



Corporation for Public Broadcasting: Station Activities Survey

Question 6: Telling Public Radio's Story for FY16

February 10, 2017

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 2016, KGOU continued to employ a range of efforts to serve the Oklahoma citizenry with news, information and entertainment in various delivery platforms. KGOU serves about 30 percent of the Oklahoma population with four transmitters and four translators. KGOU operates 24 hours per day, 365 days per year.

The digital service is at www.kgou.org where there is audio streaming of the broadcast signal and digital stories with archived audio of the local reports. The internet audio stream of KGOU broadcast signal is also distributed on iTunes and several other "apps" for the convenience of listeners. KGOU also has two Facebook pages for specialized audiences and one Twitter account. KGOU content is also available through the NPR One app. KGOU is expanding its approach to include production and distribution of video content.

By the end of fiscal year 2016, KGOU had 14 full time staff positions, 12 of whom work only for KGOU, and 2 who are part of the StateImpact Oklahoma project. In addition, KGOU employs up to four part-time student positions each year, with two part-time student employees on staff as of February 2017. Two full-time staff positions are in the process of being filled. KGOU also has 3-10 students earning class credit each semester.

The approach: KGOU's local news effort concentrates on public policy issues and governmental affairs, occasional coverage of arts and culture, a robust community events service, and entertainment not available elsewhere. In addition to broadcast distribution, locally produced content is available through RSS via KGOU on-demand services and NPR One. Some may be available through iTunes podcasts. Locally produced programs include:

- Local news headlines, traffic and weather Monday through Friday, 6am-9am, 12:00pm-2:00pm, and 3:30pm-6:30pm.

- Oklahoma In-Depth: a 4 minute news feature on one local topic that is broadcast twice between 6am-9am, once 12:00pm-2:00pm, and twice 3:30pm-6:30pm. Regular features include:
 - Local news story by the KGOU news staff.
 - The Journal Record (see below).
 - StateImpact Oklahoma (see below).
 - Oklahoma Watch (see below).
 - Shared stories between the public radio partners in the Oklahoma Public Media Exchange (see below).
 - eCapitol (see below).
- Oklahoma Voices/Sunday Radio Matinee: Mondays, 11am-12noon and/or Sundays, 12pm-1pm, featuring locally produced interviews or panel discussions, or recordings of speeches or panel discussion held by governmental or non-partisan organizations, repeat broadcasts of local public affairs programs from the Oklahoma Educational Television Authority (OETA), or other programs completed in cooperation with a variety of different partners.
- World Views: Fridays, 4pm-4:30pm, repeated 6:30pm-7pm. Organized and hosted by Dean Suzette Grillot of the OU College of International Studies, the program is recorded and edited by KGOU staff. The program often features OU faculty or staff but focuses on guests to the OU campus with expertise in some area of international activity.
- Community Calendars: this is a one minute feature with a number of different announcements that air in rotation. The feature airs about 20 times per day, about once an hour weekdays, and 16 times a day on weekends, and announces 2-3 community events or services from the non-profit sector. Over the course of a year KGOU will air nearly 6,000 announcements or nearly 100 hours of this community-focused content.
- Weekend Blues: Saturdays, 1pm-5pm, Sundays 1pm-4pm, 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.
- Global Jazz Wire: Saturdays, 8pm-10pm, featuring popular music from all corners of the world, primarily African and South American artists, with a generous helping of reggae and the occasional Eastern or Celtic artist.
- Backstage Jazz: Sundays, 11pm-12am, featuring local jazz musicians and established artists who are connected to the Oklahoma jazz music scene.
- Current Conversations: Mondays, 6:30pm-7:00pm, featuring interviews with authors, writers and other content providers who focus on the effective use of the written and spoken word. Hosted by the director of World Literature Today, RC Davis, guests include University of Oklahoma professors and influential experts who are visiting the campus and region. Emphasis is on diverse content and viewpoints.
- Race Matters: A limited run series focusing on race-related topics and issues hosted by the multi-racial artistic director for World Literature Today magazine, Merleyn Bell. Ten episodes aired during the fiscal year.
- Assignment Radio: Consists of stories and reports produced by students in JMC 3653 (Radio News), interns, and/or student employees. Typically, up to 5 thirty or sixty-

minute episodes per semester, depending on class size, this program is KGOU's student-produced public affairs program with students enrolled in JMC 3653. Stories are also distributed via the KGOU website. Increasingly, emphasis is shifting toward producing short-form stories that are suited to online and social media distribution and use of alternative content delivery methods, with selected stories used for on-air broadcast.

- Webpage entries: in FY16, KGOU posted more than 1,000 (1,023) news stories on the web page, many of which were stories with fuller content than the broadcast version.

KGOU continued in-person engagement on behalf of KGOU during the year.

- Mike McGrath, host of “You Best Your Garden” on KGOU, presented a talk and meet and greet with audience members at the Myriad Botanical Garden’s Crystal Bridge for National Earth Day, April 21, 2016. Attendance of 200.
- Robin Young, host of “Here & Now” on KGOU, visited the KGOU service area and broadcast her program live from KGOU on October 4, 2016. While in Oklahoma, Robin Young met with SIO reporters and reported from Oklahoma locations, the Julian P. Kanter Political Commercial Archive at the University of Oklahoma and the Chickasaw National Cultural Center in Sulphur, Oklahoma. Additional discussion/reporting covered topics pertaining to the Tulsa Race Riots of 1921 and Oklahoma’s recent increase in earthquakes.
- KGOU hosted Cocktails and Conversations with listeners, May 31, 2016, 5-7pm at the O Bar in the Ambassador Hotel, Oklahoma City.
- KGOU co-sponsored with Oklahoma City Community College (OCCC) a live performance by the Capitol Steps at the OCCC Performing Arts Center, July 16, 2016, 5:30-9:30pm. This event included a staff meet and greet with the audience at a pre-performance reception and staff introduction of the show. Attendance of 1,000.
- National Radio Day open house at the KGOU studio, August 20, 2016, with live band and refreshments. Attendance of approximately 40.
- Audience Coffee and Conversation, September 17, 2016, 9:30-11:30am at the Grey Owl Café’ in Norman.
- Audience reception for NPR president Jarl Mohn, October 20, 2016, 6-9pm at the Ambassador Hotel in Oklahoma City.
- Audience reception for outgoing KGOU general manager Karen Holp, September 29, 2016, 5:30-7:30pm at the Sam Noble Museum of Natural History, University of Oklahoma. Attendance of 100.
- Participated in Oklahoma Association of Broadcasters (OAB) Career Fair, March 31 2016, at the Hard Rock Hotel in Tulsa, Oklahoma. There were 152 students in attendance, representing 13 Oklahoma colleges and universities.
- Participated in the Gaylord College of Journalism and Mass Communication Student Involvement Day, August 30, 2016 at the University of Oklahoma. KGOU hosted a booth and promoted internship and student employment opportunities.
- Participated in the OU Career Service Career Fair, October 20, 2016.

- Hosted students from Norman’s McKinley Elementary School and recorded their audio reading class assignment on May 3, 2016, and distributed audio CD to the school.
- Delivered luncheon speech and audience Q&A to Oklahoma City chapter of the Public Relations Society of America (PRSA), November 16, 2016, 12:00-1:00pm at the Devon Boathouse in Oklahoma City.
- Served as master of ceremonies for the Sixth Annual NextGen Under 30 Awards Ceremonies, November 18, 2016, at the Cox Convention Center in Oklahoma City. Keynote address was delivered by former Oklahoma congressman J.C. Watts. The ceremony honored 344 young professionals under the age of 30 in the fields of Arts, Education, Energy, Finance, Healthcare, Hospitality, Law, Manufacturing, Industry, Agriculture, Media, Non-Profit Organizations, Policy and Public Service, Public Relations, Marketing, Advertising, Retail and E-Commerce, Science, Technology, Engineering, Sports and Fitness and Tribal Government Gaming. Attendance of more than 1,000.

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 has continued to do so in 2016.

Oklahoma Public Media Exchange: for the last five years, the public radio and television stations in Oklahoma maintain a consortium to establish projects that benefited members. The first project, “StateImpact Oklahoma” began in 2012 and continues to this day. The consortium meets quarterly to share information. One benefit is increased communication among the licensee news directors and the start of a division of labor on reporting on legislative sessions and election coverage, with each station sharing their work with the others.

In fiscal year 2016 the participating public radio stations increased the amount of sharing between the stations involving news and public affairs. The sharing includes coordination between stations for the coverage of spot news to avoid duplication, and the sharing of longer, more in-depth stories as available, especially in the areas of education, criminal justice, health and state government.

StateImpact Oklahoma: KGOU continued as the lead station in a consortium of four Oklahoma public radio stations for StateImpact Oklahoma (SIO). The four stations are solely responsible for the support to maintain two reporters who feed the partners with both broadcast and digital content on a daily basis. The focus is “Economy, Energy, Natural Resources: Policy to People.” The web site is www.stateimpact.npr.org/Oklahoma where the digital stories and archived audio of the broadcast stories are housed. StateImpact Oklahoma also maintains a Facebook page and Twitter account.

Over the course of 2016, StateImpact Oklahoma created 157 web stories, of which 48 were also broadcast stories. The team also created three maps associated with their stories. Each of the web and broadcast stories are available for the partner stations to use.

StateImpact Oklahoma continued reporting on the increase in the number of earthquakes in Oklahoma and the relationship with horizontal drilling waste water disposal wells, and the SIO web site has a topic page with background information and all the stories created on this topic. SIO has also tracked developments in water quality issues, wind power, right to farm, the drought striking significant portions of western Oklahoma, tax incentives for the mining and drilling industries, EPA regulations, and the state's parks and scenic rivers.

Oklahoma Engaged/Oklahoma Voter Guide: A cooperative election coverage project sponsored by the Kirkpatrick Foundation, June 24-Nov. 8, 2016. KGOU worked with media partners, KOSU, League of Women Voters of Oklahoma, OETA, Tyler Media, Oklahoma Watch, and the Oklahoman to produce a voter guide for the November 8, 2016 Oklahoma general election. In addition, KGOU and KOSU partnered on related Oklahoma Engaged audio, written and video news content intended as a deep dive election project to explore the voting habits, makeup and concerns facing a particular district in south Oklahoma City. This project resulted in:

- Broadcast stories and/or web posts: 21
- Animated video explainers on state questions: 2
- Public forum/state question explainer (public engagement event): 1
- Hour-long documentary: 1

Collaboration with Oklahoma Watch: KGOU and, as they choose, the partners of the Oklahoma Public Media Exchange, are collaborating with Oklahoma Watch, an independent non-profit journalism site headquartered at the University of Oklahoma. KGOU regularly posts Oklahoma Watch stories on the KGOU web site with attribution and carries some of the audio stories produced by Oklahoma Watch.

In 2016, KGOU broadcast 13 Oklahoma Watch reports/in-depths. KGOU also recorded and broadcast five Oklahoma Watch-Out public forum events on various public policy matters.

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. KGOU has representatives on the board of directors, and through an agreement, records and broadcasts the concerts. During the year, KGOU aired the 2015 concerts once and 2016 concerts two times for a total of twelve hours in the year. These recordings are offered nationwide through PRX.

Collaboration with the OU College of International Studies: KGOU partners with this college to produce "World Views," a weekly 30-minute program featuring analysis of recent events and an interview with a person with international information. The college provides access to several

well-recognized faculty, particularly with regard to the Middle East and elsewhere. Guests with international expertise or experiences who are visiting Oklahoma are invited for interviews. KGOU produces the broadcast and related digital stories.

Collaboration with the OU Gaylord College of Journalism and Mass Communication: In fiscal year 2016, KGOU employed two students to work a variety of on-air and off-air jobs. KGOU also is the site for two classes from the College: a practicum course that had four students over the two semesters, and a radio news course that had one student over the two semesters.

Collaboration with The Journal Record: KGOU partners with the leading business newspaper in Oklahoma, The Journal Record, to produce and provide an update on business news each week. “The Business Intelligence Report” is hosted by the KGOU news director and airs Fridays, once between 6am-9am, once 12:00pm-2:00pm, and once 3:30pm-6:30pm.

Collaboration with eCapitol: KGOU partners with the online government reporting service, eCapitol, to produce and provide an update on state government news each week during the Oklahoma legislative session. “Capitol Insider” is hosted by the KGOU general manager and airs Fridays at 4:45pm and Mondays at 7:45am. This collaboration began on January 20, 2017.

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 FY2016, KGOU staff received 57 awards and/or public honors from various organizations for the station’s broadcast work. Of these recognitions, the broadcast and online reporters for StateImpact Oklahoma received 12 journalistic awards and KGOU student reporters earned five awards, including a grand prize award from the National Broadcasting Society.

BROADCAST AUDIENCE: During FY2016, KGOU enjoyed an average of about 70,000+ listeners each week. Over the course of one year, this audience spent over 20 million hours listening to KGOU.

DIGITAL AND SOCIAL AUDIENCE:

For KGOU:

- kgou.org: (average of 40,785 visits and 64,415 page views per month)
- facebook.com/kgounews (4,104 followers, 4,295 likes)
- facebook.com/weekendblues (634 followers, 653 likes)
- twitter.com/kgounews (3,850 followers)
- twitter.com/worldviewskgou (268 followers)

For StateImpact Oklahoma

- stateimpact.npr.org/oklahoma (average of 21,205 visits and 27,198 page views per month)
- [facebook.com/StateImpactOK](https://www.facebook.com/StateImpactOK) (1,947 likes)
- twitter.com/stateimpactOK (3,321 followers)

PRIVATE CONTRIBUTIONS: In fiscal year 2016 the operating income from private donations included memberships, cash underwriting, and in-kind underwriting continued to increase. For 2015, the private giving total was \$1,054,401 and represented 59.2% of the Station's operating and non-operating income. Private giving in 2016 increased 6.3% over the previous fiscal year.

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 FY16, and any plans you have made to meet the needs of these audiences during FY17. If you regularly broadcast in another language other than English, please know the language broadcast.

KGOU is one of the few non-minority owned stations that carries Native American programming each week. The station purchases three programs from Native Voice One including National Native News. KGOU is also incorporating more Native American news stories into other programs, including Oklahoma Voices/Sunday Radio Matinee, Oklahoma In-depths and regular newscasts. KGOU continues to seek programming and produce local content that serves diverse groups, including under-served communities. Local and national content is selected to provide multi-cultural experiences, consistent with the KGOU audience demographic.

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?

Particularly in these economic times with declining state appropriations for higher education (reduction of 15.9% in FY17), the CPB funding is critical to KGOU's stability in providing community service and meaningful informational content. The federal funding has provided a basis for the station's growth by enabling the station to focus on the national-local partnership in making the case to potential donors. In addition, the CPB grants offer a measure of stability that ensures the purchase of some national programming regardless of what happens with local licensee support that has decreased by a small amount or held steady in each of the last several years. 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.