

Telling Public Radio's Story (CPB Grant Application 2014, section 6.1)

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.

At Public Radio Tulsa, we endeavor to mirror not only the concerns of our core listening audience, but the population at large. Our listeners are not reluctant about sharing their beliefs with us, via telephone, letters and email. We routinely query community and civic leaders regarding problems and needs facing the city of license and its suburban areas. In addition, we use social media to ascertain trending concerns in the Tulsa Metropolitan Statistical Area, and the inhabitants of Oklahoma. PRT attends gatherings of civic associations, and City of Tulsa and County of Tulsa governmental meetings to determine topics of interest in our community. We strategize with the community to design news stories, public affairs programming, community debates and interview programming that adopt those themes.

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.

KWGS is a founding member of State Impact Oklahoma (a consortium of all public broadcasters in the state), which in 2013 addressed three major reporting areas; energy, economic development and natural resources. This involved reporting on a wide range of news stories ranging from airlines restructuring, to the Keystone XL Pipeline, the economic health of Oklahoma companies, the practical impact of legislative issues, to natural resources extraction including oil and gas fracking, mining interests, water quality and quantity, and climate extremes. We also had a secondary partnership with KGOU that received funding from the Corporation for Public Broadcasting for reporting on the aftermath of the Moore, Oklahoma tornados, and emergency preparedness issues.

Our news director is a host of "Oklahoma News Analyst", a monthly television program reviewing the issues facing northeast Oklahoma. It is in partnership with Rogers State University-KRSU, the Claremore Progress and This Land Press.

Sponsored by PRT, the Tulsa Kiwanis Club, and The First United Methodist

Church, KWGS recorded and broadcast the Tulsa Community Debates, which in 2013 featured Mayor, City Council and County Commission races. Our public affairs program, "StudioTulsa" also featured extensive interviews with the candidates in our off-year elections.

"StudioTulsa on Health", a series focused on local and national health issues, aired in collaboration with The University of Oklahoma-Tulsa's School of Community Medicine. "Performance Oklahoma", on KWTU is a collaboration with KCSC, Edmond, Oklahoma, featuring interviews with artists and classical music performances recorded across the state.

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.

Public Radio Tulsa is intimately involved with the community educational outreach of its licensee, The University of Tulsa. The University hosts a number of events, lectures, and presentations which welcome the entire community as part of their mission to assist life-long learners. KWGS is integral to their efforts to publicize these events to the general public.

In addition, KWGS has partnered with higher education across our region. A partnership with OU's School of Community Medicine has resulted in broadcast features on our daily community and cultural affairs interview program, StudioTulsa. "StudioTulsa: On Health" features an OU clinician speaking with national and local experts in the ins and outs of health policy.

Our news director participates in two forum programs on television, one with Rogers State University, which focuses on news analysis of Oklahoma issues, the other with Tulsa city government and Tulsa Community College, which addresses city and regional issues with policymakers, academics and community activists. In addition, KWGS has hosted several forums on governmental issues, ranging from local tax policy and infrastructure improvements, to legislative agendas, and state water policy.

KWGS and KWTU are among the few remaining radio or television stations in northeastern Oklahoma to regularly produce and air local public service announcements. On average, KWGS broadcasts multiple free announcements for over 60 non-profit organizations in our community each broadcast quarter, ranging from cultural organizations, educational institutions, social service

agencies, government agencies, and civic organizations. An online Events Calendar for area non-profit organizations is an integral part of the publicradiotulsa.org website. Non-profit organizations regularly tell us that our public service announcements are the key to their event's success.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

KWGS covered Native American issues of local interest in 2013, including Baby Veronica's supreme court battle, Oklahoma civic lawsuits, tribal health care, and food distribution. Within the Hispanic community, coverage included stories about immigration issues with community leaders. African American race relations (Good Friday shooting spree), police relations (no snitch) and the controversial renaming of Brady Street were among the topics addressed. Continued coverage of the Native American, Hispanic, African American, and religious communities is planned during 2014, including interviews on StudioTulsa, coverage during morning and afternoon newsmagazine programs, and expanded features on the publicradiotulsa.org website.

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 provides a stable base for the purchase of national programming, which allows us to provide expanded local programming. We use the entire grant for this purpose, which covers about one quarter of our national programming budget. Without a CPB grant, we would be forced to either much of our national and NPR programming or divert nearly all of our local funding into the purchase of national programs, which would eliminate local community coverage. In addition, we have had added local programming through our partnership with KGOU on the Oklahoma Tornado Project which also received CPB funding. While the specifics of the programming addressed issues in central Oklahoma, emergency preparedness is a subject that all Oklahomans take very seriously. This reporting provided essential information to our listeners in northeastern Oklahoma, and allowed our news staff to focus on other important issues to our community.