



Corporation for Public Broadcasting: Station Activities Survey
Question 6: Telling Public Radio's Story for Fiscal Year 2023
February 15, 2024

- 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 2023 (July 1, 2022 – June 30, 2023), KGOU continued to employ a range of efforts to serve Oklahoma citizens with news, information, and entertainment through various delivery platforms. KGOU delivered 928 hours of locally produced original broadcast programming during the year.

KGOU serves about 45 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 1,800,000 Oklahomans in 36 counties from east-central to western and northwestern Oklahoma, including the Oklahoma City metropolitan area, which is the 48th largest radio market in the United States, according to 2023 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 2023, KGOU had 13 full-time staff positions, 10 of whom work only for KGOU, and 3 who are part of the StateImpact Oklahoma reporting project. In addition, during the fiscal year, KGOU employed seven part-time student host/reporters, one part-time program

producer/host for the international music show, *Global Sojourn*, and one part-time professional host for the *All Things Considered* shift. 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 2023 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 in 2012, 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, environment and science. 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. and 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 2023, and these aired a total of 208 times and 20.8 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. Fifty-two episodes aired during fiscal year 2023, for a total of 208 times and 19.07 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 and health and safety information, as needed.

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 shows aired during fiscal year 2023, thirteen 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 twelve *KGOU Readers Club* programs for a total of 12 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 51 weekends during fiscal year 2023, for a total of 357 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 2023 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, 51 episodes aired during fiscal year 2023 for a total of 102 hours 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. Each original segment airs 5 times on its debut day. During fiscal year 2023, KGOU aired 12 episodes totaling 2.6 hours of original content, which, airing 5 times per day, totaled 13 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 2023 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 for approximately one hour, 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 2023, KGOU posted 602 original news stories on the KGOU web page, many of which were stories with more content than the broadcast version. In fiscal year 2023, StateImpact Oklahoma posted 68 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 52. Approximately 30,800 were delivered via email during fiscal year 2023.

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 62,200 were delivered via email during fiscal year 2023.

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 2023 KGOU aired a compilation of the annual Jazz in June festival concert – two shows for a total of 7 hours and one Summer Breeze concert show for a total of 4 hours.

Audience engagement and educational projects conducted in fiscal year 2023 included:

- **August**
 - On August 11, KGOU presented its first News & Brews event at Yellow Dog Coffee in Norman. StateImpact Oklahoma reporter Beth Wallis discussed the environmental impact of proposed turnpike routes through Cleveland County. Attendance of 65.
 - On August 25, general manager Dick Pryor presented the keynote address to the Leadership Oklahoma Class XXXV at its leadership retreat at St. Crispin's Conference Center in Wewoka. The topic was "How's Oklahoma Working for You?"
- **September**
 - On September 8, KGOU and Oklahoma Watch presented their first listening tour event, "How's Oklahoma Working for You?" at Southwestern Oklahoma State University in Weatherford. General manager Dick Pryor moderated and managing editor Logan Layden moderated.
 - On September 13, KGOU and Oklahoma Watch presented their listening tour event, "How's Oklahoma Working for You?" at Cameron University in Lawton. General manager Dick Pryor and managing editor Logan Layden moderated.
 - On September 15, KGOU and Oklahoma Watch presented their listening tour event, "How's Oklahoma Working for You?" at East Central University in Ada. General manager Dick Pryor and managing editor Logan Layden moderated.
 - On September 22, general manager Dick Pryor presented the keynote address to the 2022 Shawnee Economic Development Summit presented by Shawnee Forward.
 - On September 22, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at the Okmulgee Community Center in Okmulgee. General manager Dick Pryor moderated.
 - On September 29, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at the Yale Theater in Oklahoma City. General manager Dick Pryor and managing editor Logan Layden moderated.
- **October**
 - On October 12, development director Jolly Brown participated in the first Noble Career & College Expo at Noble High School. Students in grades 9-12 attended to learn about careers, including those in broadcasting and KGOU. More than 50 students visited the KGOU table.

- On October 18, KGOU and Oklahoma Watch presented a community listening tour event, “How’s Oklahoma Working for You?” at the Auditorium at the Douglass in Oklahoma City. General manager Dick Pryor and managing editor Logan Layden moderated.
- On October 19, KGOU hosted NPR President and CEO John Lansing for staff visit and station tour.
- On October 20, KGOU and Oklahoma Watch presented a community listening tour event, “How’s Oklahoma Working for You?” at the Greenwood Cultural Center in Tulsa. General manager Dick Pryor and managing editor Logan Layden moderated.
- On October 21, general manager Dick Pryor was emcee of the annual NextGen Under 30 Awards Banquet at the Embassy Suites Hotel and Conference Center in Norman. Attendance of 1,060 with 390 leaders under age 30 recognized. Pryor received the 2022 NextGen Under 30 Founders Award along with Brenda Jones of Jones PR, Marion Paden of Leadership Oklahoma and Todd Lamb, former lieutenant governor of Oklahoma.
- **November**
 - On November 6, KGOU hosted “An Afternoon with David Sedaris” at the Hudiburg Chevrolet Center in Midwest City.
 - On November 14, general manager Dick Pryor presented two classes on “Misinformation and Disinformation: How to Find News Sources You Can Trust” to Oklahoma high school students at the Oklahoma Scholastic Media Fall Media Monday at the University of Oklahoma Memorial Union. The presentations included a discussion of careers in journalism.
- **January**
 - On January 19, KGOU hosted a community event at Kendall’s Restaurant in Noble, Oklahoma to preview the launch of the new season of the *How Curious* podcast series. The event featured airing of the first episode of the season (ghost stories at Kendall’s Restaurant) and a discussion with the new *How Curious* reporter/producer, Rachel Hopkin, with managing editor Logan Layden.
- **February**
 - On February 6, general manager Dick Pryor was guest speaker (with Oklahoma Watch executive director Ted Streuli) for the University of Oklahoma Osher Lifelong Learning Institute (OLLI) class series on the news media in Oklahoma at the OU Forum building. Class instructor: Cal Hobson. Attendance 85.
 - On February 8, general manager Dick Pryor was guest speaker for the Ada Rotary Club. Pryor discussed KGOU Radio, the results of the 2022 KGOU-Oklahoma Watch community listening tour and topics of interest during the 2023 Oklahoma legislative session. Attendance 35.
 - On February 8, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).
 - On February 9, general manager Dick Pryor was guest speaker (with Oklahoma Watch executive director Ted Streuli) for the University of Oklahoma Osher Lifelong Learning Institute (OLLI) class series on the news media in Oklahoma at the State Regents for Higher Education. Class instructor: Cal Hobson. Attendance 25.

- On February 13, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).
- On February 15, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).
- On February 17, general manager Dick Pryor and development director Jolly Brown attended the Gaylord College Creative Media Marketplace to discuss KGOU, its Practicum class and paid student positions, and careers in broadcasting with Gaylord College students.
- On February 20, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).
- On February 22, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).
- On February 28, KGOU hosted a community event at Frankie's in Oklahoma City, Oklahoma to discuss the *How Curious* podcast series episode on LGBTQ bars in Oklahoma with *How Curious* reporter/producer Rachel Hopkin and managing editor Logan Layden.
- **March**
 - On March 28, development director Jolly Brown attended the Gaylord College Career and Internship Fair. Brown discussed job and class opportunities at KGOU with Gaylord College of Journalism and Mass Communication students.
 - On March 30, managing editor Logan Layden and chief engineer Patrick Roberts attended the Oklahoma Association of Broadcasters Convention and Career Fair at the River Spirit Casino in Tulsa. Layden and Roberts discussed journalism and KGOU Radio career opportunities with university students in attendance.
- **April**
 - On April 10, general manager Dick Pryor presented a program on "Whaddya Want to Know?: Ask Me Anything About Journalism and Media" at the Gaylord College Oklahoma Scholastic Media Spring Media Monday at the University of Oklahoma student union. Pryor provided practical tips to high school students about media and careers. The program was presented separately to a group of educators.
 - On April 11, general manager Dick Pryor presented a program on KGOU Radio to the Norman Kiwanis Club.
- **May**
 - On May 18, general manager Dick Pryor was moderator for the Gaylord College special event, "Journalism in Times of War," featuring a discussion of reporting in wars and conflict zones with panelists Joe Hight from the University of Central Oklahoma, Mike Boettcher from the Gaylord College (who has reported on wars for ABC, NBC and CNN), and Tanya Gordiienko, visiting scholar, Purdue University, Ukrainian journalist and activist, who along with her photographer husband, has reported on the war in Ukraine. Discussion centered on methods of reporting in conflicts, practical considerations, and mental health issues for reporters. Program presented by Gaylord College professor Katerina Tsetsura.
- **June**

- On June 13, general manager Dick Pryor presented the program at the Norman Sooner Rotary Club about his life in journalism and KGOU.

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.

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 environment and science. 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. Stories are also posted on the partner websites.

During fiscal year 2023, StateImpact Oklahoma created 50 in-depth broadcast stories and 68 online stories that were posted on the StateImpact Oklahoma website. Each original broadcast story aired five times on KGOU for a total of 250 airings during the year.

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 2023 aired the Oklahoma Watch podcast, *Long Story Short*, four times per day each Wednesday for a total of 52 original segments during the period, which aired 208 times.

Collaboration with members of the Oklahoma Media Center: During fiscal year 2023, with funding from the Inasmuch Foundation and working through the Oklahoma Media Center, KGOU and Oklahoma Watch came together to conduct listening sessions in seven Oklahoma communities. The purpose was to establish relationships with generally under-served members of those communities and learn community issues for future reporting. Locations visited were Ada, Okmulgee, north Tulsa, northeast Oklahoma City, south-central Oklahoma City, Weatherford, and Lawton.

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 fiscal 2023, KGOU aired highlights of the Jazz in June concert – 2 shows for a total of 7 hours.

Collaboration with the OU Gaylord College of Journalism and Mass Communication: In fiscal year 2023, KGOU employed seven University of Oklahoma students for part-time work. KGOU also instructed four students in its Practicum class during the fall 2022 and spring 2023 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 one show featuring a compilation of Summer Breeze concerts for a total of 4 hours.

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, 2022.

Collaboration with Home Creations: During December 2022, 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 2023, KGOU and StateImpact Oklahoma staff and students received 10 awards from the Oklahoma Pro Chapter of the Society of Professional Journalists:

Radio - General News: First Place - Quinton Chandler StateImpact Oklahoma "Federal prisoners complain a private prison in Oklahoma isn't following COVID-19 safety guidelines."

Radio – General News: Second Place - Robby Korth & Nuria Martinez Keel StateImpact Oklahoma “Politics dial up intensity at Oklahoma school board meetings.”

Radio – General News: Third Place - Katelyn Howard KGOU “Enthusiasm for Oklahoma’s Medical Marijuana Boom Tempered By Concerns Of A Bust.”

Radio – Feature: First Place - Robby Korth StateImpact Oklahoma “Oklahoma’s cafeterias have been hit hard by the coronavirus.”

Radio – Feature: Katelyn Howard KGOU “Oklahoma’s Little Israel: ‘Holy City’ Holds 96th Annual Easter Pageant”

Radio – Enterprise & Investigative Reporting: Third Place Catherine Sweeney StateImpact Oklahoma “Oklahoma City’s arts scene is growing, but rising rents and COVID fallout are squeezing its artists.”

Radio – Government & Criminal Justice Reporting: Third Place Ryan Gaylor KGOU “Exclusive: Oklahoma Senator James Lankford on Infrastructure”

Radio - Election Reporting: First Place Dick Pryor & Shawn Ashley KGOU “Capitol Insider: Previewing The 2022 Oklahoma Election Climate”

Radio – Diversity Reporting: Third Place Katelyn Howard KGOU “‘Fire in Little Africa’ Album Commemorates 100th Anniversary of Tulsa Race Massacre”

Online – Interactive Graphic or Resource: Second Place Robby Korth, Logan Layden, Catherine Sweeney StateImpact Oklahoma “As a new school year starts, StateImpact is tracking COVID-19’s impact.”

BROADCAST AUDIENCE:

During fiscal year 2023, KGOU showed a 52-week average of 63,700 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 2,600.

DIGITAL AND SOCIAL MEDIA AUDIENCE:

KGOU:

- Kgou.org: average of 57,239 visits (Sessions in Google Analytics) and 73,756 page views per month
- Facebook.com/kgounews: 5,600 followers, 5,500 likes
- Facebook.com/weekendblues: 1,000 followers, 984 likes
- Twitter.com/kgounews: 5991 followers
- Instagram.com/kgounews: 1,706 followers

- How Curious podcast: 16,274 audio downloads
- Capitol Insider podcast: 24,352 audio downloads
- KGOU Newscasts: 38,444 audio downloads

StateImpact Oklahoma:

- Stateimpact.npr.org/Oklahoma: average of 12,361 sessions and 14,195 page views per month
- Facebook.com/StateImpactOK: 2,500 followers
- Twitter.com/StateimpactOK: 6,336 followers

Streaming Total Listening Hours: 796,033

Streaming Average Time Spent Listening: 52 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 2023, the operating income from private giving (donations including membership and underwriting) was \$1,244,101. This reflected a decrease from the fiscal year 2022 total of \$1,259,668. In fiscal year 2023, private giving accounted for 63.6% 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 2022, 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 FY23, and any plans you have made to meet the needs of these audiences during FY24. 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 aired regularly on KGOU during fiscal year 2023. In addition, KGOU periodically airs special programs and series (including *How Curious* and the *KGOU Readers Club*) that highlight Native American news and culture, as well as other minority groups.

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 2023, KGOU and non-profit news organization Oklahoma Watch conducted a series of listening events in specific communities to connect with minority and under-served audiences based on factors such as age, race, ethnicity, tribal affiliation, national origin, gender, and sexual orientation.

In fiscal year 2024, KGOU will continue to explore ways to increase its community outreach and locally produced minority programming through the following methods:

- Further developing reporting that is informed through community outreach (four community engagement events with Oklahoma Watch are scheduled for Winter/Spring 2024);
- Producing discussions of community issues through call-in programs and regularly scheduled series;
- Increasing original KGOU, OPMX and StateImpact Oklahoma reporting that serves diverse communities;
- Seeking national content that appeals to diverse communities and groups, consistent with the KGOU audience demographic; and
- Building on partnerships with Oklahoma Watch and other news organizations involved in the Oklahoma Media Center to produce shared content that addresses community concerns and serves under-represented audiences.

KGOU actively seeks minority candidates for employment, in accordance with CPB, FCC, EEO and University policies. We believe diversity in programming and services is better achieved through a diverse workforce that is connected to those communities. KGOU employees reflect this priority. Including a minority employee hired in June 2023, during the fiscal year, KGOU's full-time employment included 61.5% female (8 of 13) and 38.4% minority (5 of 13) based on factors including gender, race, ethnicity, sexual orientation, disability, religion, tribal membership, military status, and national origin. KGOU's student population – those in paid positions and those 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 direct funding from its licensee, the University of Oklahoma, so KGOU relies heavily on funding from CPB, business sponsorships (underwriting) and private giving.

Moreover, expenses continue to rise. Program fees and transmitter tower rentals increase approximately 3% each year. 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 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 programs and services that appeal to a broad segment of the audience. The station's mission-centered, public service approach would be especially difficult to accomplish without funding from CPB.