

KGOU-FM, Norman, Oklahoma
The University of Oklahoma
September 30, 2021

Diversity Statement for KGOU Radio

KGOU is licensed to the University of Oklahoma and is a department of the University of Oklahoma Outreach. The institution places a high value on full diversity in all aspects of its operation. This is a review of the period October 1, 2020 through September 30, 2021, and a preview through September 30, 2022.

KGOU's governing board is The University of Oklahoma Board of Regents. As such, 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 goal of a diverse workforce applies 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 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 does 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.

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 greatly 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 14 positions, which includes three full-time reporters for StateImpact Oklahoma (positions shared by KGOU and other public radio stations in Oklahoma). One of the StateImpact Oklahoma positions (which was held by an African American male) is open, but we are in the process of filling it. KGOU has two part-time positions and three part-time, or occasional, student positions. In the prior 12 months KGOU created a new part-time position (white male) and filled three full-time positions (two white females, one white male). The full-time openings had been held by two white females and one

white male. In addition, KGOU has had four openings for part-time student positions, which were filled by one white female, one Hispanic female, one white male and one African American male.

The staff has diversity in gender, race, ethnicity, age, religion, disability, diverse opinions, marital status, sexual orientation and other relevant categories. As of September 30, 2021, of the 13 full time staff currently holding positions, seven are female and six are male. The ratio is 54% female and 46% male. The full-time staff is 15.4% Native American and 0% African American (the recently departed StateImpact Oklahoma reporter was African American). Persons over the age of 40 hold seven of the 13 full-time positions which are currently filled (58%).

As of this report, KGOU's two part-time professional positions are held by white males, one student position is held by a white male, one student position is held by an African American male and one student position is held by a Hispanic female.

In the past year, 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 2020 and Spring and Fall 2021 semesters. Nine students participated for academic credit – five white female, one Hispanic female, one Hispanic male, one African American male and one white male. Generally, students at KGOU reflect the gender and ethnic diversity found in the student population.

KGOU also encourages outreach to minorities and the international community. However, during this period these opportunities, including student career fairs, were prevented by the ongoing COVID-19 pandemic.

KGOU programming also represents a commitment to diversity by reflecting appreciation for diverse viewpoints and cultures. As shown in its quarterly FCC programming reports, as a member station of NPR, KGOU airs news, discussion and entertainment programs

that address important issues, including diversity, daily 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.

In particular, 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 national programs that address these issues include *Morning Edition*, *All Things Considered*, *BBC NewsHour*, *Ted Radio Hour*, *RadioLab*, *Freakonomics*, *This American Life* and *On Being*.

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 also regularly airs stories from an Oklahoma Public Media Exchange reporter who is dedicated to Native American coverage.

KGOU programs, including news, public affairs and entertainment shows, reflect an appreciation for diverse viewpoints and cultures. These programs include *The Sunday Radio Matinee*, *Alt.Latino*, *Brazilian Hour*, *Global Sojourn*, *Global Village* and *Putamayo World Music Hour*. During the period KGOU added a new locally produced music program, *Tonic: The Funky Groove Show*, to appeal to a more diverse audience.

To mark the 100th anniversary of the Tulsa Race Massacre, KGOU devoted a special series of four live call-in programs to discuss books on the event and its aftermath. 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* and *StateImpact Oklahoma*. These topics are presented on-air and posted on the KGOU and StateImpact Oklahoma websites.

The focus of Oklahoma Engaged election reporting for the 2020 election cycle was on traditionally under-served and minority communities and their political views. This approach was supported by public opinion research that engaged those groups and their communities to determine how their voting is influenced.

In the year ahead, KGOU will continue a variety of policies, procedures and activities that will attract, recruit, employ, train and retain professional and talented staff that will achieve the goals of diversity and result in positive, responsive service to the community. This is consistent with the University of Oklahoma’s enhanced efforts to emphasize education and understanding of diversity, equity and inclusion.

Likewise, NPR and CPB are accelerating their diversity efforts in 2022. To emphasize diversity in hiring, outreach and programming in the next twelve months, KGOU's approaches will include:

- * Following university procedures for hiring full-time professional staff 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. Lack of qualified candidates representing diverse groups in the job applicant pool continues to be an issue in hiring.

- * Promoting student academic and employment opportunities that provide extensive training and jobs for students from the University of Oklahoma through formal class credit, and paid positions.

- * Attending Job Fairs sponsored by the University of Oklahoma and Oklahoma Association of Broadcasters.

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

- * Pursuing content development opportunities with Native American tribes located in the state of Oklahoma and preparation of stories for submission to National Native News.

- * Pursuing a listening tour project through a collaboration with Oklahoma Watch. Originally planned for Fall 2021 but pushed back to spring 2022, this project will involve holding listening sessions in select Oklahoma cities to stimulate conversations with members of minority communities. This project is designed to connect with these diverse communities and learn about their specific concerns and needs as a guide for reporting and further outreach.

- * Completing formal Diversity Training: All staff will complete new university-mandated diversity training and senior staff will complete an online course on managing bias.

- * Completing formal Harassment Prevention Training: 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. Thereafter, all employees are required to take the training at least every two years. In addition, all KGOU employees, students and interns 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 at the [Office of Diversity, Equity, and Inclusion](#).

This statement was 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, 2021 and posted on the KGOU web site on September 15, 2021. This annual diversity statement is required by the Corporation for Public Broadcasting (CPB) from stations that receive CPB funding.