

Public Radio Tulsa Local Content and Services Report 2016  
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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.**

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 musics, 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](http://www.publicradiotulsa.org) offers audio streaming of four of our five program streams (The Great American Songbook is not online), as well as digital stories from KWGS News staff, NPR, State Impact Oklahoma, and our public affairs program StudioTulsa with on-demand audio for our local reports and reporting.

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, State Impact Oklahoma, and Oklahoma Watch reporters 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 political debates and forums, most notably a joint radio/televised debate between our mayoral candidates in 2016.

- 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 of this community-focused content.

Beyond our commitment to news & information programming, Public Radio Tulsa also produces six hours of locally hosted music programming devoted to genres of music not heard otherwise. 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.

- "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.

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

- "Performance Oklahoma", hosted and produced by Kimberly Powell from KUCO features live recorded classical music from around the state.

Public Radio Tulsa engages with a cross section of the community throughout the year. 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 29 with a speech to the Bartlesville Rotary Club; March 14, a Books Sandwiched In presentation with the Tulsa City County Library; April 3, a discussion

and talk-back session with Chamber Music Tulsa artists; April 9, live interview with "On Being" host and author, Krista Tippett at All Souls Unitarian Church; April 26, a speech and award from the Tulsa Interfaith Alliance for Public Radio Tulsa's commitment to all people; April 27 partnership on world premiere of composer Michael Daugherty's "This Land Sings" with Tulsa Camerata; June 1, presentation of Tulsa mayoral debate with RSU-TV, and the Tulsa World featuring the main mayoral candidates; September 28, KWGS News Director John Durkee named Tulsa Media Icon, by the Tulsa Press Club during annual Newsies Awards ceremony; October 20, afternoon audience reception for NPR President Jarl Mohn.

We also present station tours for area school children, and in 2016 we welcomed over 100 children from 5 different schools during the year.

**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 public broadcasters for State Impact Oklahoma. PRT and three other stations provided the support to maintain two reporters who address three major reporting areas; energy, natural resources and their effect on the state economy. The two reporters provide both broadcast and digital content on a daily basis presenting 157 web stories and 48 broadcast features, and a number of newscast reports through the 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 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.

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, Iron Gate Soup Kitchen, 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 2016, the KWGS total market broadcast cume average increased 18% to 75,500 listeners a week and the KWTU total market cume average increased by 50% to 30,700 listeners a week over 2015. PRT also streams over 1800 hours of on-line listening each week. Our digital and social media audience continues to grow each year as well, with 5500 unique visitors to our website each week and over 17,500 page views each week. PRT has over 3500 Facebook followers, and 1150 Twitter followers.

Financially, PRT contributions from the community in the form of contributions, underwriting, and grants increased 2.3% to \$947,576 which is 59.4% 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 2016, PRT had reporting focuses on the impact of the police shooting of Terrance Crutcher, an unarmed black man. Reports ranged from the known facts of the case, the reaction from the African-American community, and how that community engaged peacefully with the wider city through groups like We the People Oklahoma, and the YWCA, who hosted forums on how to repair the breach between law enforcement and Tulsa's minority communities.

Another focus was on the homelessness and healthcare for Oklahoma veterans including controversies at veterans centers in Tahlequah and Claremore, and reporting on A Way Home For Tulsa, an outreach housing initiative for homeless veterans in Tulsa.

One interview with the leaders of Tulsa's proposed first senior co-housing development received over four times our normal digital traffic, and the organization received a tremendous response from social media, and at their first study session, had over double the turnout they expected. Melanie Fry, one of the guests said that nearly all the new people interested said they heard about it from Public Radio 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. A typical response comes from Jason Hellman, the executive director of the Tulsa Camerata, a local chamber music group. He says "Public Radio Tulsa exposure of Tulsa Camerata gives (them)„„unparalleled access to a potential audience across northeastern Oklahoma that they simply couldn't reach in any other way."

In publicizing the Tulsa City County Library system's adult literacy programs, Kim Johnson, the CEO stated that "The support public radio offers organizations like the Tulsa City County Library is incredibly impactful...Most recently the library issued a public service announcement regarding the literacy needs in the Tulsa community...After just a week of airing, the library's literacy department received more than a dozen volunteer applications to become literacy tutors...15 adults in our county will now have the opportunity to learn to read thanks to public radio" , and

Drew Diamond, the executive director of the Tulsa Jewish Federation, says "The Jewish Federation of Tulsa recognizes KWGS as a valuable community asset...With the support of (the station), we are able to educate the Tulsa community regarding diversity, inclusion, compassion, and equity."

**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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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 2016, 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 Black Lives Matter; as well as local government's efforts to engage its minority populations. 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 provide 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, the approximate \$140,000 of federal dollars would force us to make existential decisions on whether KWGS would be a 24 hour news & information station, or conversely, have any local programming of community significance.