

## **KOSU Diversity Statement and Goals (November 2022)**

The Corporation for Public Broadcasting Act passed in 1967 sought to create a more representative form of media than what had previously existed in the United States.

It said, “Congress hereby finds and declares that it furthers the general welfare to encourage public telecommunications services which will be responsive to the interest of people both in particular localities and throughout the United States, which will constitute a source of alternative telecommunications services for all citizens of the Nation.”

And continued, “It is in the public interest to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences, particularly children and minorities.”

KOSU seeks to build a modern media service that equitably reflects and celebrates the rich diversity of Oklahoma. We seek to put at the forefront of our community service these higher ideals set forth in the Public Broadcasting Act.

We acknowledge that KOSU has previously fallen short of the ideal set forth in the vision for public media outlined above. Further, news organizations, including ours, have promoted racist narratives and upheld harmful systems.

As a station, we have committed to dismantling those systems in our work and in our relationships with people and organizations in our community.

To that end, we have set the following publicly accountable goals.

- Amplify and platform voices and perspectives that have been underrepresented. We will hold ourselves accountable by conducting source audits on people represented in our journalism work and in the musicians we play on KOSU.
- Build new relationships in underserved communities. Meet people where they are. Listen deeply. Invite people in these communities to collaborate with us in a way that creates mutual benefit.
- Educate management and staff annually on best practices in creating and maintaining an equitable, inclusive and safe work environment.
- Create a community advisory board that intentionally seeks out the perspectives of all ethnicities, heritages, characteristics and circumstances represented in Oklahoma. (Goal Deadline: 12/1/23)
- Develop a more equitable and representative workforce.
- Annually report our progress to the public. (Goal Deadline: 12/31/23)

Since January 1, 2020, here is the progress KOSU has made toward those goals.

- Enacted source audits to track the diversity of sources used in every local news story reported by KOSU. Here is what we found: Of the work we logged demographic data for in 2022, our sources were 38.7% male, 22.9% female, 15.8% cisgendered males and 11.1% cisgendered females - with also a few other groups represented in a handful of cases such as transgender and nonbinary sources. In the race category, the sources we logged identified as predominantly white at 62.5%. 7.1% identified as American Indian or Alaskan Native, 4.3% identified as Black or African American and less than 4% as Asian, Hispanic, Latino/a/x or Spanish origin. 22.5% of sources did not identify themselves. There is still work to be done in making diversity tracking a priority for news staff, particularly in the production process - but we have learned a great deal about what our source audience looks like using these tools.
- Enacted music audits for local music played on KOSU, specifically the Oklahoma Music Minute and Songwriters & Tour Riders. Here is what we found: Our sources were 67.6% male, 31.2% female, and a handful were nonbinary or transgender. In the race category, the sources were 75.7% white. 10.9% were Black or African American, 7.7% were American Indian, 3.2% were Hispanic or Latino/a/x, and less than 2% were Asian American, Middle Eastern or North Africans. We largely attribute this to the make-up of the local music scene itself. Still, more work can be done to prominently feature more women and persons of color in our local music products. In the future, we would like to audit our music products as a whole. Tracking that will be a significant undertaking which could take several years.
- Use census data for Oklahoma to compare the racial make-up of the communities KOSU serves with our existing audience and what is represented in our programming.
- Committed to deep listening with people historically underrepresented in our programming. This has included sessions that helped us understand perspectives often missed in reporting. It resulted in us changing the way we approach election reporting. When the Oklahoma legislature passed a series of bills specifically affecting young people, we sought out those voices to find out what they thought was missing from the conversation.
- To better reflect and serve the state's Indigenous communities, we established an Indigenous Affairs beat and committed to making sure that we represented the perspective of Indigenous peoples in other reporting that has specific impact, such as health services.
- In our effort to develop a more equitable and representative workforce, we have established an ongoing collaboration with Next Generation Radio and the Native American Journalists Association to host NextGen: Indigenous.
- We have established an ongoing collaboration with Tri-City Collective to produce *Focus: Black Oklahoma*, a monthly news and public affairs program covering topics relevant to the African American and BIPOC communities in Oklahoma. The show seeks to inform the public through stories and interviews, engage the community through lively discussion, and spotlight local artists and creators. It is broadcast monthly on KOSU and is distributed on KOSU's podcast platforms.