



Local Content & Services Report

*Filed as part of the annual CPB
Station Activity Survey
January 2016*

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.

KOSU seeks to provide impactful content that creates a more informed listenership in the communities the station serves through original local reporting and community conversations and local music, and as a content aggregator through partnerships with local media and national program vendors such as NPR, APM and PRI. At the local level, we rely on a variety of resources to ascertain community concerns, including a volunteer stakeholder group, online surveys, community events, and listener inquiries.

KOSU's editorial capacity is limited because of its small staff size. Yet it has a broadcast coverage area of more than 50,000 square miles. Based on the listener feedback we receive, our limited editorial capacity and our large coverage area, we focus our long-form reporting efforts around a few key areas, namely energy, the environment, and public policy, as well as education and Native American issues. Our editorial philosophy emphasizes news coverage that is a mile deep and an inch wide. KOSU is a partner in State Impact, a multi-station reporting consortium that provides regular on-air and online coverage of energy, natural resources and the economy. KOSU was also selected by AIR as a participant in the Localore Finding America series. Our Invisible Nations project launched at the end of 2015 and will continue into 2016.

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.

State Impact Oklahoma

<https://stateimpact.npr.org/oklahoma/>

Partners: KGOU, KWGS, KCCU

Joe Wertz and Logan Layden travel the state to report on the intersection of government, industry, natural resources and the Oklahoma workforce. State Impact began the year by covering the drought; the city of Duncan banned all outdoor watering as Waurika Lake's levels continued to fall. By the end of 2015, the state was drought free after the latest El Nino brought heavy rains to the state. May was the wettest month on record for Oklahoma and Texas, and heavy rains caused major flooding in eastern Oklahoma by December.

At the same time, Oklahoma experienced more earthquakes in 2015 than every other state combined. State Impact produced numerous stories examining the compounding rise of temblors in the Sooner State, as well as failed efforts by local communities to ban drilling inside their city limits.

At the same time, oil-field workers and economists in Oklahoma hoped crashing crude prices were signs of a blip, not a bust as 2015 began. By the end of the year, oil prices had dropped to around \$30 per barrel, and many oil industry layoffs and cutbacks were underway. State Impact also examined the near-record amounts of oil production, which has helped drive down oil prices. The energy industry

responded by storing crude instead of selling it at discount rates. That has created a unique situation in Oklahoma, where a major oil storage hub is on track to fill up — completely.

State Impact also produced stories about legislative efforts to further regulate the production of wind energy, and the debate over a Right to Farm, a controversial proposal pitting environmental groups and animal activists against the state's agriculture industry. KOSU also moderated a legislative panel discussion on Right to Farm at the Animal Conference in Oklahoma City in March.

Education Beat

<http://kosu.org/people/emily-wendler#stream/0>

Emily Wendler joined KOSU in February as the station's education reporter. Emily provided coverage on legislative funding of Oklahoma schools, as well as legislative efforts to create new academic standards following the repeal of Common Core. Wendler reported on the 1,000 unfilled teaching jobs in Oklahoma, examined the high suspension rates at Oklahoma City Public Schools and the systemic changes that followed and changes in the third grade reading test. She also reported on a pilot program giving inner city girls exposure to the arts in the midst of budget cuts for education, as well as the rapid rise in homeless children in Oklahoma.

Invisible Nations

<http://kosu.org/programs/invisible-nations#stream/0>

<https://docs.google.com/forms/d/1OnMuMI55IfVQwrzrhC-LjBIB5yMZOH-CC7rRxeuaPY/viewform>

Partners: Association of Independent Reporters; Corporation for Public Broadcasting

KOSU was selected as one of 15 stations nationwide to incubate the latest round of reporting projects as part of the Association of Independent Reporters' Finding America series. KOSU's Invisible Nations proposed a multi-media project exploring modern Native American issues in Oklahoma. Artists, activists and politicians will be featured talking about everything from water rights and language preservation to what it means to be a Native person living in the state. The first content was scheduled for broadcast and digital platform delivery in January 2016.

The Living Room with Gerry Bonds

<http://www.thelivingroomgb.com/>

Partner: Gerry Bonds Company

During the first quarter of 2015, The Living Room visited with the new Superintendent of Oklahoma City Public Schools, Rob Neu, to discuss his 100 day goal to help him understand the makeup and challenges of Oklahoma's largest school district. Gerry Bonds also featured OSU's Wellens program and visited with former Oklahoma Governor George Nigh and First Lady Donna.

During Q2, Gerry Bonds previewed the new Joan Kirkpatrick Animal Hospital at the Oklahoma City zoo and profiled the Martin Park Nature Center and its new Jim Thorpe Rehabilitation Hospital Courage Trail. The Living Room also examined book scarcity, which is a harsh reality in high poverty communities in Oklahoma and how to turn book scarcity into book abundance for very young children. Unite for Literacy

is a Colorado-based enterprise that is dedicated to eliminating book deserts. And Recently, KOSU teamed up with Unite for Literacy to get kids excited about reading and then make sure they have access to books, no matter what language they speak. Guests included Unite for Literacy CEO, Mike McGuffee and KOSU Director Kelly Burley. The managing editor of Oklahoma Today magazine, Nathan Gunter, also recounted his exploration of Oklahoma during a six day, 600 plus mile road trip that took him to 19 counties.

During the third quarter, The Living Room featured the mayors of Oklahoma City and Tulsa talking about the futures of their cities, while in August, The Living Room welcomed musicians Egar Cruz and violinist Kyle Dillingham. And In September, The Living Room profiled a partnership between Sunbeam Family Services in Oklahoma City and the nationally known Educare system as well as the Oklahoma Medical Research Foundation's Fleming Scholar summer program.

In October, Gerry Bonds focused on Oklahoma trees, visiting with the urban forestry coordinator for the Oklahoma Forest Service, Mark Bays and a couple who are behind organizations dedicated to enriching Oklahoma one tree at a time through the Tree Bank Foundation and Up With Trees. The November show focused on the human disaster in Syria, with Dr. Don Betz, President of the University of Central Oklahoma and an expert on International Studies and the Middle East, in addition to working for and with the United Nations for more than 20 years. Dr. Imad Enchassi is the founder of the Islamic Society of greater Oklahoma City and chairman of Islamic Studies at Oklahoma City University. He is also a refugee himself, from Palestine. Finally, in December, the conversation in The Living Room turned to books. The first book featured is "Out of the Dust," by journalist Tom Lindley who has brought Gene Rainbolt's remarkable and humble story to life. The second featured book featured an authentic Oklahoma cowboy and his wife in The Living Room. Kent and Shannon Rollins travel the country cooking meals for working cowboys in their restored 1876 Studebaker chuck wagon.

KOSU Daily/Weekly Programs

<http://kosu.org>

Partners: NPR, APM, PRI, PRX, Independent programs, The SPY

KOSU also continued its commitment to local news with daily newscasts and headlines during NPR's Morning Edition and All Things Considered, as well as a weekly political roundtable, This Week in Oklahoma Politics. Republican political consultant Neva Hill and former Democratic State Lawmaker Ryan Kiesel discussed happenings in special political races, state questions and Oklahoma government and public policy. KOSU also provided local commentary through the series, JennX, featuring the stories of four Oklahoma City-based Generation X bloggers discussing everything from work life balance to Oklahoma's changing cityscape.

KOSU's partnership with The SPY helped connect the station to the community through music. Most notably, programs such as the Oklahoma Rock Show and State of the Art showcased the work of established and emerging artists.

National Programs

<http://kosu.org/program-guide>

Programs aired included NPR's Morning Edition, All Things Considered, On Point, Fresh Air, Weekend Edition Saturday, Weekend Edition Sunday, Weekend All Things Considered. KOSU also carried PRI programs Marketplace, The World, and The Takeaway, This American Life.

KOSU Community

Partners: GKFF; Guthrie Green

At the end of 2015, KOSU was building a satellite studio in the FlyLoft in downtown Tulsa. The studio will connect the station with Tulsa and northeastern Oklahoma community, providing a production facility for the station to produce content representative of Tulsa and northeastern Oklahoma.

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

KOSU receives regular anecdotal feedback from listeners thanking us for providing news and information that positively impacts their lives, or provides new information or new angles. Several of our long form stories resulted in a significant uptick in Web traffic and conversation, as did our long-form features produced by State Impact. Listeners consider our reporters as go to resources for information about energy, the environment and education, and they are often asked to moderate community conversations about energy and environmental issues.

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

KOSU joined with Unite for Literacy, a children's literacy organization, and First One Hundred Institute, an American Indian literacy and cultural organization, to record children's books in five American Indian Languages. Oklahoma is considered a global hotspot for the loss of indigenous languages, and our collective commitment brought in tribes from Oklahoma to KOSU for a workshop and recording session in an effort to revitalize native languages. In all, we recorded 250 of Unite for Literacy's original picture books in native languages. To expand on the partnership, KOSU and Unite for Literacy conducted a joint media and community campaign, Reading is Crazy Smart, working with businesses and foundations to promote book abundance and put Unite for Literacy's original children's picture books in the hands of Oklahoma's youngest readers.

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?

KOSU is able to leverage its CPB appropriation to aggregate impactful content from national sources, which generates substantial support from the community. In fact, for every federal dollar appropriated to KOSU, the station is able to generate 8 to 10 dollars from the community. This funding, however, continues to be vital for smaller stations in the public broadcasting system and without it, many of these stations would not survive. KOSU has worked diligently to increase the amount of support it receives from the community, thus decreasing the percentage of the station's budget that comes from CPB. Despite the growth, KOSU would be unable to provide the local content it does without the help of CPB augmenting our budget to acquire the best national programs available in the system today.