

KGOU-FM, Norman, Oklahoma
The University of Oklahoma
September 30, 2022

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 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, 2021 through September 30, 2022, and provides a preview through September 30, 2023.

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 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 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 white male. KGOU has two full-time reporter positions (one Asian female, one white female) and one full-time reporter/host position (white male). The managing editor is a white male.

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

The KGOU staff has diversity in gender, race, ethnicity, age, religion, disability, diverse opinions, marital status, sexual orientation and other relevant categories. As of September 30, 2022, the 13 full time staff is comprised of seven females and six males. The ratio is 54% female and 46% male. The full-time staff is 7.6% Native American, 7.6% Asian, and 0% African American. During the past year one StateImpact Oklahoma reporter was African American. Persons over the age of 40 hold six of the 13 full-time positions (46%).

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 2021 and Spring and Fall 2022 semesters. Three students participated for academic credit – each a white female. Generally, students at KGOU reflect the gender and ethnic diversity found in the Gaylord College student population.

KGOU encourages outreach to minorities and the international community. However, during this period these opportunities, including student career fairs, were limited by the COVID-19 pandemic. The Gaylord College Creative Media Marketplace was held Fall 2021, the Gaylord College Career Fair resumed Fall 2021, and the annual Oklahoma Association of Broadcasters Career Fair resumed Spring 2022 and KGOU was represented at each event.

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*, *On Being*, *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. 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*. In 2020, KGOU launched the locally produced original music program, *Tonic: The Funky Groove Show*, to appeal to a more 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 new 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.

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 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.

In addition to continuing 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 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.

* 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/career fairs sponsored by the Gaylord College at the University of Oklahoma and Oklahoma Association of Broadcasters and the Gaylord College Creative Media Marketplace.

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

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

* 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.

* Pursuing a listening project through a collaboration with Oklahoma Watch. This series of community discussions began in September 2022. This project involves sessions in select Oklahoma cities to stimulate conversations with members of minority and under-served 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 and thereafter at least every two years. In addition, all KGOU employees, 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 approved by KGOU Radio licensee official Belinda P. Biscoe, PhD, Senior Associate Vice President for University Outreach at the University of Oklahoma, on September 15, 2022, and posted on the KGOU website on September 19, 2022. This annual diversity statement is required by the Corporation for Public Broadcasting (CPB) from stations that receive CPB funding.