



**Corporation for Public Broadcasting: Station Activities Survey**  
**Question 6: Telling Public Radio's Story for FY19**  
**February 15, 2020**

- 1. Describe your overall goals and approach to address identified community issues, needs and interests through your station's vital local service, 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.***

In fiscal year 2019 (July 1, 2018 – June 30, 2019), KGOU continued to employ a range of efforts to serve the Oklahoma citizenry with news, information and entertainment in various delivery platforms. KGOU serves about 30 percent of the Oklahoma population with five full-power transmitters and four translators located in Oklahoma City/Spencer, Norman, Ada, Seminole, Shawnee, Chickasha, Clinton and Woodward, Oklahoma. KGOU operates 24 hours per day, 365 days per year.

In fiscal year 2019, KGOU's broadcast signal served listeners in 36 counties from east-central to western and northwestern Oklahoma, including the Oklahoma City metro area. KGOU's signal reaches more than 1,000,000 Oklahomans; more than 80,000 people listen to KGOU each week in the Oklahoma City metro, which is the 43rd largest radio market in the United States, according to 2020 Nielsen DMA research.

The digital service is at [www.kgou.org](http://www.kgou.org) where there is audio streaming of the broadcast signal and digital stories with archived audio of locally-produced news reports. The internet audio stream of the KGOU broadcast signal is also distributed on several "apps" (Apple Music, NPR One, iHeart Radio, NextRadio, TuneIn Radio, NPR News and smart speakers, including Amazon Echo, Google Home and Apple HomePod) for the convenience of listeners.

KGOU also has two Facebook pages for specialized audiences, one Twitter account and one Instagram account. KGOU-produced podcasts, *How Curious* and *Capitol Insider*, are available on Apple Podcasts and Spotify. KGOU is working to increase the number of podcast episodes produced and expand its approach to include production and distribution of video content.

By the end of fiscal year 2019, KGOU had 14 full-time staff positions, 11 of whom work only for KGOU, and 3 who are part of the StateImpact Oklahoma project. In addition, KGOU employs up

to four part-time paid student positions each year and one part-time announcer. KGOU also typically hosts 3-7 students earning class credit each semester.

KGOU's local news and public affairs effort concentrates on public policy issues and governmental affairs of interest to residents in the broadcast area and cities of license, occasional coverage of arts and culture, a robust community events calendar service, breaking news and in-depth features, as warranted, special programs and entertainment not available elsewhere. In addition to broadcast distribution, locally produced content is available through RSS via KGOU on-demand services, including live streaming at KGOU.org, as outlined above.

KGOU is the lead operational partner in the journalism collaborative, StateImpact Oklahoma, which is housed at the KGOU studios. StateImpact Oklahoma reporters are University of Oklahoma employees; KGOU management handles the administrative duties for the project, including preparation of the budget, purchasing, human resources, payroll and benefits, and underwriting. StateImpact Oklahoma provides reporting dedicated to important state issues: health, criminal justice, education, energy and environment and elections, in addition to relevant spot news.

Locally produced programs have a digital (online) component with either a dedicated webpage and/or companion digital story located in the news section of the KGOU website. Each program originating from the KGOU main studio airs simultaneously on each station in the KGOU network, which includes five full-power transmitters (KGOU, KROU, KOUA, KWOU and KQOU) and four low-power transmitters.

Locally produced programs that aired in fiscal year 2019 include:

- Local news headlines, traffic and weather Monday through Friday, 6am-9am, 12:00pm-2:00pm, and 3:30pm-6:30pm.
- **Oklahoma In-Depth:** KGOU airs local news, weather and traffic reports each day. In addition, 4-5 minute news features on one local topic or community issue are broadcast twice between 6am-9am, once 12:00pm-2:00pm, and twice 3:30pm-6:30pm. Regular features include:
  - Local in-depth news features produced by the KGOU news staff.
  - The Journal Record (see below).
  - StateImpact Oklahoma (see below).
  - Oklahoma Watch (see below).
  - Shared stories between the public radio partners in the Oklahoma Public Media Exchange (see below).
  - How Curious (see below)
  - eCapitol (see below).
  - Oklahoma Engaged (see below)

**Weekend Blues:** Saturdays, 1pm-5pm, Sundays 1pm-4pm, featuring Blues, downhome Soul, classic R&B, and "roots-inspired" Rock n' Roll, with a strong commitment to Oklahoma's

musicians, independent and lesser-known artists. The program, produced and hosted by KGOU program director Jim Johnson, also provides related music news and information about local music events. KGOU aired original programs over 48 weekends during fiscal year 2019, for a total of 336 hours.

**Community Calendars:** This is a one-minute daily feature with a number of different announcements that air in rotation. The feature airs about 20 times per day, about once an hour weekdays, and 16 times per day on weekends, and announces 2-3 community events or services from the non-profit sector. Over the course of a year KGOU will air nearly 6,000 announcements or nearly 100 hours of this community-focused content. The online Community Events Calendar provides a place for non-profit, community and educational organizations to share information about public events throughout the state of Oklahoma.

**How Curious:** This is a continuing series of original stories (in periodic “seasons” of 6-8 episodes) that air five times each and as a podcast on Apple Music and Spotify. Each segment explores a question posed by a listener about a topic involving Oklahoma history, culture and mythology. Produced and hosted by KGOU *Morning Edition* host Claire Donnelly, 14 original episodes were produced during fiscal year 2019, and these aired a total of 70 times.

**Capitol Insider:** Airing Fridays, 4:45 p.m., 6:45 p.m. and Mondays, 6:45 a.m. and 8:45 a.m., featuring discussion and interviews about politics, policy and government in Oklahoma. Topics generally focus on the state legislature, agencies and state elected officials, but also include elections and federal government. These five-minute segments (and occasionally, longer Capitol Insider Extra segments) are also available as a podcast on Apple Music and Spotify. Hosted by KGOU General Manager Dick Pryor and featuring eCapitol News Director Shawn Ashley, 41 original episodes were produced during fiscal year 2019, and these aired a total of 164 times.

**Business Intelligence Report:** Airing Wednesdays, 6:44 a.m., 8:44 a.m., 12:33 p.m. and 5:44 p.m., featuring discussion about Oklahoma economic and business news with the editor of the Journal Record newspaper. Hosted by KGOU reporters, 49 original episodes were produced during fiscal year 2019, and these aired a total of 196 times.

**National Native News:** Airing weekdays at 2:00 p.m. and 7:00 p.m., this five-minute segment delivers news from Indian Country throughout the year. Some stories are produced by KGOU News reporters. The number of airings was increased from one per day to two per day in FY19, and these aired a total of 261 times.

**Global Jazz Wire:** Saturdays, 8pm-10pm, featuring popular music from all corners of the world, primarily African and South American artists, with a generous helping of reggae and the occasional Eastern or Celtic artist. This program is of particular interest to the local international community and students. Hosted by KGOU announcer Chad Mitchell, 50 original episodes were produced during fiscal year 2019, airing for a total of 100 hours.

**Oklahoma Engaged:** In depth enterprise reporting on Oklahoma politics and elections from June, 2018 to June, 2019. A partnership with KGOU, KOSU, KWGS and KCCU and StateImpact Oklahoma, with 27 five-minute in-depth features that aired 135 times on KGOU during FY2019. KGOU aired a total of 61 Oklahoma Engaged-branded news stories during fiscal year 2019. In addition, 19 Oklahoma Engaged-branded Capitol Insider segments aired a total of 38 times. Four Oklahoma Engaged-related Manager's Minutes aired 80 times each, for a total of 320 announcements. Digital versions of 36 Oklahoma Engaged reports appeared on the website, [www.kgou.org](http://www.kgou.org). Oklahoma Engaged reporting was done in 33 Oklahoma cities. Reporting was guided and validated by public opinion research (statewide phone and internet polling and five focus groups in four Oklahoma locations).

**Oklahoma Engaged 2018 General Election:** A four-hour live simulcast held in conjunction with a non-partisan watch party on General Election night, Nov. 6, 2018. Coverage was anchored at KOSU studios; the free, public watch party, featuring guest analysis and interviews with political experts, was held at Oklahoma City University School of Law. The program incorporated local reporting and national coverage from NPR and aired on KGOU, KOSU and KCCU.

**Oklahoma Engaged 2018 Community Events:** KGOU hosted Oklahoma Engaged 2018 community events in Norman and Oklahoma City during the 2018 campaign season. Additional election issues follow-up events were held in Seminole and Oklahoma City in 2019. These engagement events provided members of the public the opportunity to meet with Oklahoma Engaged reporters, discuss relevant community issues, learn about the Oklahoma Engaged initiative and participate in a question and answer period.

**Sunday Radio Matinee:** This hour-long program airs each Sunday at 12:00 p.m. Varied content includes national and syndicated programs, and locally-produced news and public affairs segments. A total of 52 hours was broadcast during FY19.

**Webpage entries:** In FY19, KGOU posted 277 original news stories on the KGOU web page, many of which were stories with more content than the broadcast version.

**Wavelengths newsletter:** *Wavelengths* is a news-oriented newsletter sent to KGOU members, highlighting noteworthy news stories produced by KGOU, StateImpact Oklahoma and NPR. Produced weekly for a total of 48 each year. Approximately 15,500 were delivered via email during fiscal year 2019, with an average open rate of 50%.

**KGOU newsletter:** The KGOU newsletter provides information about KGOU programming and operations and is distributed to KGOU members. Produced bi-monthly for a total of 24 each year. Approximately 69,000 were delivered via email during fiscal year 2019, with an average open rate of 34%.

**Special events:** KGOU periodically interrupts regular programming to provide live coverage of special news events. In fiscal year 2019, these events included coverage of severe weather,

Presidential events (including the State of the Union Address) and the Oklahoma State of the State Address delivered by the governor of the state of Oklahoma on February 4, 2019.

KGOU continued in-person engagement during fiscal year 2019, outlined below:

- July, 2018
  - KGOU partnered with the City of Norman to present the broadcast of the Norman Day 4<sup>th</sup> of July Fireworks Show and Celebration.
  - On July 10, General Manager Dick Pryor presented a program on KGOU Radio to the Norman Cross Timbers Rotary Club. Attendance of 25.
  - On July 13, KGOU presented an Oklahoma Engaged voter event at The Mercury Events Center during the monthly Norman Art Walk. KGOU and StateImpact Oklahoma reporters discussed politics and elections, specifically the 2018 Oklahoma elections. Attendance of 75.
  - On July 24, KGOU General Manager Dick Pryor was a panel member for a discussion of the news media, presented to the Oklahoma Indian Gaming Association at the Cox Business Center in Oklahoma City. Attendance of 15.
  - On July 27, KGOU General Manager Dick Pryor presented a program on media literacy to the Norman First Christian Church discussion group. Attendance of 28.
- August
  - On August 23, KGOU was co-sponsor of the Capitol Steps concert event at Oklahoma City Community College. Attendance of 850.
- September
  - On September 25, KGOU host/reporter Claire Donnelly spoke for an hour to a college history seminar of about 25 students at the University of Oklahoma about KGOU's podcast, *How Curious*. Donnelly focused on research techniques and production methods.
- October
  - On October 4, KGOU General Manager Dick Pryor presented a program on media literacy to the League of Women Voters in Stillwater. Partnership event between LWV and Oklahoma Engaged. Attendance of 45.
  - On October 9, KGOU participated in an Oklahoma Engaged election season launch event at Arts Space at Untitled in Oklahoma City. Donors and other public radio supporters heard about the project and participated in a Q&A with Oklahoma Engaged reporters. Attendance of 30.
  - On October 16, KGOU participated as a featured attendee at the Gaylord College of Journalism and Mass Communication Career Fair. Development Director Jolly Brown and General Manager Dick Pryor represented KGOU.
  - On October 20, KGOU and its Oklahoma Engaged partners presented a program at the Curiosity Fest in Oklahoma City, sponsored by Oklahoma Humanities. Claire Donnelly and Joe Wertz discussed Oklahoma Engaged and presented a quiz on

- politics and elections. The event later featured a talk by Jad Abumrad of RadioLab at the Civic Center Music Hall in Oklahoma City. Attendance estimated at 350.
- On October 24, KGOU reporter/producer Caroline Halter was a media panel member at the 5<sup>th</sup> Congressional District Candidate Debate, hosted by NonDoc and live-streamed by Griffin Communications. The two-hour event was held at City Presbyterian Church in Oklahoma City. Attendance estimated at 200.
  - On October 29, KGOU General Manager Dick Pryor spoke to 12 Pakistani/Urdu journalists about KGOU and American public service journalism during a journalism exchange visit to KGOU. The discussion and station tour lasted about 90 minutes.
  - November
    - On November 2, KGOU General Manager Dick Pryor was emcee of the NextGen Under 30 Awards Banquet at the Embassy Suites Hotel and Conference Center in Norman. Attendance of 800 (program was broadcast statewide in 2019).
    - On November 6, KGOU and its Oklahoma Engaged partners presented 2018 General Election coverage, live from KOSU and the Oklahoma City University School of Law. The Oklahoma Engaged Watch Party was the site of live analysis of statewide races and trends featuring panels of political experts and audience interaction in addition to national coverage from NPR. The program was simulcast across most of the state on KGOU, KOSU and KCCU and was live-streamed on Facebook. Attendance at the venue estimated at more than 125.
    - On November 14, KGOU was media sponsor and co-presenter of “An Evening with David Sedaris” at Rose State College in Midwest City. Development Director Jolly Brown met with KGOU supporters before the event; Program Director Jim Johnson introduced Sedaris. Attendance for the author/humorist’s two-hour program estimated at 950.
  - December
    - On December 17, KGOU General Manager Dick Pryor presented a program on KGOU and public media to the advisory council for the Julian P. Kanter Political Commercial Archive and Political Communications Center at the University of Oklahoma at Jamil’s restaurant in Oklahoma City. Attendance of 15.
  - February, 2019
    - On February 21, KGOU General Manager Dick Pryor participated as a panelist in the Oklahoma Business Ethics Consortium Tulsa Chapter discussion event, “Discerning the Truth,” at the Hyatt Regency Hotel in Tulsa, Oklahoma. Panelists discussed media literacy and ways to determine trustworthy news sources. Attendance of 175.
    - On February 22, KGOU General Manager Dick Pryor spoke to the 2019 Oklahoma Closeup class at the Oklahoma state capitol. The address and Q&A focused on media literacy, ways to evaluate the trustworthiness of news organizations and journalism careers. Oklahoma Closeup participants are engaged high school students who receive experiential learning about Oklahoma state government. Attendance of 50.

- March
  - On March 11, KGOU General Manager Dick Pryor spoke to 10 Pakistani/Urdu journalists about KGOU and American public service journalism during a journalism exchange visit to KGOU. The discussion and station tour lasted about 90 minutes.
  - On March 12, former StateImpact Oklahoma Senior Reporter Joe Wertz spoke to Oklahoma State University's Osher Lifelong Learning Institute (OLLI) classes about Oklahoma Engaged and public service journalism.
- April
  - On April 4, KGOU General Manager Dick Pryor and Chief Engineer Patrick Roberts attended the Oklahoma Association of Broadcasters (OAB) Career Fair at the Skirvin Hotel in Oklahoma City. Pryor attended the student awards luncheon, featuring an address by Governor Kevin Stitt, and introduced Al Tompkins of the Poynter Institute for his presentation that afternoon.
  - On April 9, KGOU General Manager Dick Pryor spoke about media literacy at Southwestern Oklahoma State University in Weatherford. Attendance of approximately 50. Before the event, he met with about a dozen students, plus faculty and SWOSU President Randy Beutler to explain and answer questions regarding public service journalism and internship and job opportunities at KGOU.
  - On April 12, KGOU General Manager Dick Pryor was emcee for the Professional Oklahoma Educators (POE) 2019 Excellence in Education Merit and Character Awards at the Petroleum Club in Oklahoma City. Attendance of 190.
- May
  - On May 9, KGOU GM Dick Pryor spoke about KGOU and Oklahoma Engaged at the joint Civic Club luncheon at Seminole State College. Attendance of 50.
- June
  - On June 20, KGOU sponsored a community "Lunch-n-Learn" for business professionals at HeyDay Entertainment in Norman. The program featured a presentation of business marketing strategies by Korey McMahan of McMahan Marketing. KGOU Director of Business Sponsorships Cameron Hutton served as representative for KGOU. Attendance of 58.
  - On June 25, KGOU and KOSU sponsored the Oklahoma Engaged 2018 wrap-up event at Water's Edge Winery in Oklahoma City. Reporters from KGOU, KOSU and StateImpact Oklahoma talked about their coverage of the 2018 elections and the top issues identified by voters during the election cycle. There was a Q&A session with attendees. The event also provided an opportunity to thank major donors, the Kirkpatrick Foundation and the Ethics & Excellence in Journalism Foundation. Attendance of 16.



- 2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community non-profits, government agencies, educational institutions, the business community, teachers and parents. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.**

KGOU engages in a variety of collaborations and partnerships in Oklahoma and continued to do so in fiscal year 2019.

**Oklahoma Public Media Exchange:** For the last eight years, the public radio and television stations in Oklahoma have maintained a consortium to establish journalism projects that benefited members. This collaboration includes KGOU (Norman/Oklahoma City), KOSU (Stillwater/Oklahoma City), KWGS (Tulsa) and KCCU (Lawton). This group, the Oklahoma Public Media Exchange, established StateImpact Oklahoma in 2012. The partner stations coordinate editorial planning and reporting and share content to increase editorial capacity and impact.

**Oklahoma Engaged:** Late in fiscal year 2018, after securing grant funding from the Ethics & Excellence in Journalism Foundation, KGOU and its OPMX partners launched Oklahoma Engaged 2018, a project to provide campaign and election reporting and voter engagement during the 2018 election season. In-depth reporting focused on top issues determined through public opinion polling of Oklahoma residents, which identified education, health, criminal justice and government accountability as top issues. The project continued through the General Election on November 6, 2018 to allow for additional reporting designed to hold elected officials accountable for their campaign promises.

**StateImpact Oklahoma:** KGOU continued as the lead station and fiscal agent in a consortium of four Oklahoma public radio stations for StateImpact Oklahoma. The four stations (KGOU, KOSU, KWGS and KCCU) are solely responsible for maintaining reporters who feed the partners both broadcast and digital content on a daily basis. The original focus was "Economy, Energy, Natural Resources: Policy to People" and content was produced by two full-time reporters. During fiscal year 2019, StateImpact Oklahoma reporters (including one employed by KOSU) focused on education, health and criminal justice.

Education reporting focused on issues of budgeting, teacher pay and student performance. The criminal justice reporting focused on reform measures (to reduce prison overcrowding), corrections funding and Oklahoma's high incarceration rates. The health reporter produced stories frequently addressing efforts to improve access to healthcare, health policy and the major opioid trial in which the State of Oklahoma sought abatement of nuisance payments from opioid manufacturers.

The web site [www.stateimpact.npr.org/Oklahoma](http://www.stateimpact.npr.org/Oklahoma) houses digital and archived broadcast stories. StateImpact Oklahoma also maintains a Facebook page and Twitter account.



During fiscal year 2019, StateImpact Oklahoma created 50 in-depth broadcast stories and 38 online (digital-only) stories for a total of 88 stories. Each original broadcast story aired five times on KGOU for a total of 250 airings during the year. Each of the web and broadcast stories are available for the partner stations to use.

**Collaboration with Oklahoma Watch:** KGOU and the partners of the Oklahoma Public Media Exchange, collaborate with Oklahoma Watch, an independent non-profit journalism site headquartered at the University of Oklahoma. KGOU regularly posts Oklahoma Watch stories on the KGOU web site with attribution and carries some of the audio stories produced by Oklahoma Watch, as appropriate and available.

**Collaboration with Jazz in June, Inc.:** This local non-profit organization produces three, free festival-style concerts each year, featuring local, regional and national jazz and blues artists. KGOU advises the board of directors, serves as a co-sponsor and records and broadcasts the concerts. The collaboration includes working with the Norman Arts Council and other Norman-based arts organizations. These recordings are offered nationwide through PRX. Attendance for the three-day Jazz in June concert series is approximately 30,000.

**Collaboration with the OU Gaylord College of Journalism and Mass Communication:** In fiscal year 2019, KGOU employed 4 students to work a variety of paid, part-time on-air and off-air jobs. KGOU also is the site for two classes from the College: a Practicum course that had 5 students over the Fall, Spring and Summer semesters of the fiscal year, and an Independent Study course that had 2 students over the three semesters. In both classes, students learn in a real-world, hands-on environment by doing work related to KGOU programming and operations, including news, production, operations, community calendars, promotion and marketing. KGOU also provides a distribution outlet for reporting produced by Gaylord College students for class projects.

**Collaboration with The Journal Record:** KGOU partners with the leading business newspaper in Oklahoma, *The Journal Record*, to produce and provide a five-minute update on business news each week. “The Business Intelligence Report” is hosted by KGOU news reporters and airs Wednesdays at 6:44 and 8:44 a.m. and 12:33 and 5:44 p.m. A total of 49 original segments were produced during the fiscal year. Segments aired a total of 196 times during the fiscal year.

**Collaboration with eCapitol:** KGOU partners with the online government reporting service, eCapitol, to produce and provide a five-minute update on policy, politics and government news each week. “Capitol Insider” is hosted by the KGOU general manager and aired Fridays at 4:45 and 6:45 p.m. and Mondays at 6:45 and 8:45 a.m. during fiscal year 2019. The segments are also available as a podcast on Apple Music and Spotify. Forty-one original segments were produced during the fiscal year, for a total of 164 airings during the fiscal year.

**Collaboration with Oklahoma City Community College:** KGOU was co-sponsor of the Capitol Steps concert event at Oklahoma City Community College on August 23, 2018. KGOU Development Director Jolly Brown and Membership Director Laura Knoll greeted guests and donors; General Manager Dick Pryor introduced the featured act.

**Collaboration with the City of Norman:** KGOU was a production partner in the Norman Day 4<sup>th</sup> of July celebration presented by the City of Norman Parks and Recreation Department. KGOU aired the music that accompanied the community fireworks show so celebrants at Norman's Reaves Park could hear the music by listening to KGOU.

**Collaboration with Tower Theatre:** KGOU was co-presenter for four concerts at the Tower Theatre in Oklahoma City. KGOU Program Director Jim Johnson served as emcee for two of the events and introduced the featured acts.

***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 partner(s) or from a person(s) served.***

**AWARDS:** During fiscal year 2019, KGOU and StateImpact Oklahoma staff and students received 28 awards and/or public honors from various organizations for the station's work. These include:

- Arkansas-Oklahoma Associated Press Broadcasters Association.
  - KGOU – winner of Outstanding Radio News Operation Award (formerly Sweepstakes Award)
  - KGOU – winner of First Place Awards for Best Feature Reporting, Enterprise/Investigative Reporting, Best Weather Coverage, Best Sports Reporting and Best Reporter Portfolio
  - KGOU – Second Place Awards for Best Weather Reporting and Best Government Reporting
- Oklahoma Association of Broadcasters Outstanding Achievement Awards Metro Radio Division
  - KGOU – winner of First Place Awards for Feature-Series and General News
- Radio Television Digital News Association Regional Edward R. Murrow Awards, Large Market Radio, Region 6 (Oklahoma, Texas)
  - Oklahoma Engaged – winner of Excellence in Innovation Award
- University of Oklahoma Outreach Awards
  - Patrick Roberts, KGOU – Innovation Award for Outstanding Work on the MetaPub Tornado Alley Project
- Oklahoma Pro Chapter Society of Professional Journalists (SPJ)

- KGOU – winner of First Place Awards for Public Relations – General Writing, Radio – General News, Radio – Sports Reporting
- KGOU – recipient of Second Place Awards for Radio-General News, Radio-Investigative and Enterprise Reporting, Radio-Election Reporting, Radio-Special Program
- KGOU – recipient of Third Place Award for Radio-Feature
- StateImpact Oklahoma – winner of First Place Awards for Radio-Government and Criminal Justice, Radio-Diversity Reporting, Radio-Special Program
- StateImpact Oklahoma – recipient of Third Place Award for Radio-Investigative and Enterprise Reporting
- Oklahoma Engaged – winner of First Place Awards for Radio-Election Reporting, Radio-Live Broadcast
- National Broadcasting Society student awards
  - KGOU – recipient of two Finalist Awards

BROADCAST AUDIENCE: During fiscal year 2019, KGOU enjoyed an average of 80,4000 listeners each week, with each listener listening to an average of six (6) hours of programming each week. During the fiscal year, KGOU’s audience spent more than 25,084,800 hours listening to KGOU.

DIGITAL AND SOCIAL AUDIENCE (FY2019):

For KGOU

- kgou.org: average of 47,406 visits (Sessions in Google Analytics) and 78,219 page views per month
- facebook.com/kgounews: 4,754 followers, 4,882 likes
- facebook.com/weekendblues: 773 followers, 785 likes
- twitter.com/kgounews: 5,087 followers
- [instagram.com/kgounews](https://www.instagram.com/kgounews): 1,102 followers
- *How Curious* podcast: 14,537 audio downloads
- *Capitol Insider* podcast: 18,865 audio downloads

For StateImpact Oklahoma

- stateimpact.npr.org/Oklahoma: average of 13,503 sessions and 16,549 page views per month
- facebook.com/StateImpactOK: 2,241 followers, 2,253 likes
- twitter.com/stateimpactOK: 4,640 followers)

Streaming Total Listening Hours: 828,490

Streaming Average Time Spent Listening: 54 minutes

(average number of hours for each session with a duration of at least one minute in total and any duration within the reported time period; calculated as total time spent listening divided by active sessions)

PRIVATE CONTRIBUTIONS: In fiscal year 2019, the operating income from private giving (donations including memberships, cash underwriting, and in-kind underwriting) decreased from the prior fiscal year. For FY2018, the private giving total was \$1,213,755.00 and represented 59.0% of the Station's operating and non-operating income. Private giving in FY2019 was \$1,158,944, a decrease of 4.5% from the previous fiscal year. This amount represented 60.7% of the Station's operating and non-operating revenue in FY2019.

***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 FY19, and any plans you have made to meet the needs of these audiences during FY20. If you regularly broadcast in another language other than English, please note the language broadcast.***

KGOU is one of the few non-minority owned stations that carries Native American programming each week. The station purchases three programs from Native Voice One including National Native News, which airs daily. KGOU traditionally has been a regular contributor to National Native News and is making efforts to incorporate more Native American news stories into other programs, in-depths and regular newscast segments in the year ahead. KGOU is making increased news content contributions to National Native News an editorial priority in fiscal year 2020 and beyond.

In FY2020, KGOU will be hiring an engagement reporter and reporter/producer, both of whom will be expected to increase the amount of diversity reporting that the station produces. The engagement reporter will be tasked with seeking stories in diverse Oklahoma communities of influence to increase coverage of underserved communities. These communities include those determined by factors such as race, ethnicity, national origin, religion, geography, socio-economic status, age, gender and sexual orientation. Likewise, the reporter/producer will be expected to report on these communities, with special emphasis on stories from Indian Country.

In the year ahead, Oklahoma Engaged election reporting will also reach out to those communities of influence to produce stories on voter preferences and behaviors. We intend for this political and election reporting to explore the "how" and "why" of voter behavior and how residents' position in communities of influence affects their political preferences and voting. This reporting will lead up to the General Election in November, 2020.

Also in the year ahead, KGOU is working on being the production site for new content focusing on Native American culture and issues. Our goal is to work with the University of Oklahoma Department of Native American Studies (which, like KGOU, is housed in Copeland Hall) and the University of Oklahoma Office of Diversity and Inclusion (also based in Copeland Hall) to develop this content and assist with its distribution through the KGOU website and/or over the air in the broadcast program schedule. In addition, we expect to use these University

departments as resources for development of more programming related to diversity and traditionally underserved audiences.

KGOU, NPR and other content providers seek stories relevant to minority communities. KGOU produces local news and public affairs content, when timely, regarding issues concerning racial, ethnic and gender-based minorities (traditionally underserved audiences).

KGOU's recurring nationally-syndicated discussion programs, including *Here and Now*, *1A* and *Fresh Air*, frequently feature conversations about issues relating to race, ethnicity, national origin, gender, sexual orientation and other protected classes of individuals. The KGOU program schedule reflects an effort to appeal to the station's international audience, with programs including *Putamayo World Music Hour*, *Global Jazz Wire*, *Brazilian Hour*, *Global Village* and *Alt Latino*. KGOU does not broadcast in a language other than English.

KGOU has increased its visibility in the community through speaking to diverse groups and was able to broaden its impact in traditionally underserved communities through the Oklahoma Engaged election reporting project. This project used statewide public opinion polling to determine the top issues of Oklahomans across various demographic groups through scientific research (telephone and digital polling and focus groups). KGOU and its Oklahoma Engaged partners produced in-depth news stories about these issues relating to politics and public policy and hosted public engagement events.

In fiscal year 2020, KGOU is exploring ways to increase its community outreach and locally-produced minority programming through the following methods:

- Developing an engagement reporting approach that uses community conversation events in cities of license and targeted reporting that focuses on issues affecting communities of influence (based on factors including race, ethnicity, national origin, religion, age, gender, sexual orientation, socio-economic status and geography);
- Modernizing the KGOU studios to create a space for producing regular news and public affairs discussion programs and podcasts focusing on issues of statewide interest (including diverse communities) and a multi-media space for small community events and discussions;
- Hiring a reporter/producer who will be expected to produce stories that address issues of interest to people in communities of license and influence;
- Increasing multi-cultural reporting through StateImpact Oklahoma;
- Increasing attention to events outside of the Oklahoma City metro area (in rural locations) in the KGOU Community Events Calendar and on-air announcements;
- Increasing contributions to National Native News; and
- Seeking special programming and limited series available from national content providers which address minority concerns and issues relating to diversity.

KGOU actively seeks minority candidates for employment, in accordance with CPB, FCC, EEO and University policies. We believe diversity is better achieved through a more diverse workforce. KGOU employees reflect this priority.

During the fiscal year, KGOU's full-time employment included 46.7% female (7 of 15) and 26.7% minority (two Native American, one African American, one Disability). KGOU continues to seek programming and produce local content that serves diverse groups, including underserved communities. KGOU selects local and national content to provide multi-cultural experiences, consistent with the KGOU audience demographic.

**5. *Please assess the impact that your CPB funding had on your ability to service your community. What were you able to with your grant that you wouldn't be able to do if you didn't receive it?***

CPB funding is critical to KGOU's stability in providing community service and meaningful informational content across its listening area and through digital (online) distribution. The cumulative effect of persistent state budget cuts since 2010 has created a serious funding problem for state-funded institutions, particularly in Higher Education. KGOU receives approximately 15% of its funding from its licensee, the University of Oklahoma, so the series of cuts in funding to Higher Education have forced KGOU to more heavily rely on private giving and funding from the CPB.

Moreover, expenses for broadcast stations, and particularly public service media stations, keep going up. NPR programming fees increase about 3% each year. Fees from other program providers rise about 3% each year. Transmitter tower rentals go up about 3% each year. These rising costs for terrestrial broadcasting make diversified funding imperative.

The CPB funding has provided a basis for the station's growth by enabling the station to focus on the national-local partnership in continuing to serve the community with relevant, quality programming and making the case to potential donors. In addition, the CPB grants offer a measure of stability that ensures the purchase of some national programming regardless of what happens with local licensee support. CPB funding allows KGOU to provide a higher percentage of its financial resources to production and distribution of local content that addresses community problems and issues.

Without CPB funding, KGOU would be unable to maintain its service to regional locations in the state, cover as many important news stories affecting its communities of license, and purchase programming that appeals to its public radio audience, including diverse, underserved communities.

As a University licensee, and an NPR member station, KGOU's audience tends to be well-educated, influential and more capable of providing essential private financial support than the general public. To maintain its brand and level of audience loyalty, it is imperative KGOU deliver

relevant, well-produced content that fulfills the expectations of the station's discerning listeners and attracts new listeners by providing program offerings that appeal to a broader segment of the service area.

This mission-centered, public service approach would be especially difficult to accomplish without funding from CPB. CPB funding is critical to KGOU, so the organization can continue to serve its growing audience that is increasingly relying on KGOU for important public service media content, meaningful discussion, enriching entertainment programs and important community information.