

Local Content and Services Report 2017

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

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.

Public Radio Tulsa continues to serve its public service mission with quality news and information programming that concentrates on public policy issues and governmental affairs, fine arts programs devoted to classical, jazz, the Great American Songbook, and Americana music, an active schedule of promotion for other community institutions and events, and one-of-a-kind public radio entertainment programs. Our service features two 24 hour, 365 day per year radio stations, KWGS, a 50,000 watt station devoted to NPR News and news and information programming that broadcasts two additional program streams via HD Radio. KWGS HD-2, is a 24 hour jazz service, and KWGS HD-3, features the BBC World Service around the clock.

Our second station, KWTU, is a 5,000 watt station broadcasting classical music 24 hours a day, with an additional HD-2 signal broadcasting a station hosted music service devoted to the music and artists of the Great American Songbook.

In addition to our terrestrial signals, our digital service at www.publicradiotulsa.org offers audio streaming for four of our five program streams (The Great American Songbook is not online), as well as digital stories from the KWGS News staff, NPR, State Impact Oklahoma, and our public affairs program StudioTulsa with on-demand audio for our local reports and reporting, as well as podcasts from special projects at the station.

PRT also hosts Facebook pages and a Twitter feed as a way to link listeners with our local content, as well as provide content for NPR One.

PRT has identified the following major community issues and needs to guide and focus its local programming; Economy, Governmental Policy, Education, Healthcare, Environmental and Natural Resources, Community Justice, as well as the Fine Arts and Humanities. We produce content to address these issues in the following ways:

- Local Newscasts, headlines, weather and traffic Monday through Friday from 5:30am-9:00am during Morning Edition; and 4:00pm-7:00pm during All Things Considered.
- 4-5 minute feature stories from KWGS News staff, and State Impact Oklahoma in the identified issue areas that air at 7:45am weekdays.

* StudioTulsa, a 30 minute public affairs weekday program airing at 11:30am and repeated at 7:30pm, Monday through Friday, with a twin focus on public affairs, and fine arts and humanities topics.

* Occasional forums, including political debates, and issues, such as debate over contentious state questions.

- Public Radio Tulsa airs numerous 30 second Public Service Announcements for qualified non-profit organizations and institutions in our community, totaling over 70,000 announcements on our five broadcast signals during the course of the year, totaling over 500 hours of broadcast for this community-focused content.

Beyond our commitment to news & information programming, Public Radio Tulsa also produces eight hours of locally hosted music programming devoted to genres of music not heard otherwise on local radio. They include:

- "Swing On This", hosted by Western Swing aficionado John Wooley, this one hour program is devoted to our community's heritage music, and is the only program devoted solely to this genre of music in the Tulsa market.

- "All This Jazz", hosted by Scott Gregory is a three-hour show devoted to current streams of America's music with a healthy dose of classic cuts over the history of jazz.

- "Folk Salad", hosted by Richard Higgs and Scott Aycock, an award winning songwriter, features a wide variety of Americana music from Oklahoma's own "Red Dirt" sub-genre of contemporary singer-songwriters, classic and contemporary folk, to a dash of blues, and Southern fried rock, all with an emphasis on Oklahoma songwriters and performers.

- "Rhythm Atlas", hosted by Denis McGilvray, is a one-hour survey of music from cultures around the world, with a focus on African, Caribbean, and Central & South American nations. This program began in 2017.

- "Wind & Rhythm", a one-hour program devoted to band and wind music by Doug Brown, and independent producer who works with the station. The program which started on KWTU, is now heard on over 15 NPR and classical music stations around the country, and has built connections with school music programs both locally and around the country.

- "Classical Tulsa", hosted by musicologist Jason Heilman debuted the last week of 2017, and will continue weekly in 2018. This latest program is devoted to giving listeners detailed information about the music and influences of composers whose work will be performed by local performing arts groups in the city.

- "Tulsa Symphony Orchestra Broadcasts", an occasional program, is heard one week prior to the symphony's next performance, and features the orchestra's previous live performances.

- "Performance Oklahoma", hosted and produced by Kimberly Powell from KUCCO in Edmond features live recorded classical music from around the state, ranging from the Oklahoma City Philharmonic, to chamber music series, and festival concerts.

Public Radio Tulsa engages with a cross section of the community throughout the year. In 2017, PRT embarked on its first sustained major community engagement series. "The Give & Take" held five community events through the with audiences ranging from around 75 people to nearly 200 on subjects ranging from the Oklahoma Legislative budget crisis, the educational funding crisis in the state, an update on our collaborative State Impact reporting project, a conversation with NPR White House Correspondent Scott Horsley on the challenges of covering the new Trump presidential administration, and a forum on sexual violence and the #MeToo movement.

The stations work with a wide variety of community partners throughout the year, ranging from the Tulsa City-County Library, the Tulsa Symphony Orchestra, Signature Symphony at TCC, the Oklahoma Center for the Humanities, Chamber Music Tulsa, the Tulsa Performing Arts Center Trust, and American Theatre Company, to name a few. Other significant in-person engagement took place on February 16 when station personnel hosted a forum at Philbrook Museum of Art on photography in the 1930s surrounding the re-discovery of Conde Nast photographer Lusha Nelson's work; May 22 as station personnel moderated a discussion on immigration issues including DACA and the Dream Act as a conjunct to a Living Arts of Tulsa art exhibit focusing on immigration issues; a community discussion on the mechanics of covering the Trump White House with NPR White House Correspondent Scott Horsley on Sept 30; and a speech and award from the Dan Allen Center for Social Justice, for Public Radio Tulsa's commitment to social justice in the community.

This year, we also hosted a group of African broadcasters from eight sub-Saharan countries through United States Agency for International Development, and locally partnered by the Tulsa Global Alliance. We also present station tours for area school children through the year, and in 2017, we welcomed over 35 children from 2 different schools.

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.

Since 2012, Public Radio Tulsa has been a founding partner and participated with a consortium of state public broadcasters for State Impact Oklahoma. PRT and two other stations provided the support to maintain three reporters who address four major reporting areas; energy and natural resources; education; healthcare; and criminal justice. The three reporters provide both broadcast and digital content on a daily basis presenting numerous newscast, and web stories as well as 48 broadcast features each year.

The same partners (KWGS, KOSU, KGOU) have also partnered on the Oklahoma Public Media Exchange, whereby partners share their news gathering content with other stations in the state, from spot news reports on a variety of daily news topics, to the sharing of longer feature stories focusing on education, government, and criminal justice.

KWGS has also partnered with the non-profit journalism center Oklahoma Watch to present long form web stories and broadcast pieces on the impact of state government on its citizens. We have also collaborated on several public forums over the past several years.

We also collaborate with the University of Oklahoma-Tulsa's School of Community Medicine, as the president of the University, Dr John Schumann hosts a weekly edition of our public affairs program, StudioTulsa. "Medical Monday" examines a range of local and national issues surrounding healthcare. They range from the state of health insurance in America, to outcomes based initiatives within a medical practice, and a reexamination of how doctors deliver healthcare today.

KWTU partnered with KUCO to present "Performance Oklahoma", a weekly two hour program devoted to presenting classical performances from around the state. In addition, KWTU partnered with the Tulsa Symphony Orchestra to present their concerts on the radio.

In addition, this year, PRT began exploratory discussions for a greater journalism collaboration between KGOU, KOSU, and OETA, the state's public television system, along with Oklahoma Watch, a non-profit investigative print and digital journalism organization, which would combine resources and journalists to provide for better and more in-depth coverage around the state.

This year, PRT began a podcast collaboration with Philbrook Museum of Art's year long exhibit, "Museum Confidential", which is an interactive changing exhibit devoted to lifting the curtain on how a museum presents its collection and exhibitions. The podcast amplifies the themes of the exhibit, as well as speaks with representatives from museums around the country who share their ideas about engaging with the public.

Beyond these formal partnerships devoted to broadcast, PRT provides a multitude of public service announcements and programming in conjunction with a variety of non-profit partners and collaborators in order to connect our audiences with organizations that share their passions and interests. The number of organizations and their mission focus is large and wide, and ranges from arts and cultural organizations, social service non-profits, higher education, governmental agencies, and grassroots organizations. A partial list includes organizations as diverse as the Signature Symphony, Tulsa Ballet, Tulsa Camerata, Tulsa Oratorio Chorus, Theatre Tulsa, American Theatre Company, The University of Tulsa, Tulsa Community

College, OU-Tulsa, Gilcrease Museum, Philbrook Museum of Art, Tulsa Historical Society, Tulsa City-County Library, Life Senior Services, Children and Family Services, Eastern Oklahoma Food Bank, Tulsa Habitat for Humanity, Oklahoma Center for Community and Justice, Smart Growth Tulsa, Sustainable Tulsa, Dennis Neill Equality Center, Jewish Federation of Tulsa, German American Society of Tulsa, Turkish Raindrop Center, Tulsa Botanic Garden, Tulsa Performing Arts Center Trust, Booksmart Tulsa, Indian Nation Council of Governments, Starlight Concert Series, Woody Guthrie Center, Oxley Nature Center, Up with Trees, and the Tallgrass Prairie Preserve; and the cultural offerings of a variety of religious organizations ranging from the Tulsa Interfaith Alliance, Congregation B'nai Emunah, and All Souls Unitarian Church, to First Presbyterian Church, Boston Avenue Methodist Church and Trinity Episcopal Church.

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.

Perhaps the most measurable impact from our program service and partnerships comes from listenership. In 2017, the KWGS AQH (Average Quarter Hour) increased by 22 % from 3700 average AQH (M-Sun; 6am-Mid) to 4500 average, while the total market broadcast cume average stayed steady at 75,000 listeners a week, our historic high. PRT also streamed over 1800 hours of on-line listening each week. Our digital audience increased by 9% in 2017, with 6750 unique visitors to our website each week and over 350,000 page views a year. PRT has over 4000 Facebook followers, and 1150 Twitter followers.

Financially, PRT contributions from the community in the form of contributions, underwriting, and grants increased by over 20% to \$1,143,523 which is 68.3% of the stations' operating and non-operating income.

At the heart of PRT's mission is to provide awareness to community organizations through our reporting on their efforts to do good work in the community, through interviews with their leadership and on the ground workers, and through PSAs of their events, and efforts. The station regularly receives feedback from many of these organizations about improved attendance at events, a growth in awareness of their organization, or in connecting with community members.

In 2017, PRT's top stories in terms of audience engagement from our website and social media, were on the state's ongoing budget crisis, which included reporting on the failure of a budget agreement following two special sessions; a public school funding crisis, which resulted in many school district going to four day school weeks; a medical and mental health funding crisis; and a state health department budgetary scandal and crisis.

Among the top individual stories in term of on-line engagement, were our coverage of the officer involved shooting of Terrence Crutcher, the not-guilty verdict of Officer Betty Shelby and community reactions to the verdict, as well as ongoing stories on the incident's impact on local race relations; a rare August tornado in mid-town Tulsa which did significant damage in a shopping corridor; Democratic gains in off-year special legislative elections; and the community actions on calls for moratorium on "dollar stores" in North Tulsa.

Beyond the impact of our journalistic efforts, our commitment to providing free public service announcements to any qualified non-profit organization was strong indicator of the station's reach and success in connecting listeners with providers of their interests and activities.

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.

Public Radio Tulsa has identified Community Justice, Interfaith Relationships, and Generational Issues as major community issues and an ongoing subject for news stories and public affairs programming. To that end, we have provided ongoing coverage of race and reconciliation in our community and the wider world, reported on healthcare disparities across the spectrum of our community and how public health officials are attempting to eliminate those disparities. During 2017, KWGS has reported on attempts to legislate discriminatory laws towards the state's LGBT community, and that group and the wider community's response; viewpoints and reaction to the divide that seems to exist between Tulsa's African-America, and immigrant communities and local law enforcement, as well as local government's efforts to engage its minority populations. Of special interest this year, was the Tulsa Police Department's effort to implement community policing, reaction throughout the community to the not-guilty verdict in the Betty Shelby police shooting, as well as the increased emphasis on immigration enforcement, and the fate of those undocumented young people participating in the Deferred Action for Childhood Arrivals (DACA), We also regularly cover tribal government and issues within the Cherokee, Osage, and Creek Nations and smaller tribes within our broadcast area.

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?

As a higher education licensee, Public Radio Tulsa has not been immune to declining licensee support that has affected many colleges and university stations around the country. CPB funding has provided a base for the purchase of national programming each year, which allows us to provided expanded local programming by using local dollars for local radio. Federal funding in general has provided a base line for making the case for enhanced local support by emphasizing the national-local-

licensee partnership to donors. Our CPB grant, which we use to purchase national programming exclusively, represents about 25% of our national programming purchases. Without CPB funding of approximately \$138,000 of federal dollars, PRT would be forced to make existential decisions on whether KWGS would be a 24 hour news & information station, or conversely, have any local programming of community significance.