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 reporting on the 100th anniversary of the Tulsa Race Massacre, public policy issues and governmental affairs, fine arts programs devoted to classical music and, jazz, and Americana music, an a 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. With the major commemoration of the Race Massacre, we also devoted significant to Racial Justice in our community and in the nation, and the controversies surrounding both.

We produce content to address these issues in the following ways:

• Local Newscasts, and headlines, 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. "Medical Monday" is hosted by Dr. John Schumann, a nationally known family medical doctor who 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.

• 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 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:
• "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, 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.

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 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 daily 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. 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 in past years. 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. 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.

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.

It’s extremely difficult to measure the impact of our initiatives and partnerships given the limited size of our staff beyond radio’s typical standards of measurement, audience size and local financial support from the community. While listenership was down slightly through most of 2021, with a recovery at the end of the year, we continue to see growing financial support from our community on two levels, an increase in the average gift amount 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.

During the past year, Public Radio Tulsa committed significant local airtime and resources towards reporting on one of our community’s most tragic episodes, the Tulsa Race Massacre of 1921, and the commemoration of the event’s centennial. During the quarter leading up to anniversary, the station produced nearly twenty half hour interview segments and in-depth features, on various aspects of the event, and the controversies surrounding the commemoration, along with several nationally broadcast newscast stories and features on NPR and other international broadcasters. We have since followed up on the continuing work to find the mass graves of suspected undercounted victims of the event. That reporting continues to this day.

In addition, we continue our partnership with station KOSU, and Tri-City Collective and the program, “Focus: Black Oklahoma,” which is now in its second full year of programs featuring on issues of important to the state's African-American population.

The station continues to broadcast two programs designed 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 the course of our daily newsgathering, Public Radio Tulsa has identified Community Justice, Interfaith Relationships, and Generational Issues as major community issues and an ongoing focus for news stories and public affairs programming. One major focus for Community Justice issues has been the continuing dispute on tribal sovereignty between the tribal governments that have undissolved reservations and state government, as the two entities remain in conflict over criminal jurisdiction and compacts between the state and tribes on gaming, conservation and hunting and fishing, and taxation. We continue to cover the actions of the tribal governments in the Cherokee, Osage, Muscogee Nations along with several smaller tribes in eastern Oklahoma.

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 $150,000 of federal dollars, PRT would be forced to make existential decisions on whether KWGS could be a 24 hour news & information station, have a fine arts 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, PRT received about 5% less funding from the university licensee than the previous year, and this comes previous deductions going back a decade.
CPB funding continues to be a hedge against these reductions, and an incentive to raise more dollars in the community.