

Local Content and Services Report 2020

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

Public Radio Tulsa continues to serve its public service mission with quality news and information programming that concentrated on public health issues during this year of pandemic, along with public policy issues and governmental affairs, fine arts programs devoted to classical music and, jazz, and Americana music, an active, albeit reduced, schedule of promotion for other community institutions and events, and one-of-a-kind public radio entertainment programs. Our service features two 24 hour-365 days per year radio stations, KWGS, a 50,000-watt station devoted to NPR News and news and information programming that broadcasts two additional program streams via HD Radio. KWGS HD-2, a 24-hour jazz service, and KWGS HD-3, which features the BBC World Service.

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

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

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

PRT has identified the following major community issues and needs to guide and focus its local programming; first and foremost Public Health, along with Governmental Policy, Education, Economy, Healthcare, Environmental and Natural Resources, Community Justice, as well as the Fine Arts and Humanities. We produce content to address these issues in the following ways:

- Local Newscasts, headlines, weather and traffic Monday through Friday from 5:30am-9:00am during Morning Edition; and 4:00pm-7:00pm during All Things Considered.
- 4-5 minute feature stories from KWGS News staff, and State Impact Oklahoma, in the identified issue areas that air at 6:45am, 8:45am, & 4:45pm weekdays.
- StudioTulsa, a 30 minute public affairs weekday program airing at 11:30am and repeated at 7:30pm, Monday through Friday, with a twin focus on public affairs, and fine arts and humanities topics, along with a Monday focus on Public Health and Medical issues.
- Public Radio Tulsa airs numerous 30 second Public Service Announcements for qualified non-profit organizations and institutions in our community, totaling over 50,000 announcements on our five broadcast signals during the course of the year, totaling over 400 hours of broadcast for this community-focused content.

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

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

Due to the pandemic, the station curtailed its usual schedule of community gatherings known as "The Give and Take," which offered attendees a chance to hear from newsmakers, public policy professionals, an occasional lighter community engagement programs.

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

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

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

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stations provided the support to maintain a managing editor, and three reporters who address three major reporting areas: education; healthcare; and criminal justice. The three reporters provide both broadcast and digital content on a daily basis presenting numerous newscast reports, and web stories as well as 48 broadcast features each year.

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

Like many stations around the country, KWGS provided live coverage of all pandemic related news conferences and briefings on a national, state, and local level, allowing listeners to hear information directly from our mayor, and public health officials, governor and state officials, and national leaders on the status of the pandemic, and efforts to contain, and control the outbreak in our community and state.

KWGS has also partnered with the non-profit journalism center Oklahoma Watch to present long form web stories and broadcast pieces on the impact of state government on its citizens. We have also collaborated on several public forums over the past several years.

We also collaborate with the University of Oklahoma-Tulsa's School of Community Medicine, as the president of the University, Dr. John Schumann hosts a weekly edition of our public affairs program, StudioTulsa. "Medical Monday" examines a range of local and national issues surrounding healthcare. Obviously, this year the program focused on issues surrounding the COVID-19 pandemic, but also touched on issues ranging from the state of health insurance in America, to outcomes-based initiatives within a medical practice, and a reexamination of how doctors deliver healthcare today.

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

We are also participating in the piloting process for the CPB-backed performance program from Tulsa's historic Cain's Ballroom, "Live from Cain's," which features singer-songwriter Robby Folks as host, along with an all-star band of Tulsa's Red Dirt musicians. Piloting was curtailed due to the pandemic in 2020, but we anticipate in continuing to work with the producers in the piloting process when, or if it resumes.

Beyond these formal partnerships devoted to broadcast, PRT provides a multitude of public service announcements and programming in conjunction with a variety of non-profit partners and collaborators in order to connect our audiences with organizations that share their passions and interests. The number of organizations and their mission focus is large and wide, and ranges from arts and cultural organizations, social service non-profits, higher education, governmental agencies, and grassroots organizations. Obviously with the pandemic, many events oriented partnership have lapsed due to the shutdown of gathering and events, but with the reopening of the economy and gathering later in 2021, we anticipate participating fully with a wide variety of organizations.

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

By every objective measure, for much of 2020, Public Radio Tulsa saw unprecedented consumption of our media. Audience radio ratings were among the highest in our history during the March-June period, and a number of stories we presented raised our digital audience by fivefold. During the summer, we went from monthly digital usage of around 50,000 to monthly numbers ranging from 250,000-500,000 during this time period. Among the stories that saw tremendous digital usage was our reporting on the Presidential rally in Tulsa in late June, our reporting on police comments in the wake of the death of George Floyd, and our coverage of protests for change in policing in Tulsa.

Also at this time, we saw unprecedented financial support from our community. even with major losses in program underwriting, we saw an increase in gifts from listeners, and more listeners contributing to the station.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

Last year, Public Radio Tulsa embarked on a community project to promote citizen journalism with the Tri-City Collective, the Tulsa Artist Fellowship, and Tulsa Community Foundation to put together a program devoted to a long-underreported community in the city, our African-American community. We debuted "Focus: Black Oklahoma" in early 2020 just prior to the pandemic. Unfortunately, with the shutdown, the producers decided to pursue an alternative path to distribute their work.

In the wake of this decision, the station has picked up two programs specifically to address the needs of a more diverse audience, including Latino USA, and It's Been a Minute with Sam Sanders to address national topics within these communities.

In addition, Public Radio Tulsa has identified Community Justice, Interfaith Relationships, and Generational Issues as major community issues and an ongoing subject for news stories and public affairs programming. To that end, we have provided ongoing coverage of race and reconciliation in our community and the wider world, reported on healthcare and mental health disparities across the spectrum of our community and how public health officials are attempting to eliminate those disparities. During 2020, KWGS reported extensively on community efforts to change policing within diverse neighborhoods. We also regularly cover tribal government and issues within the Cherokee, Osage, and Creek Nations and smaller tribes within our broadcast area.

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Beyond the impact of our journalistic efforts, our commitment to providing free public service announcements to any qualified non-profit organization was strong indicator of the station's reach and success in connecting listeners with providers of their interests and activities.

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

For many years, CPB funding has provided a base for the purchase of national programming each year, which allows us to provide expanded local programming by using local dollars for local radio. Federal funding in general has provided a base line for making the case for enhanced local support by emphasizing the national-local-licensee partnership to donors. Our CPB grant, which we use to purchase national programming exclusively, represents little over 20% of our national programming purchases. Without CPB funding of approximately \$140,000 of federal dollars, PRT would be forced to make existential decisions on whether KWGS would be a 24 hour news & information station, or conversely, have any local programming of community significance.

In addition, as a higher education licensee, Public Radio Tulsa has not been immune to declining licensee support that has affected many colleges and university stations around the country. This past year, due largely to the pandemic, PRT received about 15% less funding from the university licensee. The additional pandemic stabilization funding received from CPB was a major offset against these reductions, at a time, when by every objective measure, our services were being consumed at the highest levels ever.