



Corporation for Public Broadcasting: Station Activities Survey
Question 6: Telling Public Radio's Story for Fiscal Year 2021
February 15, 2022

- 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 2021 (July 1, 2020 – June 30, 2021), 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 brought about by the COVID-19 pandemic. KGOU delivered 848 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.

In fiscal year 2021, 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 broadcast signal reaches more than 1,000,000 Oklahomans, including those in the Oklahoma city metropolitan area, which is the 44th largest radio market in the United States, according to 2022 Nielsen DMA research.

Audio streaming of the broadcast signal and digital stories with archived audio of locally produced news reports can be found at 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.

At the end of fiscal year 2021, 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 host/reporters and two part-time program hosts – for *Global Sojourn* and *Tonic: The Funky Groove Show*. 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 issues and governmental affairs of interest to residents in the broadcast area and cities of license, occasional coverage of arts and culture, a community events calendar service, breaking news and in-depth features, special programs and music and entertainment programs. In addition to broadcast distribution, locally produced content is available through on-demand services, including live streaming at 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. Environment and science replaced criminal justice as a primary focus beginning in winter of fiscal year 2022. StateImpact Oklahoma reporters also contribute stories on 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.

In fiscal year 2021, KGOU and StateImpact Oklahoma participated in the collaborative journalism project, the Oklahoma Media Center, and conducted reporting on the effect of COVID-19 and education and the impact of the United States Supreme Court decision in McGirt v. Oklahoma. In addition, KGOU and StateImpact Oklahoma reporters provided 2020 election coverage funded by a grant from the Inasmuch Foundation through the Oklahoma Engaged election project.

Locally produced programs and segments that aired in fiscal year 2021 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.
- Capitol Insider.
- Oklahoma Engaged election night coverage.
- Oklahoma Engaged LIVE: Voice of the Voter discussion programs.
- KGOU Readers Club: Tulsa Race Massacre programs.
- 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, OPMX and StateImpact Oklahoma reporters.
 - National Native News.
 - NPR.

Oklahoma Public Media Exchange: For the last ten 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 weekly in-depth reporting focusing on education, health and criminal justice (with environment and science reporting replacing criminal justice in fiscal year 2022). StateImpact Oklahoma also 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. Each of the broadcast stories are also aired multiple times each week on the StateImpact Oklahoma partner stations.

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. 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 eCapitol/Quorum Call news director Shawn Ashley, 52 original episodes were produced during fiscal year 2021, and these aired a total of 208 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 continued into fiscal year 2021. During fiscal year 2021, Oklahoma Engaged provided 20 in-depth stories, 4 Oklahoma Engaged LIVE: Voice of the Voter hour-long call-in programs, 10 Capitol Insider segments and live virtual election night programs on the night of the Primary Election (1 hour) and General Election (4 hours). In addition, Oklahoma Engaged reporting received at least 53,791 website pageviews, reached 28,316 users on Facebook, received 175,152 impressions on Twitter and 3,276 video views.

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 community discussion special events. Due to COVID-19, there were no “Oklahoma Watch-outs” during the period.

Community Calendars: This is a one-minute daily feature with different announcements that air in rotation. The feature airs an average of about 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 will air approximately 8,030 announcements or 134 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. Due to the ongoing COVID-19 pandemic, KGOU regularly provided community health-related information including testing, vaccinations, closings, event postponements and cancellations in these segments.

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 2021.

KGOU Readers Club: A new limited series discussion/call-in program which focused on content about the 100th anniversary of the 1921 Tulsa Race. Each of these four one-hour programs, hosted by Managing Editor Logan Layden, highlighted a book about Tulsa’s Black culture and the Tulsa Race Massacre. The program aired on four consecutive Mondays in May 2021.

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 2021, 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, 52 episodes aired during fiscal year 2021 for 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. Hosted by Michael Bendure, 52 episodes aired during fiscal year 2021 for a total of 104 hours.

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 and mythology. The series resumed production late in fiscal year 2021 for a fall 2021 on-air return.

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 2021.

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 2021, KGOU posted 353 original news stories on the KGOU web page, many of which were stories with more content than the broadcast version. There were 163 stories with audio and 190 stories without audio. In fiscal year 2021, StateImpact Oklahoma posted 134 original news stories on the StateImpact Oklahoma web page. There were 88 stories with audio and 46 without audio.

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 18,000 were delivered via email during fiscal year 2021.

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 72,000 were delivered via email during fiscal year 2021.

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 2021 KGOU aired four locally produced Summer Breeze concerts (8 hours) and the featured performance in the Jazz in June concert (8 hours) for a total of 16 hours.

Audience engagement and educational projects conducted in fiscal year 2021 included:

- July 2020
 - On July 5, KGOU presented a virtual Summer Breeze Concert series program.
 - On July 19, KGOU presented a virtual Summer Breeze Concert series program.
- August
 - On August 2, KGOU presented a virtual Summer Breeze Concert series program.
 - On August 16, KGOU presented a virtual Summer Breeze Concert series program.
 - On August 25, KGOU and its public radio partners presented the online election program, Oklahoma Engaged Live: Voice of the Voter, from 7-9 p.m. at www.oklahomaengaged.com to supplement broadcast coverage of the 2020 Primary from NPR and the KGOU news team.
- September
 - On September 5, through partnership with the City of Norman KGOU aired the musical track for the City of Norman Parks and Recreation Department Labor Day Fireworks Show and Community Celebration (which replaced the annual 4th of July Fireworks Show due to COVID-19).
 - On September 19, KGOU presented the featured performance of the 2020 Jazz in June Concert Series via live streaming.
- October
 - On October 1, StateImpact Oklahoma reporter Catherine Sweeney was guest speaker for the Citizen 2020 virtual discussion, “Coronavirus, Journalism and Elections,” presented by Oklahoma Humanities. Sweeney discussed the role of journalists and their challenges in covering the major news events of 2020.
 - October 21, StateImpact Oklahoma reporter Robby Korth participated in the Generation Citizen engagement event featuring Oklahoma high school students talking about COVID-19, education, criminal justice and other issues. Students participating were from Oklahoma City, Duncan, Coweta, Stilwell, Pawnee and Alva.
 - On October 22, KGOU general manager Dick Pryor was guest speaker for the Citizen 2020 virtual discussion, “Media Literacy,” presented by Oklahoma Humanities. Pryor participated with Gaylord College Associate Dean Yvette Walker and discussed the role of journalists, their methods, challenges and misconceptions in the current media environment.
- November
 - On November 3, KGOU and its public radio partners presented the online election program, Oklahoma Engaged Live: Voice of the Voter, from 7-11 p.m. at www.oklahomaengaged.com to supplement broadcast coverage of the 2020 General Election from NPR and the KGOU news team.
- December

- Conducted December on-air fundraiser and partnership with Home Creations and the Regional Food Bank of Oklahoma to assist Oklahomans dealing with food insecurity while also raising additional funding for KGOU.
- February 2021
 - On February 8, KGOU general manager Dick Pryor was guest speaker for the University of Oklahoma Osher Lifelong Learning Institute (OLLI) class featuring an update on national and state politics and the current media climate led by class instructor Senator Cal Hobson. Discussion lasted two hours, fifteen minutes; 70 students participated via Zoom.
- March
 - On March 23, KGOU general manager Dick Pryor and eCapitol news director Shawn Ashley presented a “Capitol Update” program to the Oklahoma Bar Association during OBA Day at the Capitol.
- May
 - On May 3, KGOU managing editor Logan Layden hosted the KGOU Reader’s Club call-in discussion program on *Tulsa 1921*.
 - On May 10, KGOU managing editor Logan Layden hosted the KGOU Reader’s Club call-in discussion program on *Opal’s Greenwood Oasis*.
 - On May 17, KGOU managing editor Logan Layden hosted the KGOU Reader’s Club call-in discussion program on *Fire in Beulah*.
 - On May 24, KGOU managing editor Logan Layden hosted the KGOU Reader’s Club call-in discussion program on *The 1921 Tulsa Race Massacre: A Pictorial History*.

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 2021, despite limitations caused by the COVID-19 pandemic.

Oklahoma Public Media Exchange: For the last ten 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 featured a live virtual election results and discussion program on Primary Election night (August 25, 2020) and General Election night (November 3, 2020). 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 (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 2021, StateImpact Oklahoma created 88 in-depth broadcast stories and 46 online (digital-only) stories for a total of 134 stories. Each original broadcast story aired five times on KGOU for a total of 440 airings during the year. During the year, StateImpact Oklahoma produced content in collaboration with Oklahoma Watch, NonDoc, The Frontier, *The Oklahoman* and NPR.

During fiscal year 2021, StateImpact Oklahoma health reporter Catherine Sweeney devoted most of her reporting to COVID-19 related topics and education reporter Robby Korth produced a “COVID in School Tracker” to compile the number of cases of COVID-19 in state schools. This information helped guide teachers, administrators, parents and policy makers, and was produced because the state of Oklahoma was not providing such information to the public.

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 and airs select Oklahoma Watch stories.

Collaboration with members of the Oklahoma Media Center: During fiscal year 2021, the Inasmuch Foundation funded the collaborative journalism organization, Oklahoma Media Center (OMC). KGOU and StateImpact Oklahoma participate in the OMC, which includes KFOR-TV, Griffin Communications, *The Oklahoman*, Oklahoma Watch, The Frontier, and NonDoc. The focus of reporting during the fiscal year was the effect of COVID-19 on Oklahoma education and the impact of the U.S. Supreme Court decision in McGirt v. 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, COVID-19 caused Jazz in June to cancel its live outdoor concert and present the featured performer in a streaming concert, which KGOU aired in September 2020. 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 2021, KGOU employed three Gaylord College students for part-time work. In addition to these paid positions, KGOU also instructed seven students in its Practicum class during the fall 2020 and spring 2021 semesters and one summer intern in June 2021. In Practicum, students learn real-world work skills in programming and operations, marketing and development and news. Due to COVID-19, 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 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 hosted by the KGOU general manager and features the eCapitol news director and interviews with elected officials and other newsmakers. "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 is 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. (eCapitol was rebranded "Quorum Call in 2022.)

Collaboration with Summer Breeze: Due to the COVID-19, 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. Four of these concerts were presented during fiscal year 2021.

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. Due to COVID-19, the 2020 concert was delayed until September and KGOU provided the music live on-air.

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 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 2021, KGOU and StateImpact Oklahoma staff and students received twenty awards and/or public honors from various organizations for the station's work. Awards received include:

April 2021

Region 8 SPJ Awards (Oklahoma, Texas)

Large Market – Print/Online

P1: Investigative

Second place: Whitney Bryen and Quinton Chandler, Oklahoma Watch

“Oklahoma City Mental Health Emergencies Outpace Police Trained to Handle Them”

March 2021

OBEA Student Awards

Long-Form Journalism

2. “Coronavirus Spread Continues in Oklahoma As Political Will For Mask Mandates Is Lacking,” Ryan Gaylor, OU, (37.5)

3. “Oklahoma Cultural Organizations Engage with Public During COVID-19 Pandemic,” Katelyn Howard, OU, (35)

February 2021

Oklahoma Association of Broadcasters Awards

Metro Radio Division

Feature Story

KGOU-Katelyn Howard

“Cancer Survivor Inspires Hikes in Oklahoma to Experience Healing, Nature, and Community”

Civil Discourse and Social Change

KGOU-Quinton Chandler (Oklahoma Engaged)

“Did George Floyd’s Death Affect Oklahoma’s Elections?”

Pandemic Response

KGOU-Katelyn Howard

“Oklahoma Performance Venues Hit Hard by COVID-19 Pandemic”

July 2020

Oklahoma SPJ Awards

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

BROADCAST AUDIENCE: During fiscal year 2021, KGOU showed an average of 77,700 listeners each week in the Oklahoma City metro market measured by Nielsen, with each listener listening to an average of six hours and fifteen minutes per week. The average number of

persons listening during any quarter hour was 3,900. During the fiscal year, KGOU's audience spent more than 25,252,500 hours listening to KGOU.

DIGITAL AND SOCIAL MEDIA AUDIENCE:

KGOU:

- Kgou.org: average of 67,998 visits (Sessions in Google Analytics) and 85,950 page views per month
- Facebook.com/kgounews: 5,041, 5,129 likes
- Facebook.com/weekendblues: 827 followers, 830 likes
- Twitter.com/kgounews: 6,091 followers
 - Instagram.com/kgounews: 1,313 followers
 - How Curious podcast: 2,486 audio downloads
 - Capitol Insider podcast: 19,965 audio downloads

StateImpact Oklahoma:

- Stateimpact.npr.org/Oklahoma: average of 26,513 sessions and 29,783 page views per month
- Facebook.com/StateImpactOK: 2,522 followers
- Twitter.com/StateimpactOK: 6,264 followers

Streaming Total Listening Hours: 852,300

Streaming Average Time Spent Listening: 50 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 2021, the operating income from private giving (donations including membership and underwriting) was \$1,189,680. This reflected a decrease from the fiscal year 2020 total of \$1,381,877, which can be largely attributed to effects of COVID-19. In fiscal year 2021, 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 2020, Home Creations donated \$5,000 to the Regional Food Bank of Oklahoma to provide food for needy Oklahomans. This partnership resulted in the same donation in December 2021.

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 FY21, and any plans you have made to meet the needs of these audiences during FY22. 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 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.

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. This increased emphasis began with Oklahoma Engaged 2020 election reporting and continued throughout fiscal year 2021. The station produced four hour-long discussion programs relating to the Tulsa Race Massacre in May 2021 and aired multiple news stories on the Tulsa Race Massacre leading up to the 100th anniversary of the event.

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. This networking is designed to increase KGOU reporters' knowledge of these communities and increase the station's impact. Surges of COVID-19 forced postponement of those events, but KGOU and Oklahoma Watch plan to complete the listening tour in fiscal year 2022.

Also in 2022, KGOU has a goal of strengthening its relationship with the University of Oklahoma Department of Native American Studies and the University of Oklahoma Office of Diversity, Equity and Inclusion. In fiscal year 2022, KGOU will explore ways to increase its community outreach and locally produced minority programming through the following methods:

- Further developing a reporting approach that uses community conversation events in the listening area.

- Complete modernization of the KGOU studios to create a multimedia space for production of discussion programs, special projects, and podcasts on community issues;
- Increasing local reporting that serves diverse communities;
- Seeking national content that appeals to diverse communities, consistent with the KGOU audience demographic; and
- Increasing contributions to National Native News.

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 rely more heavily 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 COVID-19 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.