



Corporation for Public Broadcasting: Station Activities Survey
Question 6: Telling Public Radio's Story for FY18
February 15, 2019

- 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 2018 (July 1, 2017 – June 30, 2018), 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 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.

In fiscal year 2018, KGOU's broadcast signal served listeners in 32 counties from east-central to western and northwestern Oklahoma, including the Oklahoma City metro area. KGOU's signal reaches more than 1,000,000 Oklahomans; more than 86,000 people listen to KGOU each week in the Oklahoma City metro, which is the 50th largest radio market in the United States.

The digital service is at 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" (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 for specialized audiences, one Twitter account and one Instagram account. KGOU-produced podcasts, *How Curious* and *Capitol Insider*, are available on Apple Podcasts and Spotify. KGOU working to expand its approach to include production and distribution of video content.

By the end of fiscal year 2018, 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 paid student positions each year and one part-time announcer. KGOU also hosts 3-7 students earning class credit each semester.

KGOU's local news and public affairs effort concentrates on public policy issues and governmental affairs, occasional coverage of arts and culture, a robust community events calendar service, breaking news and in-depth features, as warranted, special programs and entertainment not available elsewhere. In addition to broadcast distribution, locally produced content is available through RSS via KGOU on-demand services, including live streaming at KGOU.org, as outlined above.

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. Each program originating from the KGOU main studio airs simultaneously on each station in the KGOU network, which includes five full-power transmitters (KGOU, KROU, KOUA, KWOU and KQOU) and four low-power transmitters.

Locally produced programs that aired in 2018 include:

- Local news headlines, traffic and weather Monday through Friday, 6am-9am, 12:00pm-2:00pm, and 3:30pm-6:30pm.
- **Oklahoma In-Depth:** KGOU airs local news, weather and traffic reports each day. In addition, 4-5 minute news features on one local topic or community issue are broadcast twice between 6am-9am, once 12:00pm-2:00pm, and twice 3:30pm-6:30pm. Regular features include:
 - Local in-depth news features produced 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).
 - How Curious (see below)
 - eCapitol (see below).

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.

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 per 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.

How Curious: This is a continuing series of original stories (in periodic “seasons” of 6-8 episodes) that air five times each and 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. Produced and hosted by KGOU Morning Edition host Claire Donnelly. Seven original episodes were produced during fiscal year 2018, and these aired a total of 35 times.

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. This program ceased production and was discontinued on KGOU with the final airing on November 12, 2017.

Assignment Radio: Consists of stories and reports produced by students in JMC 3653 (Radio News) and JME 3011 (Practicum) 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 FY18, KGOU posted 490 original news stories on the KGOU web page, many of which were stories with fuller content than the broadcast version.

Wavelengths newsletter: Launched in Fall, 2017, this is a news-oriented newsletter to KGOU members, highlighting noteworthy news stories produced by KGOU, StateImpact Oklahoma and NPR. Produced weekly for a total of 48. Approximately 14,880 were delivered via email during fiscal year 2018, with an open rate of 49%.

KGOU newsletter: This newsletter provides information about KGOU programming and operations and is distributed to KGOU members. Produced bi-monthly for a total of 24. Approximately 72,000 were delivered via email during fiscal year 2018, with an open rate of 41%.

Special events: KGOU periodically interrupts regular programming to provide live coverage of special news events. In fiscal year 2018, these events included coverage of severe weather and the State of the State Address delivered by the governor of the state of Oklahoma.

World Views: Fridays, 4pm-4:30pm, repeated 6:30pm-7pm until discontinuation in May 2018. Organized and hosted by the dean of the OU College of International Studies, the program was recorded and edited by KGOU staff. The program often featured OU faculty or staff and guests

to the OU campus with expertise in some area of international activity. Forty-four half-hour episodes aired during fiscal year 2018. Each aired two times for a total of 88 airings during the fiscal year. The College of International Studies began producing the program as a podcast only in May 2018.

Current Conversations: Mondays, 6:30pm-7:00pm, until discontinuation in November 2018. Hosted by the director of World Literature Today and produced by OU Video Media Services, guests included University of Oklahoma professors, authors and influential experts visiting the campus and region. The weekly series concluded with a one-hour special featuring a conversation about the status of the federal Deferred Action for Childhood Arrivals (DACA) law. Emphasis on diversity, social justice and community viewpoints. A total of 17 half-hour episodes aired during fiscal year 2018.

KGOU continued in-person engagement on behalf of KGOU during fiscal year 2018, outlined below:

- July, 2017
 - 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. Attendance was approximately 900. The program aired on statewide television.

- 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 Paddack, 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.
- January, 2018
 - On January 23, GM Dick Pryor was guest speaker for the Kiwanis Club of Norman’s weekly meeting, presenting a 30-minute talk and Q&A on KGOU, NPR and public service media to 30 members at the Golden Corral in Norman.
- February
 - On February 11, GM Dick Pryor was guest speaker at the Nichols Hills United Methodist Church adult Sunday School KIVA class. Pryor spoke about KGOU, public media and media literacy to about 22 members. The class lasted 45 minutes.
 - On February 12, GM Dick Pryor was guest speaker at the Edmond Municipal Library. The program on Media Literacy lasted 90 minutes and was attended by 15 people.
 - On February 27, GM Dick Pryor was guest speaker at the Bethany Kiwanis Club. Pryor spoke about KGOU and media literacy for 35 minutes to about 25 members.
- March
 - On March 12, GM Dick Pryor was guest speaker at the Kiwanis Club of Downtown Oklahoma City at the Petroleum Club. Pryor spoke about KGOU and public media to about 25 members. The presentation lasted 30 minutes.

- On March 22, GM Dick Pryor was moderator of an interview with journalist Carl Bernstein for the Oklahoma Humanities Pulitzer Event at the Oklahoma City University College of Law. Attendance of 500. The event lasted 90 minutes.
- On March 27, GM Dick Pryor was guest speaker for the OU Introduction to Information Science class (LIS 2003) at Dale Hall Tower. Pryor spoke to 22 students on media literacy. The program lasted 75 minutes.
- On March 29, KGOU News Director Jacob McClelland received the Weather Eye Award for Local Reporting from RiseLocal, a storytelling project of New America's National Network. McClelland was one of three reporters to receive the grant award for writing four weather articles over the course of a 12-month period.
- April
 - On April 5, GM Dick Pryor served as moderator of a discussion with the director and producer of the award-winning documentary, *Mankiller*, about the life of the principal chief of the Cherokee nation, Wilma Mankiller. The movie premier and discussion was a featured event of Native Crossroads: Rhythms, a three-day indigenous film festival at the University of Oklahoma. Attendance of about 125 at the Sam Noble Museum of Natural History.
 - On April 13, GM Dick Pryor served as emcee for the Professional Oklahoma Educators Excellence in Education Awards Banquet at the OKC Petroleum Club. The event recognized K-12 educators, administrators and schools throughout Oklahoma. Attendance of 200.
 - On April 18, GM Dick Pryor served as guest instructor for the Advocacy for Social Change/Working with the Media Class at Oklahoma City University (teaching with professor Anne Roberts). Instruction lasted two hours, with 22 students.
 - On April 19, General Manager Dick Pryor and Chief Engineer Patrick Roberts represented KGOU at the Oklahoma Association of Broadcasters (OAB) Annual Convention and Career Fair in Tulsa, Oklahoma. 157 students from 13 colleges and universities attended.
 - On April 19, program director Jim Johnson served as emcee for the Charley Crockett concert at the Tower Theatre in Oklahoma City.
 - On April 19, News Director Jacob McClelland and Reporter/host Storme Jones received 1st Place Awards from the Oklahoma Association of Broadcasters in General News and Single Feature.
 - On April 27, GM Dick Pryor served as emcee of the Oklahoma Historical Society Annual Conference awards luncheon at the Oklahoma History Center in Oklahoma City. Persons who made contributions to preservation of history were recognized and new members of the Oklahoma Historical Society Hall of Fame were inducted. Attendance of 75.
 - On April 28, GM Dick Pryor served as emcee of the FOI Oklahoma Gubernatorial Debate at the University of Central Oklahoma. StatImpact Oklahoma Editor/Senior Reporter Joe Wertz (2018 president of FOI Oklahoma) welcomed the participants.

Eight candidates participated in 2-hour live, televised Q&A that was live-streamed by several news organizations.

- May

- On May 3, GM Dick Pryor served as host and moderator of the Oklahoma Bar Association program, *Ask a Lawyer*, which aired statewide on OETA.
- On May 12, KGOU won the Sweepstakes Awards for most honors in the Oklahoma/Arkansas Associated Press competition for the 9th time in 11 years. News director Jacob McClelland and reporter Storme Jones each won a first place award and Nomin Ujyediin brought home a second place honor. McClelland won for best reporter portfolio, with Ujyediin second.
- On May 19, GM Dick Pryor served as emcee of the Oklahoma Foundation for Excellence Academic Awards Banquet, which aired statewide on OETA. Attendance at the Embassy Suites Conference Center in Norman was 850.
- On May 19, KGOU won 3 first place awards, StateImpact Oklahoma won 2 and KGOU picked up 6 other awards at the Oklahoma Society of Professional Journalists Awards annual ceremony.
- On May 29-June 2, GM Dick Pryor attended the National Conference on Race and Ethnicity in New Orleans, Louisiana. Conference sessions focused on issues related to diversity in higher education, including race, ethnicity, gender, sexual orientation and discrimination.

- June

- On June 5, GM Dick Pryor presented a program on the history of KROU Radio to the Spencer Historical Society. Attendance of 13.
- On June 6, Claire Donnelly participated as a questioner in a candidate debate with candidates for Oklahoma Labor Commissioner. The debate was sponsored by NONDOC and was held at Trolley Stop Record Shop in Oklahoma City. Attendance was 50.
- On June 13, GM Dick Pryor participated in a panel discussion for the Oklahoma Business Ethics Consortium June meeting on “Discovering the Truth” at the Petroleum Club in Oklahoma City. Other panel members were Cherokee Ballard and Ted Streuli. Attendance was 230.
- On June 14, GM Dick Pryor presented a program on KGOU Radio and media literacy to the OU Retirees Association at First Baptist Church of Norman. Attendance was 39.
- On June 14-16, KGOU co-sponsored the 35th Annual Jazz in June Concert Series in Norman. KGOU program director Jim Johnson and program host Chad Mitchell were emcees for the event, which attracts more than 30,000 people to Norman over its 3-day run. KGOU staffed a tent at the event.

- On June 19, GM Dick Pryor presented a program on media literacy to the Oklahoma City League of Women Voters at Sunbeam Families Services in Oklahoma City. Attendance was 30.
- On June 20, Claire Donnelly participated as a questioner in a candidate debate with candidates for Oklahoma Auditor and Inspector. The debate was sponsored by NONDOC and was held at Trolley Stop Record Shop in Oklahoma City. Attendance was 50.

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 2018.

Oklahoma Public Media Exchange: For the last seven years, the public radio and television stations in Oklahoma have maintained a consortium to establish journalism projects that benefited members. This collaboration includes KGOU, KOSU, KWGS and KCCU. 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 division of labor on reporting on legislative sessions and election coverage, with each station sharing their work with the others.

In fiscal year 2018 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 and environment, education, criminal justice and health.

Oklahoma Engaged: Late in fiscal year 2018, after securing grant funding from the Ethics & Excellence in Journalism Foundation, KGOU and its OPMX partners launched Oklahoma Engaged 2018, a project to provide campaign and election reporting and voter engagement during the 2018 election season. In-depth reporting focused on top issues determined through public opinion polling of Oklahoma residents.

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 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 fiscal year 2018, StateImpact Oklahoma continued reporting on the effect of earthquakes in Oklahoma and the relationship with horizontal drilling waste water disposal wells, water quality issues, wind power, farming, drought, 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 focused on education and criminal justice and shifted the focus of one reporter from energy and environment to health.

Education reporting focused on issues of budgeting, teacher pay and the teacher walkout, which created significant interest in the fiscal year. Criminal justice reform measures (to reduce prison overcrowding), corrections funding and Oklahoma's high incarceration rates were the primary topics covered. The health reporter produced stories frequently addressing efforts to improve access to healthcare and methods to improve health outcomes.

The web site www.stateimpact.npr.org/Oklahoma houses digital and archived broadcast stories. StateImpact Oklahoma also maintains a Facebook page and Twitter account.

Over the course of fiscal year 2018, StateImpact Oklahoma created 51 broadcast stories and 109 online (digital) stories. Each original story aired five times on KGOU for a total of 255 airings during the year. 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, collaborates 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, as appropriate and available.

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. The collaboration includes working with the Norman Arts Council and other Norman-based arts organizations. During the year, KGOU aired the 2017 concerts twice and 2018 concerts one time 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 partnered with this college to produce *World Views*, a weekly 30-minute program featuring analysis of recent events and interviews with faculty and other persons with expertise in international relations. KGOU produced the broadcast and related digital stories which 88 times (2 times per each weekly episode) during the fiscal year.

Collaboration with the OU Gaylord College of Journalism and Mass Communication: In fiscal year 2018, KGOU employed two (2) 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 six (6) students over the two semesters, and a radio news course that had seven (7) student over the two semesters. In Practicum, students learn in a real-world, hands-on environment by doing work related to KGOU programming and operations. In Radio News, students receive instruction in newsgathering, writing, production and presentation of audio news content produced in public radio style.

Collaboration with The Journal Record: KGOU partners with the leading business newspaper in Oklahoma, *The Journal Record*, to produce and provide a five-minute 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. A total of 52 original segment were produced during the fiscal year. Segments aired a total of 156 times during the fiscal year.

Collaboration with eCapitol: KGOU partners with the online government reporting service, eCapitol, to produce and provide a five-minute update on state government news each week. “Capitol Insider” is hosted by the KGOU general manager and aired Fridays at 5:45pm and Mondays at 7:45am during fiscal year 2018. The segments are excerpted in KGOU’s daily newscasts and a longer version of the program is available as a podcast on Apple Music and Spotify. Forty-four original segments were produced during the fiscal year. Each segment aired two times per week for a total of 88 segments aired during the fiscal year.

Collaboration with Oklahoma Humanities: During fiscal year 2018, KGOU partnered with Oklahoma Humanities in the presentation of “An Evening with Carl Bernstein” at the Oklahoma City University School of Law. KGOU General Manager Dick Pryor moderated a discussion with the legendary Washington Post journalist and author and also wrote a column on media literacy for the Oklahoma Humanities magazine. KGOU assisted with promotion of the event through on-air announcements.

Collaboration with Oklahoma City Community College: KGOU was co-sponsor of the Capitol Steps concert event at Oklahoma City Community College. KGOU General Manager Dick Pryor introduced the featured act.

Collaboration with Tower Theatre: KGOU was co-presenter for two concerts at the Tower Theatre in Oklahoma City. KGOU Program Director Jim Johnson served as emcee of the events and introduced the featured acts.

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 2018, KGOU and StateImpact Oklahoma staff and students received 28 awards and/or public honors from various organizations for the station's broadcast work. These include:

- Arkansas-Oklahoma Associated Press Broadcasters Association.
 - KGOU – winner of station Sweepstakes Award
 - KGOU – winner of First Place Awards for Best Spot News, Reporter Portfolio and Investigative/Enterprise Reporting
 - KGOU – two Second Place Awards for Best Use of Sound and Reporter Portfolio.
- Oklahoma Broadcast Educator Awards
 - KGOU – winner of two First Place Awards
- Oklahoma Association of Broadcasters
 - KGOU – winner of two First Place Awards for General News and Feature-Single.
- Oklahoma Pro Chapter Society of Professional Journalists (SPJ)
 - KGOU – winner of three First Place Awards, one Second Place Award, five Third Place Awards
 - StateImpact Oklahoma – winner of two First Place Awards, one Second Place Award
- National Broadcast Society student awards
 - KGOU – winner of six Grand Prize awards

BROADCAST AUDIENCE: During fiscal year 2018, KGOU enjoyed an average of 86,100 listeners each week. Each listener spent an average of six (6) hours listening to KGOU. During the fiscal year, KGOU's audience spent more than 26,863,200 hours listening to KGOU, an increase of 2.56% over fiscal year 2017.

DIGITAL AND SOCIAL AUDIENCE (FY2018):

For KGOU

- kgou.org: average of 39,247 visits (Sessions in Google Analytics) and 71,338 page views per month
- facebook.com/kgounews: 4,582 followers, 4726 likes
- facebook.com/weekendblues: 722 followers, 737 likes
- twitter.com/kgounews: 4749 followers
- [instagram.com/kgounews](https://www.instagram.com/kgounews): 979 followers
- *How Curious* podcast: 5,950 audio downloads
- *Capitol Insider* podcast: 4,375 audio downloads

For StateImpact Oklahoma

- stateimpact.npr.org/Oklahoma: average of 22,309 sessions and 27,343 page views per month
- facebook.com/StateImpactOK: 2,224 likes, 2,241 likes
- twitter.com/stateimpactOK: 4,430 followers)

Streaming Total Listening Hours: 727,613

Streaming Average Time Spent Listening: 53 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 2018, the operating income from private giving (donations including memberships, cash underwriting, and in-kind underwriting) decreased from the prior fiscal year. For FY2017, the private giving total was \$1,262,362.00 and represented 62.6% of the Station's operating and non-operating income. Private giving in FY2018 was \$1,213,755.00, a decrease of \$48,607 (4.0%) over the previous fiscal year. This amount represented 59.0% 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 FY18, and any plans you have made to meet the needs of these audiences during FY19. 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 is making efforts to incorporate more Native American news stories into other programs, in-depths and regular newscast segments in the year ahead. KGOU is making increased news content contributions to National Native News an editorial priority in fiscal year 2019 and beyond.

KGOU, NPR and other content providers seek stories relevant to minority communities. KGOU produces local news and public affairs content, when timely, regarding issues concerning racial, ethnic and gender-based minorities (traditionally underserved audiences).

KGOU's recurring nationally-syndicated discussion programs, including *Here and Now*, *1A* and *Fresh Air* frequently feature conversations about issues relating to race, ethnicity, 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 *World Views*, *Putamayo World Music Hour*, *Global Jazz Wire*, *Brazilian Hour*, *Global Village* and *Alt Latino*. KGOU does not broadcast in a language other than English.

KGOU has increased its visibility in the community through speaking to diverse groups and was able to broaden its impact in traditionally underserved communities through the addition of

two StateImpact Oklahoma reporters. Late in fiscal year 2018, the launch of the Oklahoma Engaged election reporting project was highlighted by statewide public opinion polling to determine through scientific research the top issues of Oklahomans across all demographic groups. KGOU and its Oklahoma Engaged partners produced in-depth news stories about these issues relating to politics and public policy and planned citizen engagement events.

In fiscal year 2019, KGOU is exploring ways to increase its community outreach and locally-produced minority programming through the following methods:

- A weekly news and public affairs discussion program and accompanying podcast focusing on issues of statewide interest;
- Community conversations in cities of license with an emphasis on community issues and public policy considerations, including those that impact traditionally underserved audiences;
- Multi-cultural reporting through StateImpact Oklahoma with emphasis on policy impacts on minority communities;
- Increased emphasis on regions served outside the Oklahoma City metro area in the KGOU community events calendar and on-air announcements;
- Increased contributions to National Native News; and
- Special programming and limited series available from national content providers which address minority concerns and issues relating to diversity.

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 53.8% female (7 of 13) and 30.7% minority (two Native American, one African American, one Asian American). 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?

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 persistent state budget cuts since 2010 has created a serious funding problem for state-funded institutions, particularly in Higher Education. 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.

Without CPB funding, we would be unable to maintain our service to regional locations in the state, cover as many important news stories affecting our communities of license, and purchase programming that appeals to our public radio audience. As a University licensee, and an NPR member station, our audience tends to be well-educated, influential and more capable of providing essential private financial support than the general public. To maintain our brand and level of audience loyalty, it is imperative KGOU deliver relevant, well-produced content that fulfills the expectations of our discerning listeners.

This mission-centered, public service approach would be especially difficult to accomplish without funding from CPB. CPB funding is critical to KGOU, so the organization can continue to serve its growing audience that is increasingly relying on KGOU for important public service media content, meaningful discussion, enriching entertainment programs and important community information.