

KGOU-FM, Norman, Oklahoma
The University of Oklahoma
September 30, 2025

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, KWOU, KOUA (in Norman, Spencer/Oklahoma City, Clinton, Woodward, and Ada, Oklahoma respectively) and four low-power translators (in Ada, Seminole, Shawnee, and Chickasha, Oklahoma). The institution places a high value on diversity in all aspects of its operation. This review is for the period October 1, 2024, through September 30, 2025.

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, in accordance with University of Oklahoma policies. For information purposes, however, the board is comprised of five white males, one African American male and one Native American female, 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 based on 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 considers these elements to be important to its broadcasting work, public service, and legal compliance.

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

As of this report, KGOU has a full-time staff of 13, 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 three white females. 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. As of this report, KGOU's part-time student positions are held by one white male and two white females.

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, 2025, 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 8.3% Native American, 8.3% Asian American, and 84.6% white. People aged 40 and over hold 7 of the 13 full-time positions (54%).

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 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)
- Indigenous Journalists Association (IJA)

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 2024 and Spring and Fall 2025 semesters. Generally, students at KGOU reflect the diversity found in the Gaylord College student population. As such, students identify, at least partially, with various ethnicities, national origins, and sexual orientations.

Since September 1, 2023, 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:
 - Durant
 - Ponca City
 - Woodward
 - Chickasha
- KGOU Community Conversations and Oklahoma Future Forums
- Higher education student career fairs:

- Gaylord College of Journalism and Mass Communications Career Fair
- Gaylord College of Journalism and Mass Communications Involvement Fair
- Gaylord College of Journalism and Mass Communications Creative Media Marketplace
- Oklahoma Association of Broadcasters Career Fair
- Guest speaker for Oklahoma International Law Society at the University of Oklahoma College of Law
- Guest speaker for Gaylord College of Journalism and Mass Communications Spring Media Day
- Guest speaker for Gaylord College Introduction to Journalism class
- Guest speaker for OU Religious Studies class
- Student journalism training presentations:
 - Gaylord College of Journalism and Mass Communications Scholastic Media Fall Media Day
 - Guest speaker at four current issues classes at Norman (OK) North High School.
- Professional development
 - Guest speaker at the PRSA-Oklahoma City monthly meeting
- Outreach presentations to community leader groups, featuring a diversity component:
 - Leadership Oklahoma Class keynote address. (2024, 2025)

KGOU programming represents a commitment to reflecting diverse viewpoints. As shown in its quarterly FCC programming reports, as an NPR member station, KGOU airs news, discussion and entertainment programs that address important issues as part of its public service mission. In addition, KGOU airs news programs from the BBC and other content producers that provide varied viewpoints.

The nationally syndicated weekday discussion program *1A* frequently highlights issues of particular significance to underserved audiences. Similarly, daily discussion programs *Here and Now*, *Fresh Air*, *Morning Edition*, *All Things Considered*, *BBC NewsHour*, *Ted Radio Hour*, *RadioLab*, *Freakonomics*, *This American Life*, *Throughline*, *To the Best of Our Knowledge*, *Top of Mind*, and *Left, Right and Center* discuss issues related to diverse viewpoints.

KGOU addresses news involving the Native American community by airing *National Native News* reports from Native Voice One two times per day. KGOU also regularly airs stories from an Oklahoma Public Media Exchange reporter who is dedicated to Native American coverage. KGOU has a “Recognition of Native Peoples” section on the station website.

KGOU airs *Asian View* news segments once each weekday morning. Other KGOU news, public affairs and entertainment shows reflect appreciation of diverse cultures. These shows include *Alt.Latino*, *Brazilian Hour*, *Global Sojourn*, *Global Village*, and *Putamayo World Music Hour*.

Varied community issues and viewpoints are also periodically presented in each of KGOU's 'regular' locally produced feature segments and programs within the specified date range, including *Capitol Insider*, *How Curious*, *Sunday Radio Matinee*, StateImpact Oklahoma reports, *On the Scene*, and a weekly feature produced by 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.

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. KGOU annually participates in the following job-related activities:

- Provide paid staff positions, part-time professional and student positions, and fellowships.
- Complete human resources training for management and appropriate staff.
- Follow 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 applicant pool and position advertising in minority-focused professional trade publications.
- Attend job/career fairs sponsored by the Gaylord College at the University of Oklahoma and Oklahoma Association of Broadcasters, the Gaylord College Creative Media Marketplace, and Gaylord College Media Monday and Media days.

This statement was approved and posted on the KGOU website on September 22, 2025. This annual statement is required by the Corporation for Public Broadcasting (CPB) from stations that receive CPB funding.