

KGOU-FM, Norman, Oklahoma
The University of Oklahoma
September 30, 2023

CPB Diversity Statement for KGOU Radio

KGOU is licensed to the University of Oklahoma and is a department of the University of Oklahoma Outreach/College of Continuing Education. KGOU Radio includes full-power stations KGOU, KROU, KQOU, KWOE, KOUA and four low-power translators. The institution places a high value on diversity in all aspects of its operation. This review is for the period October 1, 2022 through September 30, 2023, and provides a preview through September 30, 2024.

KGOU's governing board is The University of Oklahoma Board of Regents. The members are appointed by the governor and confirmed by the state senate. KGOU has no control over the makeup of the governing board or the administrative chain that supervises KGOU. Thus, KGOU's diversity goals apply to station staff. For information purposes, however, the board is comprised of four white males, one African American male and two white females, each over the age of 40. KGOU's licensee official is the Senior Associate Vice President for University Outreach, who is an African American female over the age of 40.

KGOU's goal is to comply with all applicable federal and state laws and regulations and to not discriminate on the basis of race, color, national origin, sexual orientation, genetic information, sex, age, religion, disability, political beliefs, or status as a veteran in any of its policies, practices, or procedures. KGOU's diversity goal also includes but is not limited to marital status, diverse opinions, perspectives, and lifestyles. KGOU considers these elements to be important to its broadcasting work and public service.

The University of Oklahoma has a culturally diverse student body, representing all 50 states, more than 50 tribal affiliations and over 100 foreign countries. As part of the University community, KGOU management knows that a diverse workforce will contribute significantly to the staff's ability to act consistent with the goals of the University and to create meaningful content for the diverse citizens of Oklahoma.

KGOU complies with the University's anti-discrimination and harassment policies and equal employment opportunity hiring practices, as well as Title IX regulations that relate to the operation of a public institution that is free of gender-based discrimination and harassment.

As of this report, KGOU has a full-time staff of 13 positions, which includes three full-time reporters for StateImpact Oklahoma (positions shared by KGOU and other public radio stations in Oklahoma). The StateImpact Oklahoma positions are held by two white females and one African American female. KGOU has two full-time reporter positions (one Asian female, one white female) and one full-time host/reporter position (white male). The managing editor is a white male. The KGOU management team includes two white females one Native American female, and four white males.

KGOU has one part-time host/producer position (white male), one part-time host/reporter position (white female) and three part-time, or occasional, student positions. In the past 12 months these positions have been held by six white males, one Hispanic female, and one Native American female. As of this report, KGOU's part-time student positions are held by one Native American female and two white males.

The KGOU staff (including management) has diversity in gender, race, ethnicity, age, religion, disability, diverse opinions, marital status, sexual orientation, and other relevant categories. As of September 30, 2023, the 13 full time staff is comprised of eight females and five males. The ratio is 62% female and 38% male. The full-time staff is 7.7% Native American, 7.7% Asian American, 7.7% African American, and 77% white. Persons who are age 40 and over hold 7 of the 13 full-time positions (54%).

According to U.S. Census Bureau statistics from July 1 ,2022, the state of Oklahoma's population is 73% white alone (including Hispanic and Latino), 9.5% American Indian, 7.9% Black or African American, and 2.6% Asian alone.

During the period, KGOU maintained required University policies regarding open position advertising. For positions requiring broadcast and journalism skills and experience, KGOU maintained the open position listing for at least two weeks and often longer. In addition, KGOU advertised openings in a variety of vehicles designed to attract a diverse applicant pool. KGOU regularly advertises positions with the following organizations to reach a racially and ethnically diverse pool of applicants:

- National Association of Black Journalists (NABJ)
- Asian American Journalist Association (AAJA)
- National Association of Hispanic Journalists (NAHJ)
- Native American Journalists Association (NAJA)

These sources can be found in an [annual report](#) for the Federal Communications Commission.

In addition to paid student positions, KGOU hosted Practicum, Independent Study and internship classes for students in the Fall 2022 and Spring and Fall 2023 semesters. Five students participated for academic credit – three white females and two white males. Generally, students at KGOU reflect the gender and ethnic diversity found in the Gaylord College student population. As such, students identify, at least partially, with various ethnicities, national origins, and sexual orientations.

KGOU encourages outreach to traditionally recognized minorities and the international community. Since September 1, 2022, KGOU has conducted the following efforts to reach and serve traditionally under-served and diverse audiences, including university students.

- KGOU – Oklahoma Watch joint listening events focused on reaching and hearing from under-served Oklahomans in:
 - Weatherford, OK (9/8/2022)
 - Lawton, OK (9/13/2022)
 - Ada, OK (9/15/2022)
 - Okmulgee, OK (9/22/2022)
 - Northeast Oklahoma City, OK
 - South Oklahoma City, OK (9/29/2022)
 - Northeast Oklahoma City, OK (10/18/2022)
 - North Tulsa (Greenwood), OK (10/20/2022)
- Higher education student career fairs:
 - Gaylord College of Journalism and Mass Communications Career Fair (3/28/2023)
 - Oklahoma Association of Broadcasters Career Fair (3/30/2023)
- Student journalism training presentations:
 - Gaylord College of Journalism and Mass Communications Fall Media Monday presentations to high school students on Media Literacy awareness. (11/14/2023)
 - Osher Lifelong Learning Institute (OLLI) panel discussions on Media Literacy with Oklahoma Watch executive director Ted Streuli and KGOU general manager Dick Pryor. (2/6/2023 and 2/9/2023)
 - Gaylord College of Journalism and Mass Communications Creative Media Marketplace presentation on podcasting/audio/radio. (2/17/2023)
 - Gaylord College Spring Media Monday presentations to high school students and teachers regarding Media Literacy awareness. (4/10/2023)
 - Gaylord College of Journalism and Mass Communications “Journalism in Times of War” panel discussion with students, educators, and professional journalists. (4/18/2023)
- Outreach presentations to community leader groups, featuring a diversity component:
 - Shawnee Forward “Shawnee Economic Development Summit.” (9/22/2022)
 - Leadership Oklahoma Class XXXVI keynote address. (8/25/2023)

KGOU programming represents a commitment to diversity by reflecting appreciation for diverse viewpoints and cultures. As shown in its quarterly FCC programming reports, as an NPR member station, KGOU airs news, discussion and entertainment programs that address important issues, including diversity, as part of its public service mission. In addition, news programs from the BBC provide international reporting that serves racial and ethnic minorities from around the world.

The nationally syndicated weekday discussion program *1A* frequently highlights issues of particular significance to under-served audiences and minority populations. Similarly, daily discussion programs *Here and Now* and *Fresh Air* highlight issues and guests related to diversity topics, including race, ethnicity, religion, gender, and sexual orientation. Other programs that address these issues include *Morning Edition*, *All Things Considered*, *BBC NewsHour*, *Ted Radio Hour*, *RadioLab*, *Freakonomics*, *This American Life*, *Throughline*, *To the Best of Our Knowledge*, and *Left, Right and Center*.

KGOU addresses news involving the Native American community by airing *National Native News* reports from Native Voice One two times per day. In August 2021, KGOU added a “Recognition of Native Peoples” section to the station website. This statement acknowledges that land occupied by KGOU was located on ancestral homelands of Native American peoples and recognizes the cultural contributions of indigenous tribes and sovereign nations. KGOU regularly airs stories from an Oklahoma Public Media Exchange reporter who is dedicated to Native American coverage.

KGOU airs *Asian View* news segments two times each weekday morning. Other KGOU news, public affairs and entertainment shows reflect diverse viewpoints and appreciation of diverse cultures. These shows include *Alt.Latino*, *Brazilian Hour*, *Global Sojourn* (produced by KGOU), *Global Village*, and *Putamayo World Music Hour*. KGOU also airs a locally produced original music program, *Tonic: The Funky Groove Show*, to appeal to a diverse audience through a variety of musical genres, including hip hop, funk, groove, soul, jazz and disco.

Diversity-related topics are also periodically presented in each of KGOU’s various ‘regular’ locally produced feature segments and programs within the specified date range, including *Capitol Insider*, *How Curious*, *Sunday Radio Matinee*, StateImpact Oklahoma reports, and a weekly feature from journalism partner Oklahoma Watch, *Long Story Short*. Topics are presented on the KGOU and StateImpact Oklahoma websites and distributed through KGOU’s weekly email newsletter.

During the last three years, KGOU’s commitment to diversity has resulted in hiring of three white females (replacing an African American male and two white females), an African American female (replacing a white female), and an Asian American female (replacing a white female) to full-time positions. It has also resulted in hiring a Native American female, Hispanic female, and African American male to part-time student positions.

In the year ahead, KGOU will continue a variety of policies, procedures and activities calculated to attract, recruit, employ, train, and retain professional and talented staff and management to achieve the goals of diversity and community service. This is consistent with the University of Oklahoma’s enhanced efforts to emphasize diversity, equity, and inclusion. Likewise, NPR and CPB are accelerating their diversity efforts.

KGOU will annually participate in one of the following diversity initiatives to further diversity goals of CPB:

- Include individuals representing diverse groups serve the Grantee for internships or work-study programs, which must be designed to provide meaningful professional-level experience and further public broadcasting's commitment to education;
- Include qualified diverse candidates in any slate of individuals considered for positions on elected governing boards that Grantee controls;
- Provide diversity training for members of Licensee's governing body or board of directors;
- Participate in minority other diversity job fairs; or
- Provide diversity training for management and appropriate staff.

In addition to programs outlined above, KGOU will emphasize diversity in hiring, outreach, and programming during the next twelve months through the following approaches:

* Following university procedures for hiring full-time professional staff and management positions which require documentation and review of the actions taken to attract and evaluate a qualified and diverse applicant pool and position advertising in minority-focused professional trade publications. During the last twelve months, this approach has resulted in filling two open full-time positions with one African American female and one white female.

* Promoting student academic and employment opportunities that provide training and jobs for students from the University of Oklahoma through formal class credit, and paid positions at KGOU. During the last twelve months, this approach has resulted in filling an open part-time student position with a Native American female.

* Attending job/career fairs sponsored by the Gaylord College at the University of Oklahoma and Oklahoma Association of Broadcasters and the Gaylord College Creative Media Marketplace. During the last twelve months, this approach has resulted in filling an open part-time student position with a Native American female.

* Pursuing program opportunities with the University of Oklahoma Office of Native American Studies and Office of Diversity, Equity, and Inclusion and Native American tribes.

* Using OU Outreach's prestigious National Conference on Race and Ethnicity (NCORE) and other relevant Outreach programs as a resource.

* Broadening the focus of news and special projects reporting to include more issues relating to race, ethnicity, national origin, sexual orientation, gender, age, religion, and veteran status. During the last two years, this has resulted in numerous news stories regarding LBBTQ+ and transgender issues, in-depth feature on a Black sheriff, in-depth feature on the "richest Black girl in America," and in-depth feature on Lesbian bars in Oklahoma City, plus recurring stories on Native American news and issues.

* Pursuing content development opportunities with Native American tribes located in the state of Oklahoma and preparation of stories for submission to *National Native News* and NPR and continuing to air news reports produced for the Oklahoma Public Media Exchange collaboration by a reporter dedicated to indigenous affairs reporting.

* Pursuing a follow-up community listening tour project through a collaboration with Oklahoma Watch, focusing on minority and under-served communities.

* Completing University of Oklahoma Diversity Training: All staff and managers complete university-mandated diversity and harassment prevention training and senior management staff will complete an online course on managing bias.

* Completing formal Harassment Prevention Training (which includes a diversity awareness component): All new employees are required by the University of Oklahoma to take “Sexual Harassment and Discrimination Awareness Training” within the first 30 days of employment and thereafter at least every two years. In addition, all KGOU employees (full- and part-time), students and interns must complete annual Harassment Prevention Training required and provided by the Corporation for Public Broadcasting.

More information about the University of Oklahoma’s policies regarding diversity can be found at the [OU Institutional Equity Office](#) and the [Office of Diversity, Equity, and Inclusion](#).

This statement was reviewed and approved by KGOU Radio licensee official Belinda P. Biscoe, PhD, Senior Associate Vice President for University Outreach at the University of Oklahoma, on September 14, 2023, and posted on the KGOU website on September 28, 2023. This annual diversity statement is required by the Corporation for Public Broadcasting (CPB) from stations that receive CPB funding.