, KGOU presented a program featuring highlights of the 2021 Norman Jazz in June concert series on Independence Day.
 - On July 4, KGOU aired musical track simulcast of the City of Norman Parks and Recreation Department 4th of July Fireworks Show and Community Celebration.
 - On July 27, KGOU hosted an in-person community engagement event with StateImpact Oklahoma reporters at Oak & Ore in the Oklahoma City Plaza District.
- September
 - On September 6, KGOU presented a program featuring summary of all eight 2021 Norman Summer Breeze concerts (“Summer Breeze 2021 Revisited”) and the 2021 Norman Jazz in June concert series on Labor Day holiday weekend.
 - On September 15, KGOU general manager Dick Pryor was guest presenter for the Gaylord College Advanced Broadcast News class about KGOU Radio and careers in broadcasting.
 - On September 30, KGOU re-launched its signature *How Curious* podcast at an in-person community engagement event at Full Circle Bookstore in Oklahoma City.
- October
 - On October 4, approved and posted Recognition of Native American Peoples on the KGOU website, www.kgou.org.
 - On October 22, KGOU general manager Dick Pryor was guest presenter at the Gaylord College Creative Media Marketplace, participating in a panel discussion on Radio and Podcasting. The discussion included advice on careers in audio production. Pryor also advised students on careers in radio, television and podcasting during “speed mentoring” sessions.
- November

- On November 4, general manager Dick Pryor was emcee of the ion Oklahoma Online NextGen Talks event, “Enacting Equity, Illuminating Inclusion,” at the University of Central Oklahoma George Nigh Center. The four-hour event featured “TED Talks”- style presentations from ten community leaders.
- On November 12, general manager Dick Pryor was emcee of the ion Oklahoma Online NextGen Under 30 Recognition Banquet. KGOU reporter Katelyn Howard and StateImpact Oklahoma reporters Catherine Sweeney, Robby Korth and Quinton Chandler were among those Oklahoma leaders 30 and under honored at the banquet.
- On November 30, KGOU began its year-end fundraiser in partnership with Home Creations. For each donation received for KGOU, Home Creations made a contribution to the Regional Food Bank of Oklahoma. KGOU reached its goal of providing funding for 40,000 meals for needy Oklahomans by the end of 2021.
- January
 - Throughout the year, KGOU presented information regarding COVID-19, including testing, vaccinations, closings and event postponements and cancellations on the KGOU Community Calendar. This information was available online at www.kgou.org and was announced over the year as a public service.
 - On January 4, general manager Dick Pryor presented a program on KGOU Radio and Trust in Journalism at the Norman Lions Club meeting.
- February
 - On February 1, general manager Dick Pryor attended the Gaylord College Winter Welcome and Involvement Fair to discuss Practicum and job opportunities at KGOU with Gaylord College students.
 - On February 7, general manager Dick Pryor spoke to Norman High School and Norman North High School students in LEAD (Leadership, Exploration and Development) about journalism and careers in broadcasting at Big Brothers/Big Sisters in Norman.
- March
 - On March 1, general manager Dick Pryor and development director Jolly Brown attended the University of Oklahoma 2022 Journalism and Mass Communication Career & Internship Fair at the Gaylord College. Students learned about KGOU, student opportunities and careers in broadcasting.
 - On March 14, general manager Dick Pryor was guest speaker for the weekly meeting of the Downtown Oklahoma City Kiwanis Club at Vast Restaurant in Oklahoma City. Pryor presented a program on KGOU Radio and Trust in Journalism.
 - On March 22, general manager Dick Pryor and Quorum Call publisher Shawn Ashley presented a discussion of the legislative session to members of the Oklahoma Bar Association during OBA Day at the Capitol, held at the Oklahoma Bar Center in Oklahoma City.

- On March 24, general manager Dick Pryor and chief engineer Patrick Roberts attended the Oklahoma Association of Broadcasters Convention and Career Fair at the River Spirit Casino in Tulsa. Pryor and Roberts discussed journalism and KGOU Radio career opportunities with university students.
- April
 - On April 11, general manager Dick Pryor presented a program on Effective Interviewing at the Oklahoma Scholastic Media Spring Media Monday at the University of Oklahoma student union. Pryor provided practical tips to high school students who also conducted interviews and critiqued their performance. Attendance of 20.

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 2022, despite limitations caused by the COVID-19 pandemic.

Oklahoma Public Media Exchange: Public radio stations in Oklahoma have maintained a cooperative arrangement to coordinate editorial planning and reporting and share content to increase editorial capacity and impact. This partnership includes KGOU, KOSU, KWGS and KCCU.

StateImpact Oklahoma: KGOU continued as lead operational station and fiscal agent in a partnership 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 (adding environment and science in fiscal year 2022). 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 for use by each partner station. StateImpact Oklahoma also maintains a Facebook page and Twitter account.

During fiscal year 2022, StateImpact Oklahoma created 50 in-depth broadcast stories and 61 stories total. Each original broadcast story aired five times on KGOU for a total of 250 airings during the year. StateImpact Oklahoma education reporter Robby Korth produced a "COVID in Schools Tracker."

Collaboration with Oklahoma Watch: KGOU collaborates with Oklahoma Watch, an Oklahoma-based non-profit investigative journalism site. KGOU regularly posts Oklahoma Watch stories on the KGOU web site, airs select Oklahoma Watch stories and during fiscal year 2022 began airing the Oklahoma Watch podcast, *Long Story Short*, four times per day each Wednesday for a total

of 20 original segments during the period. In addition, KGOU participated in two collaborative investigative journalism projects with Oklahoma Watch, as noted below.

Collaboration with members of the Oklahoma Media Center: During fiscal year 2022, working through the Oklahoma Media Center, the Inasmuch Foundation funded a joint reporting project on mental health calls in Oklahoma City, which was reported by KGOU and Oklahoma Watch. KGOU received funding for the project (\$4,700) in August 2021. Another project facilitated by the Oklahoma Media Center brought KGOU and Oklahoma Watch together to report on health issues in the Cherokee Nation. Funding was provided by the Native American Journalists Association and was received in fiscal year 2023.

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 2021, KGOU aired highlights of the Jazz in June concert in July and September.

Collaboration with the OU Gaylord College of Journalism and Mass Communication: In fiscal year 2022, KGOU employed eight University of Oklahoma students, including seven Gaylord College students for part-time work. KGOU also instructed four students in its Practicum class during the fall 2021 and spring 2022 semesters. In Practicum, students learn real-world work skills in programming and operations, marketing and development and news. In addition to paid and class credit opportunities, KGOU distributes reporting produced by Gaylord News.

Collaboration with Quorum Call: KGOU partners with the online government reporting service, Quorum Call, to produce and air a five-minute update on policy, politics and government news each week. *Capitol Insider* is hosted by the KGOU general manager and features the Quorum Call publisher, with occasional interviews with elected officials and other newsmakers. *Capitol Insider* airs two times on Friday afternoons and two times on Monday mornings. It is also available as a podcast on Apple Music and Spotify. Fifty-two original segments were produced during the fiscal year for a total of 208 airings.

Collaboration with Summer Breeze: KGOU presented a program featuring a summary of all eight 2021 Norman Summer Breeze concerts ("Summer Breeze 2021 Revisited") on Labor Day holiday weekend.

Collaboration with the City of Norman: In 2018, KGOU became a production partner in the Norman Day 4th of July celebration presented by the City of Norman Parks and Recreation Department. KGOU airs the music accompanying the fireworks shows so celebrants at Norman's Reaves Park can hear it on-site by listening to KGOU. KGOU provided this service on July 4, 2021.

Collaboration with Home Creations: During December 2021, KGOU aired announcements to encourage giving to KGOU for the benefit of the Regional Food Bank of Oklahoma. This three-

partner 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 2022, KGOU and StateImpact Oklahoma staff and students received 33 awards and/or public honors for the station's work. These include:

April 2022

SPJ Region 8 Mark of Excellence Awards

- **Radio Feature – First Place: Beth Wallis, OU, “COVID and Teachers”**
- **Podcast – First Place: Beth Wallis, OU, Destination: Greenwood**

National Electronic Media Association 59th Annual National Undergraduate Student Electronic Media Competition

- **Audio Feature Segment Category Winner: Beth Wallis, OU, “COVID and Teachers”**
- **Audio News Segment - Honorable Mention: Ryan Gaylor, OU, “Electric Grid Infrastructure”**

March 2022

Broadcast Education Association Festival of Media Arts international faculty and student awards

- **Student News Competition Best of Festival (Radio): Electric Grid Infrastructure; Ryan Gaylor, University of Oklahoma (Radio Hard News Category)**
- **Radio Feature Category 1st Place: COVID and Teachers; Beth Wallis, University of Oklahoma**
- **Radio Hard News Category 1st Place (Best of Festival): Electric Grid Infrastructure; Ryan Gaylor, University of Oklahoma**

February 2022

Oklahoma Association of Broadcasters 2021 Outstanding Achievement Awards

- **Metro Radio Division, Feature Story – Robby Korth, KGOU/StateImpact Oklahoma for “Oklahoma’s Cafeterias Have Been Hit Hard by the Coronavirus.”**

November 2021

FOI Oklahoma

- **Ben Blackstock Award:** Robby Korth, StateImpact Oklahoma (recognizing a non-governmental person or organization that has shown a commitment to freedom of information).

October 2021

Oklahoma Pro Chapter Society of Professional Journalists (SPJ) Awards

Radio: General News

- o 1st: SIOK - Early Release Dates for Oklahoma Prisoners (Quinton Chandler)
- o 2nd: SIOK – Syphilis Outbreak in Southeastern Oklahoma (Catherine Sweeney)

Radio: Spot News

- o 1st: KGOU – George Floyd Protests Lead to Arrests (Logan Layden)
- o 2nd: KGOU – Trump Tulsa Rally Comes Despite Risk of COVID-19 Infections (Logan Layden)

Radio: Feature

- o 2nd: SIOK – Oklahoma Arts Institute Moves Off Quartz Mountain and Into Living Rooms (Robby Korth)
- o 3rd: KGOU/Oklahoma Engaged – Impact of White Evangelical Voting Bloc in Elections (Katelyn Howard)

Radio: Investigative and Enterprise Reporting

- o 2nd: SIOK – Oklahoma City Mental Health Emergencies Outpace Police (Quinton Chandler, Whitney Bryen)
- o 3rd: KGOU – Oklahoma Performance Venues Hit Hard By COVID-19 Pandemic (Katelyn Howard)

Radio: Government and Criminal Justice Reporting

- o 1st: SIOK - “We are still human beings.” - Oklahoma Prisoners, Officials Adjust as COVID-10 Spreads (Quinton Chandler)

Radio: Election Reporting

- o 1st: KGOU – Oklahoma Democrats Face Uphill Battle (Katelyn Howard)
- o 2nd: SIOK – Oklahoma Teenagers Want Their Voices Heard to Make the World a Better Place (Kateleigh Mills, Robby Korth)
- o 3rd: KGOU/Oklahoma Engaged – How Fear and Anxiety Impact Political Behavior (Katelyn Howard)

Radio: Diversity Coverage

- o 1st: SIOK – Oklahoma City Leaders Reconsider Police Oversight (Quinton Chandler)
- o 3rd: KGOU – OU International Students Face Uncertainty and Confusion Amid COVID-19 Pandemic (Katelyn Howard)

Radio: Special Program/Interview/Talk Show

- o 3rd: KGOU “Oklahoma Engaged LIVE: Voice of the Voter” (Logan Layden, Dick Pryor, Catherine Sweeney, Keith Gaddie)

Online: Interactive Graphic or Resource

- o 1st: SIOK – School COVID Tracker (Robby Korth)

Online: Breaking News Coverage

- o 3rd: KOSU (Seth Bodine, Logan Layden) - Crowd Underwhelms Inside Trump Tulsa Rally

Online: Election Reporting

- o 3rd: KOSU (KOSU, KGOU – Oklahoma Engaged) - Election Day 2020 Live Blog

Newspaper A: In-depth Enterprise and Investigative Reporting

- o 1st: Oklahoma Watch – Oklahoma City Mental Health Emergencies Outpace Police (Whitney Bryen, Quinton Chandler)

Best of the Best: Best Broadcast Reporter

- o 1st: Katelyn Howard, KGOU Radio
- o 2nd: Quinton Chandler, StateImpact Oklahoma
- o 3rd: Robby Korth, StateImpact Oklahoma

September 2021**College Media Association**

- Best Audio Special Event Coverage (Finalist) - Ryan Gaylor, KGOU-FM
"Coronavirus Spread Continues in OK as Political Will for Mask Mandates is Lacking"

August 2021**Oklahoma Pro Chapter Society of Professional Journalists**

- **Carter Bradley First Amendment Award:** Robby Korth, StateImpact Oklahoma for his COVID in Schools Tracker.

BROADCAST AUDIENCE:

During fiscal year 2022, KGOU showed a 52-week average of 69,900 listeners each week in the Oklahoma City metro market, with each listener listening to an average of five hours - fifteen minutes per week. The average number of people listening during any quarter hour was 3,000.

DIGITAL AND SOCIAL MEDIA AUDIENCE:**KGOU:**

- Kdou.org: average of 42,877 visits (Sessions in Google Analytics) and 54,345 page views per month
- Facebook.com/kgounews: 5,172 followers, 5,178 likes
- Facebook.com/weekendblues: 1,000 followers, 940 likes
- Twitter.com/kgounews: 6,037 followers
- Instagram.com/kgounews: 1,413 followers
 - o How Curious podcast: 20,799 audio downloads
 - o Capitol Insider podcast: 29,883 audio downloads
 - o KGOU Newscasts: 37,666 audio downloads

StateImpact Oklahoma:

- Stateimpact.npr.org/Oklahoma: average of 11,134 sessions and 13,148 page views per month
- Facebook.com/StateImpactOK: 2,586 followers
- Twitter.com/StateimpactOK: 6,432 followers

Streaming Total Listening Hours: 755,826

Streaming Average Time Spent Listening: 42 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 2022, the operating income from private giving (donations including membership and underwriting) was \$1,259,668. This reflected an increase from the fiscal year 2021 total of \$1,189,680. In fiscal year 2022, private giving accounted for 53.8% of the station's operating and non-operating revenue.

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 2021, Home Creations donated \$5,000 to the Regional Food Bank of Oklahoma to provide food for needy 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 FY22, and any plans you have made to meet the needs of these audiences during FY23. If you regularly broadcast in another language other than English, please note the language broadcast.*

KGOU carries Native American programming each week. The station purchases *National Native News* from Native Voice One; the program airs two times each weekday. OPMX partner KOSU added an Indigenous Affairs reporter in 2020. Stories produced by this reporter air regularly on KGOU. KGOU is making efforts to produce more Native American content, as evidenced by its reporting on health issues in the Cherokee nation with Oklahoma Watch.

KGOU's general assignment reporter/producers are 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.

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*, *Brazilian Hour*, *Global Village* and *Alt Latino*. KGOU does not broadcast in a language other than English.

In fiscal year 2021, KGOU entered into an agreement with Oklahoma Watch to produce a series of listening events in specific communities to connect with minority and under-served audiences, discover the issues relevant to those communities and produce reports addressing these issues. Those events occurred early in fiscal year 2023.

In fiscal year 2023, KGOU will explore ways to increase its community outreach and locally produced minority programming through the following methods:

- Further developing a reporting approach that is informed through community conversation events;
- Using multimedia studio space to produce discussions of community issues;
- Increasing original KGOU, OPMX and StateImpact Oklahoma reporting that serves diverse communities;
- Seeking national content that appeals to diverse communities, consistent with the KGOU audience demographic; and
- Building on partnerships with Oklahoma Watch and news organizations involved in the Oklahoma Media Center.

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 42.8% minority (6 of 14) based on factors other than gender such as race, ethnicity, sexual orientation, disability, religion, military status and national origin. KGOU's student population, paid positions and for class credit, typically reflect significant diversity, consistent with the student body at the University of Oklahoma.

5. Please assess the impact that your CPB funding had on your ability to service 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?

CPB funding is critical to KGOU's stability in providing community service and meaningful informational content across its broadcast area and through digital (online) distribution. KGOU receives approximately 10% of its funding from its licensee, the University of Oklahoma, so KGOU relies heavily on funding from CPB, underwriting and private giving.

Moreover, expenses keep going up. Program fees and transmitter tower rentals increase approximately 3% each year. New NPR initiatives may provide some relief but rising costs for

terrestrial broadcasting make diversified funding and grants from CPB essential for station sustainability.

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 licensee and membership support. CPB funding for programming allows KGOU to spend a higher percentage of its private dollars on infrastructure, operations and community service.

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 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 audience. The station's mission-centered, public service approach would be especially difficult to accomplish without funding from CPB.