



**Corporation for Public Broadcasting: Station Activities Survey**  
**Question 6: Telling Public Radio's Story for FY17**  
**February 1, 2018**

**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 2017, 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 five transmitters and four translators. KGOU operates 24 hours per day, 365 days per year.

In December, 2017, KGOU added a full power transmitter licensed to Clinton, Oklahoma, which serves a large portion of western Oklahoma. The addition of the Clinton transmitter increased KGOU's reach to 32 counties in Oklahoma and added more than 70,000 potential listeners. KGOU's signal reaches more than 1,000,000 Oklahomans and our audience grew by more than 28% (about 20,000 additional weekly listeners) in the Oklahoma City metro area in 2017.

The digital service is at [www.kgou.org](http://www.kgou.org) where there is audio streaming of the broadcast signal and digital stories with archived audio of locally-produced news reports. The internet audio stream of the KGOU broadcast signal is also distributed on several "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 2017, KGOU had 14 full time staff positions, 11 of whom work only for KGOU, and 3 who are part of the StateImpact Oklahoma project. In addition, KGOU employs up to four part-time student positions each year, with one part-time student employees on staff as of February 2018. One full-time staff position is in the process of being filled; one full-time staff position remains open and will not be filled for the foreseeable future in order to reduce costs. KGOU also has 3-7 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. KGOU content is also available via smartphone apps including Apple Music, iHeart Radio, TuneIn Radio, NextRadio, Smart Speakers (Amazon Echo, Google Home and Apple HomePod) and the NPR News app. Some original content is also available through podcasts on Apple Music. Capitol Insider segments are available via podcasts each week and a new locally-produced podcast is expected to launch in Spring, 2018. Locally produced programs have a digital (online) component with either a dedicated webpage and/or companion digital story located in the news section of the KGOU website.

Locally produced programs that aired in 2017 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 or community issue 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).
- **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. This program is of particular interest to the local international community and students.
- **Community Calendars:** this is a one minute daily 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. 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.
- **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. The program, produced and hosted by KGOU program director Jim Johnson, also provides related music news and information about local music events.
- **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. This program is of particular interest to the local international community and students.

- **Backstage Jazz:** Sundays, 11pm-12am, featuring local jazz musicians and established artists who are connected to the Oklahoma jazz music scene, with music, interviews and news.
- **Current Conversations:** Mondays, 6:30pm-7:00pm, featuring interviews with authors, writers, opinion leaders 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. The weekly series ran through mid-November, culminating with a one-hour special featuring a conversation about the status of the federal Deferred Action for Childhood Arrivals (DACA) law. Emphasis is on diverse content, social justice and community viewpoints. Twenty-four half-hour episodes aired during the fiscal year. The programs are of particular interest to the international community and students and those interested in social justice issues.
- **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 half-hour episodes aired during the fiscal year. The episodes are of particular interest to the African American community and those interested in civil rights and social justice issues.
- **Assignment Radio:** Consists of stories and reports produced by students in JMC 3653 (Radio News) at the Gaylord College of Journalism and Mass Communication, interns, and/or student employees. Stories appear on the KGOU Assignment Radio website and some select stories may be chosen to air in KGOU newscasts. These stories are of particular interest to students, the University community and the Oklahoma City metro area.
- **Webpage entries:** in FY17, KGOU posted more than 500 news stories (527) on the web page, many of which were stories with fuller content than the broadcast version.
- **Wavelengths newsletter:** During Fall, 2017 KGOU launched a news-oriented newsletter to its members, highlighting noteworthy news stories produced by KGOU, StateImpact Oklahoma and NPR.
- **Special events:** KGOU periodically interrupts regular programming to provide live coverage of special news events. In 2017, these events included coverage of severe weather, the retirement announcement by University of Oklahoma president David Boren, and the State of the State Address delivered by the governor of the state of Oklahoma.

KGOU continued in-person engagement on behalf of KGOU during the year, outline below:

- On February 16, GM Dick Pryor was the keynote speaker at the Oklahoma Closeup Annual Banquet at the Holiday Inn North in Oklahoma City. Oklahoma Closeup is a week-long educational program designed to provide high school students, educators and policymakers the opportunity to come together for experiential learning about

Oklahoma state government. The program partners with schools across Oklahoma; the banquet, speech and Q&A lasted two hours and was attended by about 75 students.

- On February 21, KGOU hosted students in the 4<sup>th</sup> and 5<sup>th</sup> Grade Classic Readers Book Club students from McKinley Elementary School in Norman. GM Dick Pryor talked to the students about KGOU and gave them a station tour. The program lasted about one hour.
- March
  - On March 20, KGOU hosted twelve visiting journalists from Pakistan who were participating in a journalism exchange program administered by the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. GM Dick Pryor gave them a tour of the station and discussed KGOU and American journalism and public service media. The program lasted six hours.
  - On March 30, KGOU participated in the Oklahoma Association of Broadcasters (OAB) Career Fair at the Skirvin Hotel in Oklahoma City. There were 157 students in attendance representing thirteen (13) Oklahoma colleges and universities. GM Dick Pryor introduced guest speaker Judd Slivka for a session on “The Newsroom in Your Pocket” and moderated a Q&A between the speaker and students.
- April
  - On April 18, GM Dick Pryor was the guest speaker at the Norman Lions Club’s weekly luncheon at the First Presbyterian Church in Norman. He spoke about KGOU and the importance of public service journalism. The program lasted 30 minutes. Pryor’s talk was featured in a story in the *Norman Transcript* newspaper.
  - On April 19, GM Dick Pryor was the guest speaker at the Ada Rotary Club’s weekly luncheon at the Aldridge Building in Ada. Pryor spoke about KGOU and the importance of public service journalism. The program lasted 30 minutes.
- May
  - On May 12, GM Dick Pryor was emcee for Oklahoma Civics Day at the state capitol, sponsored by Generation Citizen Oklahoma. High school students from Oklahoma City, Moore, Norman presented community service projects for judging and heard from keynote speaker, State Senator A.J. Griffin from Guthrie. The program lasted three hours.
  - On May 13, GM Dick Pryor delivered the convocation speech to the graduating class of the OU College of Liberal Studies at Sharp Hall. The College of Liberal Studies features an online curriculum that serves a diverse student population, including adults, professionals, veterans and active military, for undergraduate and graduate degrees.
  - On May 26, GM Dick Pryor was the guest speaker at the Norman Business Association meeting at the Trails Country Club in Norman. Pryor spoke about KGOU and the importance of public service journalism. The program lasted 30 minutes.

- June
  - June 15-17, KGOU was major funder for the Jazz in June concert series in Norman, OK. Program director Jim Johnson served as Jazz in June program chair. Johnson and KGOU hosts Paige Willett and Storme Jones were concert emcees.
  - On June 27, KGOU hosted about 25 students and ten leaders from the Oklahoma Institute for Diversity in Journalism (OIDJ) during their week-long summer camp for high school students interested in pursuing journalism and other careers in media. Special emphasis is on students from diverse backgrounds, race and ethnicity. GM Dick Pryor met with the students for a tour of the station and conversation about journalism and jobs in the media. The program lasted about 1.5 hours.
- July
  - On July 11, KGOU hosted ten journalists from Bangladesh who were participating in a journalism exchange program administered by the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. GM Dick Pryor gave them a tour of the station and discussed KGOU and American journalism and public service media. The program lasted six hours.
  - On July 17, GM Dick Pryor was guest speaker for the Osher Lifelong Learning Institute (OLLI) class, “The Courts, The Press and President Trump” at the OU Forum Building in Norman. The program instructor was former Senate President Pro Tempore Cal Hobson. Pryor spoke about the role of media and the importance of informed citizenship. The program lasted 2.5 hours.
  - On July 31, KGOU hosted ten journalists from Pakistan who were participating in a journalism exchange program administered by the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. GM Dick Pryor gave them a tour of the station and discussed KGOU and American journalism and public service media. The program lasted 1.5 hours.
- August
  - On August 2, GM Dick Pryor was guest speaker for the Osher Lifelong Learning Institute (OLLI) class, “The Courts, The Press and President Trump” at the State Regents Building in Oklahoma City. The program instructor was former Senate President Pro Tempore Cal Hobson. Pryor spoke about the role of media and the importance of informed citizenship. The program lasted 2.5 hours.
  - On August 10, GM Dick Pryor was the guest speaker at the Seminole, OK Chamber of Commerce Forum in the Enoch Kelly Haney Center at Seminole State College. Pryor spoke about KGOU Radio and the importance of public service media. The program lasted thirty minutes.
  - On August 19, KGOU co-hosted a performance of The Capitol Steps with Oklahoma City Community College. The sold-out event was held at the OCCC Visual and Performing Arts Center, with on-stage opening and closing announcements presented by GM Dick Pryor. Attendance of 1,000. Before the performance, KGOU

hosted a meet and greet reception for members of the Capitol Steps, KGOU staff and KGOU members. The events lasted four hours.

- August 22-23, GM Dick Pryor served as panel moderator at the Fifth Annual Central and South Central Comprehensive Centers Regional Advisory Board Meeting at the LaFonda Hotel in Santa Fe, New Mexico. The meeting featured chief education officers and educators from Arkansas, Oklahoma, Kansas, Missouri, New Mexico and Colorado.
- On August 23, reporter/host Claire Donnelly served on a panel of journalists at Non Doc's "Tussel at the Tower – Oklahoma County Sheriff Debate" in Oklahoma City.
- September
  - On September 9, GM Dick Pryor represented KGOU at the 2017 Global Citizen Awards Gala at the Embassy Suites Oklahoma City/Downtown. The program recognized leaders who have made an impact in promoting global citizenship. The keynote speaker was Ramu Damodaran, Chief, United Nations Academic Impact Initiative and Deputy Director, Partnerships and Public Engagement, UN-DPI.
  - On September 18, KGOU hosted Pakistani/Urdu journalists who are on a state-department sponsored exchange trip to Oklahoma administered by the Gaylord College. GM Dick Pryor spoke to them about KGOU and public service journalism and Jacob McClelland and Nomin Ujyediin participated in the station tour. Ten journalists and 2 interpreters participated. The program lasted 1.5 hours.
- October
  - On October 10, KGOU participated as a featured employer in the 2017 Journalism and Mass Communication Career and Internship Fair at the Gaylord College. The event was sponsored by the University of Oklahoma Career Services.
  - On October 17, GM Dick Pryor was the guest speaker at the Norman Sooner Rotary Club weekly meeting at the Trails Country Club in Norman. Pryor spoke about the importance of journalism and media literacy. The program lasted 30 minutes.
  - On October 18, KGOU co-sponsored a concert event at the Tower Theatre featuring Irma Thomas, The Blind Boys of Alabama and the Preservation Hall Legacy Quintet. KGOU program director Jim Johnson, host of the Weekend Blues, welcomed event attendees and introduced Irma Thomas from the Tower Theatre stage. Attendance of 400.
  - On October 20, GM Dick Pryor served as master of ceremonies for the Seventh Annual NextGen Under 30 Awards Ceremonies, at the Embassy Suites Conference Center in Norman. The keynote address was delivered by former Oklahoma governor and OU regent Frank Keating, who was presented by Chancellor of the Oklahoma State Regents for Higher Education, Glen Johnson. The ceremony honored 189 young professionals under the age of 30 in a variety of professional fields including [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 was approximately 900. The program will air on statewide television in 2018.

- November
  - On November 2, GM Dick Pryor was the guest speaker at the Norman Sooner Rotary Club weekly meeting at the Trails Country Club in Norman. Pryor spoke about the importance of journalism and media literacy. The program lasted 90 minutes.
  - On November 29, GM Dick Pryor was a guest speaker for the Leadership Oklahoma Lunch and Learn on politics and government at the University of Central Oklahoma Nigh University Center. Other panelists included former state senator Susan Paddock, former state representative Mike Jackson, state representative Leslie Osborne and philanthropist Sue Ann Arnall.
- December
  - On December 1, GM Dick Pryor was a guest speaker for the “Hangin’ with the Pros” practical skills class for students at the Gaylord College of Journalism and Mass Communication.
  - On December 8, GM Dick Pryor was moderator of a gubernatorial candidate debate hosted by the Central Oklahoma Manufacturers Association at the Moore Norman Technology Center South Penn campus.
  - On December 21, GM Dick Pryor was guest speaker who presented a program on media literacy at the Chickasha Rotary Club.

**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 2017.

**Oklahoma Public Media Exchange:** For the last six years, the public radio and television stations in Oklahoma have maintained a consortium to establish journalism 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 2017 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 energy, environment, education, criminal justice, health, elections and state government.

**StateImpact Oklahoma:** KGOU continued as the lead station and fiscal agent in a consortium of four Oklahoma public radio stations for StateImpact Oklahoma (SIO). The four stations are solely responsible for the support to maintain reporters who feed the partners with both broadcast and digital content on a daily basis. The original focus was “Economy, Energy, Natural Resources: Policy to People” and content was produced by two full-time reporters.

In 2017, 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.

Due to the increased interest in data-driven reporting provided by StateImpact Oklahoma, in 2017 SIO added two additional reporters who are focusing on education and criminal justice. The web site is [www.stateimpact.npr.org/Oklahoma](http://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 2017, StateImpact Oklahoma created 48 broadcast stories and 83 online (digital) stories. Each of the web and broadcast stories are available for the partner stations to use.

**Collaboration with Oklahoma Watch:** KGOU and 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 2017, KGOU broadcast ten (10) Oklahoma Watch reports/in-depths. KGOU also recorded and broadcast seven (7) 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 2016 concerts once and 2017 concerts two times for a total of twelve hours in the year. These recordings are offered nationwide through PRX. Attendance for the three-day Jazz in June concert series is approximately 30,000.

**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 2017, 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 Wednesdays, 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 5:45pm and Mondays at 7:45am. The segments are excerpted in KGOU’s daily newscasts and a longer version of the program is available as a podcast on Apple Music. The 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 calendar year 2017, KGOU and StateImpact Oklahoma staff received 34 awards and/or public honors from various organizations for the station’s broadcast work. These include:

- Sweepstakes Award for KGOU in the Arkansas-Oklahoma Associated Press Broadcasters Association competition.
- Region 6 Edward R. Murrow Award for KGOU and StateImpact Oklahoma for Excellence in Innovation (Oklahoma Engaged election project) from the Radio Television Digital News Association (RTDNA).
- First Place award for KGOU and StateImpact Oklahoma for Multimedia Project (Oklahoma Engaged election project) from the Public Radio News Directors Incorporated (PRNDI).

- Second Place award for StateImpact Oklahoma for Multimedia Project (A Field Guide to State Question 777) from the Public Radio News Directors Incorporated (PRNDI).
- KGOU student reporters earned seven awards, including a grand prize award from the South Central Broadcasting Society.

**BROADCAST AUDIENCE:** During 2017, KGOU enjoyed an average of 87,600+ listeners each week. Each listener spent an average of 5 hours, 45 minutes listening to KGOU. During the calendar year, KGOU’s audience spent more than 26 million (26,192,400) hours listening to KGOU.

**DIGITAL AND SOCIAL AUDIENCE:**

For KGOU:

- kgou.org: (average of 34,826 visits (Sessions in Google Analytics) and 65,564 page views per month)
- facebook.com/kgounews (4404 followers, 4615 likes)
- facebook.com/weekendblues (701 followers, 718 likes)
- twitter.com/kgounews (4343 followers)
- [www.instagram.com/kgounews/](http://www.instagram.com/kgounews/) (289 followers)
- twitter.com/worldviewskgou (332 followers)

For StateImpact Oklahoma

- stateimpact.npr.org/oklahoma (average of 19,029 sessions and 23,667 page views per month)
- facebook.com/StateImpactOK (2082 likes)
- twitter.com/stateimpactOK (3810 followers)

**PRIVATE CONTRIBUTIONS:** In fiscal year 2017 the operating income from private giving (donations including memberships, cash underwriting, and in-kind underwriting) continued to increase. For FY2016, the private giving total was \$1,120,835 and represented 59.2% of the Station’s operating and non-operating income. Private giving in FY2017 was \$1,252,362, an increase of \$131,527 (11.7%) over the previous fiscal year. This amount represented 62.1% of the Station’s operating and non-operating revenue.

***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 FY17, and any plans you have made to meet the needs of these audiences during FY18. 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, which airs daily. KGOU traditionally has been a regular

contributor to National Native News, and plans to accelerate its contributions in 2018. KGOU is also incorporating more Native American news stories into other programs, in-depths and regular newscast segments, when possible.

By adding two additional reporters to SIO in 2017, we expect to provide improved service to those communities traditionally underserved, based on race, ethnicity, socio-economic status, gender and geographic location in 2018. In addition, 2018 is an election year with all statewide offices, plus state House and Senate, and congressional offices on the ballot. Our goal in covering the election is to develop stories based on issues that are important to Oklahoma citizens, rather than focusing on issues emphasized by candidates for their particular partisan political gain. Through a more “people-centered” approach (using community engagement and research to identify issues important to the public) we believe we will better serve our diverse audiences. KGOU is seeking private funding to help facilitate this effort.

KGOU continues to seek programming and produce local content that serves diverse groups, including under-served communities. KGOU selects local and national content 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 continued year to year declines in state appropriations for higher education (reduction of 15.9% in FY17 and 3.0% reduction in FY18), the CPB funding is critical to KGOU's stability in providing community service and meaningful informational content. The cumulative effect of persistent state budget cuts since 2010 is creating a serious funding problem for state-funded institutions. KGOU receives approximately 16% of its funding from its licensee, the University of Oklahoma, so the series of cuts in funding to Higher Education have forced KGOU to more heavily rely on private giving and funding from the CPB.

The federal funding has provided a basis for the station's growth by enabling the station to focus on the national-local partnership in continuing to serve the community with relevant, quality programming and 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. 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. Funding from the CPB is critical to KGOU in serving a growing audience that is increasingly relying on KGOU for important public service media content.