

Local Content and Services Report
Station Activities Survey
Filed with the Corporation for Public Broadcasting
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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 is a leader in community engagement and broadcast and digital content that serve as an important resource for Oklahomans to make sense of today's complex world. KOSU began broadcasting on December 29, 1955. In 1971, we became the 100th NPR member station and began broadcasting at 100,000 watts. In 2005, KOSU began operating a second station, 107.5 KOSN, serving Tulsa and northeastern Oklahoma. A second Stillwater station, 88.3 KOSR, was added in 2010 and a Ponca City translator began operations in 2013. KOSU broadcasts from studios in downtown Oklahoma City. Our goals are to open windows to a larger world of ideas and opinions and cultures. We seek to create community through the content we deliver and we create content in partnership with the communities we serve.

KOSU's broadcast stations are owned by Oklahoma State University and operate from the Hart building in Oklahoma City's historic Film Row, and from production studios on the OSU Stillwater campus and in the Tulsa Arts District in downtown Tulsa. Our organizational structure, use of resources and strategic community partnerships are designed to provide localized content and community activities reflecting the needs and interests of the diverse population we serve. Our station assets include nearly five-thousand listener contributors, a dedicated staff and volunteers, our radio broadcast and digital media infrastructure and our relationships with community partners. These assets coalesce to serve the public interest by creating widespread awareness of community issues and opportunities for stakeholders to engage with these issues. KOSU's local content focus areas, as identified in partnership with the station's non-fiduciary Community Advisory Board, include education, health, energy, the environment and criminal justice and how these issues intersect with public policy. Our initiatives consistently receive widespread support from our community and listener stakeholders as reported to the Corporation for Public Broadcasting, NPR and other key local and national partners who help create and fund projects.

More than three million people in Oklahoma, southeast Kansas, southwest Missouri and northwest Arkansas live in KOSU's broadcast coverage area. Our administrative headquarters are located on the campus of Oklahoma State University - Stillwater, and our primary content headquarters are located in Oklahoma City, home to 620,602 residents, of whom 62% are Caucasian, 17% are Hispanic/Latino, 15% are Black, 4% are Asian, and 3.5% are American Indian/Alaska Native.

To serve these audiences, special collaborative multi-media platform projects included an exploration of Oklahoma's high female incarceration rate. KOSU also partnered with the Journal Record to host two community conversations on Oklahoma's opioid crisis featuring a panel that included Oklahoma's attorney general and state health experts.

KOSU partnered with the Regional Food Banks serving Oklahoma City and Tulsa, and Phillips Murrah, an Oklahoma City-based law firm, to raise awareness about childhood hunger in Oklahoma. Thanks to a challenge grant from Phillips Murrah, KOSU made this issue a focus of its Fall membership campaign, raising awareness of the issue of food insecurity among Oklahoma's school children. For each pledge received during the campaign, Phillips Murrah donated the cost of a food back pack for a child for a weekend during the school year. The challenge resulted in more than 1200 food back packs being funded for school children in our state. KOSU staff also volunteered at both food banks as part of the challenge partnership.

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.

KOSU provided the following key services in 2017: community engagement and partnerships with organizations working to improve public media's connection with local communities. Local broadcasts, news reports, features, documentaries and series featuring coverage of issues specific to education, energy, the environment and natural resources, online digital media services, including live and on-demand audio streaming, video storytelling and community information. KOSU is one of the participating partners in an ongoing collaborative reporting initiative, StateImpact Oklahoma. KOSU, KGOU and KWGS co-fund original feature-length reporting that focuses on education, health, criminal justice, energy and the environment. The organizations received a \$250,000 gift to expand the collaboration in 2017 and began conversations with the Oklahoma Educational Television Authority, the state's public television network, and Oklahoma Watch, a nonprofit investigative journalism organization, about an enhanced content collaboration as part of a CPB-funded planning grant. In early 2017, KOSU partnered with The Takeaway to originate a week-long series of national broadcasts from Oklahoma focusing on voter attitudes following the 2016 election. KOSU worked closely with producers of the program to give voice to Oklahomans who have felt ignored in the national conversation. KOSU partnered with NPR's Next Generation Radio and Oklahoma State University to host a week-long intensive workshop to cultivate the next generation of public radio storytellers. Participants from Oklahoma State, the University of Oklahoma, Tulsa University and Oklahoma City Community College were paired with working journalists to identify and produce sound-based stories that aired on KOSU.

KOSU's community commitment extends beyond our radio and digital content services. Dozens of volunteers worked 500 hours in 2017 to bring KOSU and our community together through conversation and culture. KOSU partnered with The Atlantic and the Center for Investigative Reporting for a panel discussion exploring Oklahoma's status as the nation's number one state for female incarceration. KOSU aired the discussion live, as well as CIR Reveal's hour-long documentary on the subject. KOSU also hosted two conversations on the state's opioid crisis in partnership with the Journal Record featuring a panel of experts, including Oklahoma's attorney general. KOSU hosted two outdoor concerts at downtown Tulsa's most visible public space to showcase the artistry of Oklahoma musicians while raising awareness about KOSU's public service mission. Approximately 6,000 people attended the two concerts in August and October. KOSU also hosted six City Session concerts in partnership with The SPY, KOSU's local music partner, attended by 600 people. KOSU partnered with the Regional Food Banks serving Oklahoma City and Tulsa, and Phillips Murrah, an Oklahoma City-based law firm, to raise awareness about childhood hunger in Oklahoma. Thanks to a challenge grant from Phillips Murrah, KOSU made this issue a focus of its Fall membership campaign, raising awareness of the issue of food insecurity among Oklahoma's school children. For each pledge received during the campaign, Phillips Murrah donated the cost of a food back pack for a child for a weekend during the school year. The challenge resulted in more than 1200 food back packs being funded for school children in our state. KOSU staff also volunteered at both food banks as part of the challenge partnership.

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.

The impact of our key initiatives and partnerships in our community has been significant. From increased awareness of various organizations and what they offer to providing a deeper understanding of issues significant to people and our various communities, KOSU's reach and impact are greatly enhanced by working with others throughout Oklahoma. By developing new partnerships and maintaining and strengthening existing partnerships, our networks allow us the opportunity to provide information to people we may not have reached before, and allow us the opportunity to provide greater context to the significant issues. Throughout the five sections of this CPB Local Content and Services Report, we have indicated some of the measurable impacts. Several other examples of impact include an embezzlement investigation into a federal beef promotion promo that was spurred by original reporting of StateImpact Oklahoma and Harvest Public Media. StateImpact Oklahoma's story for NPR about Tulsa's flood program was shared with Tulsa's Mayor and City Council chair to share with other officials and city staff who make the program work. Our collaborative work with the Center for Public Integrity exploring the impact of low oil production taxes on education informed a story from US News and World Report. Our story on new software to help cities plan for the economic impact of climate and weather prompted a USDA meeting to discuss how the software might be used for rural community, water and conservation planners facing the same issues. We also received many positive comments from listeners for our work with The Takeaway to bring Oklahoma voices to national audiences following the 2016 election.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

KOSU worked with WNYC's national news program, The Takeaway, to produce a series of stories originating from Oklahoma in January 2017 for national broadcast, including a report about Oklahoma's Latino population and their thoughts about the election of Donald Trump as US President – specifically their concerns about the future of their community amid fears that a Trump presidency will bring more deportations. KOSU also profiled an aspect of Oklahoma's largest tribe that bridges its past with its future. Before the Cherokee people were forced from their lands in the eastern U.S. along the Trail of Tears, the tribe grew varieties of crops now nearly lost. But at the Cherokee Nation Seed Bank in Tahlequah, Okla., a vital part of the tribe's history is kept frozen. KOSU partnered with The Atlantic and the Center for Investigative Reporting for the live broadcast of a panel discussion on Oklahoma's high incarceration rate for women, which disproportionately impacts women of color, particularly African-Americans and Native Americans. KOSU used the live broadcast to promote an hour-long documentary on the subject on the CIR program Reveal, carried by KOSU. KOSU also partnered with the Journal Record to host two community conversations on Oklahoma's Opioid Addiction Crisis, with experts of the conversations featured in KOSU newscasts. The rate of drug related deaths among American Indians has quadrupled since 1999 and Oklahoma now leads the country in prescription painkiller abuse. KOSU partnered with NPR's Next Generation Radio and several universities to cultivate the next generation of public radio storyteller, with an emphasis on engaging future journalists of color. The weeklong workshop paired participating students with working journalists to create original stories that aired on KOSU. KOSU's music program, Tune in Tulsa, profiles musicians, artists and community leaders from throughout the community spectrum talking about the music of their lives and how it has impacted their work. Guests have included Native American film maker Sterlin Harjo and rapper Danny Boy O'Connor.

KOSU is renewing its participation in the NPR Next Generation Radio project in 2018. The station is also partnering with StoryCorps to bring their mobile recording booth to Oklahoma City in February and March 2018. KOSU held a meeting in late 2017 with community stakeholders to raise awareness about the upcoming recording opportunity with the hope of encouraging a diverse group of participants. KOSU is also working with the other public radio stations to expand StateImpact Oklahoma in 2018. One of the priorities is to add a cultural reporter that can pursue priority topic areas through the voices of underrepresented populations in our state.

KOSU will also participate in the Metapub "Digital Emergency Alerting - Tornado Ally" project in 2018. Through this CPB-supported initiative, KOSU will activate the display of local metadata using NPR's MetaPub® metadata delivery service ("MetaPub") in state and regional programming to enable the presentation of emergency alerts and other information on mobile devices and other digital platforms. The key objective of this project is bringing more and better emergency communications abilities to stations and audiences most in need. This will be especially valuable in rural locations that have limited options for emergency alert information.

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?

CPB funding plays a major role in KOSU's ability to serve the Oklahoma community. The cost of purchasing programs from NPR, PRI, APM, PRX and other producers continues to rise and CPB funding helps KOSU pay for program acquisition and production of local content. Listeners in our region have come to expect a high level of quality created by acquired programs and KOSU's own staff. During the past 10 fiscal years, KOSU's weekly cumulative persons has increased from 37,800 to 92,000, a 143-percent increase. Average Quarter Hour persons increased from 1,200 to 4,400, up 266-percent and annual listener hours increased from 7,862,400 to 22,713,600, a 188-percent increase. We created award-winning content in 2017, including a first place national award from Public Radio News Directors, Inc (PRNDI) for continuing coverage of Oklahoma's education crisis. PRNDI also awarded first place in the multimedia presentation category in Division A for large newsrooms to StateImpact Oklahoma's "Oklahoma Engaged" election coverage, and second place in the long documentary category for "A Field Guide to State Question 777." StateImpact Oklahoma also won first place award in the Excellence in Innovation category for large market newsrooms for "Oklahoma Engaged." KOSU/StateImpact Oklahoma also won several awards from the Society of Professional Journalists Oklahoma Chapter, including first place awards for Excellence in Innovation, General News and Government Reporting, and second place awards for Feature, diversity coverage and special program.

CPB funding continues to make it possible for KOSU to maintain its high standards for in-depth news and intelligent talk programs, as well as high quality music programming featuring the artistry of local musicians. With diminished federal dollars, KOSU would first seek to replace the lost funds with increased local fundraising and then make cuts in equipment replacement, local production and staffing resources. Without CPB funding, KOSU would be unable to devote financial resources to much needed technology improvements, digital broadcast upgrades, online service enhancements, and increases in the costs to operating our various platforms and services. If CPB funding were to be scaled back or eliminated, KOSU would be forced to significantly increase the costs of fundraising to replace the lost support. Also, other stations that are highly dependent on CPB funding to operate, would likely have to shut down their operations. Larger stations such as KOSU would have to make up that difference, significantly increasing the costs of stations like ours that purchase programs from NPR and other national content vendors. The loss of CPB support would also devastate the satellite infrastructure that ties all the noncommercial public radio stations together and could jeopardize one of the few broadcast resources many rural listeners in Oklahoma and the US for news, culture and emergency alerts through the EAS system.