

KGOU-FM, Norman, Oklahoma
The University of Oklahoma
September 30, 2018

Diversity Statement

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, 2017 through September 30, 2018, and a preview through September 30, 2019.

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 five white males 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 discrimination and harassment on the basis of gender.

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). KGOU has four part-time, or occasional, positions. In the prior 12 months, KGOU had two vacancies for StateImpact Oklahoma reporters (both were filled - one was replacement for a vacated position, the other was a newly-created position), one vacancy for reporter/producer (filled), one vacancy for host/social media coordinator (filled), one vacancy for a part-time reporter/host (filled) and one vacancy for a part-time audio producer

(unfilled). At this time, KGOU is actively advertising for one part-time community calendar producer to fill a vacancy created by the promotion of a the previous community calendar producer to the position of host/social media coordinator.

The staff has diversity in gender, race, ethnicity, age, religion, sexual orientation, disability, diverse opinions, marital status, and other relevant categories. As of September 30, 2018, of the 14 full time staff, 50% are female and 50% are male. The full-time staff is 16.7% Native American and 8% African-American. Persons over the age of 40 hold eight of the 14 full-time positions (57%).

As of this report, two of KGOU's three part-time employees are students; each is male. One part-time student position is currently being advertised with the goal of filling the position by October 1, 2018.

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.

During the period, KGOU hosted Practicum classes for students in the Fall 2017 and Spring and Fall 2018 semesters. Five men and three women students participated for academic credit during that time. One of the students required a reasonable accommodation to address disability. Generally, students at KGOU reflect the gender and ethnic diversity found in the student population. We recently began encouraging students from public relations and advertising from the Gaylord College of Journalism and Mass Communication to consider practicum at KGOU (in addition to journalism and creative media production students), which has resulted in an increased size of the applicant pool.

In the past year, KGOU also participated in student job fairs, including the University of Oklahoma Journalism Career and Internship Fair on October 10, 2017 and the Oklahoma Association of Broadcasters Student Career Day on April 19, 2018.

On October 20, 2017, general manager Dick Pryor served as master of ceremonies for the Seventh Annual NextGen Under 30 Awards Ceremonies, at the Embassy Suites Conference

Center in Norman. The ceremony honored a diverse group of 189 young professionals under the age of 30 in a variety of professional fields across the state. The program aired statewide on OETA, KOTV in Tulsa and KWTW in Oklahoma City.

On April 5, 2018 general manager Dick Pryor served as moderator of a discussion with the director and producer of the award-winning documentary, *Mankiller*, about the life of the principal chief of the Cherokee nation, Wilma Mankiller. The movie premier and discussion was a featured event of Native Crossroads: Rhythms, a three-day indigenous film festival at the University of Oklahoma.

The week of May 29-June 2, 2017, general manager Dick Pryor attended the National Conference on Race and Ethnicity (NCORE) in New Orleans, Louisiana. The annual conference hosted by the University of Oklahoma provides educational and networking opportunities for administrators, diversity officers and students interested in understanding and improving diversity in higher education. NCORE provides training and discussion regarding policies and practices involving race, ethnicity, gender, sexual orientation and cultural awareness.

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, on a daily basis 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 program *1A* (a two-hour program heard each weekday) frequently highlights discussion of 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.

KGOU addresses news involving the Native American community by airing *National Native News* reports from Native Voice One each day. Other KGOU programs, including news, public affairs and entertainment shows, reflect an appreciation for diverse viewpoints and cultures. These programs include *Alt.Latino*, *Brazilian Hour*, *Global Jazz Wire*, *Global Village* and *Putamayo World Music Hour*.

During the period KGOU has actively participated in a statewide voter awareness project, Oklahoma Engaged. The election cycle special project has been funded by grants from the Ethics & Excellence in Journalism Foundation and the Kirkpatrick Foundation and was done in partnership with other public radio stations in Oklahoma – KOSU (Oklahoma City/Tulsa), KWGS (Tulsa) and KCCU (Lawton).

The central element of the project involves reporting on issues important to diverse groups of voters across the state of Oklahoma. The project included commissioning of scientific

public opinion research and focus group discussions to learn voter attitudes. The research took into account important diverse demographics in the state, including age, gender and political affiliation. This reporting was distributed on-air and online via the project website, www.oklahomaengaged.com.

Diversity-related topics are also represented in each of KGOU's various 'regular' locally-produced feature segments and programs within the specified date range, including: Capitol Insider, State Impact Oklahoma, How Curious podcast, Oklahoma Engaged, *World Views*, and The Business Intelligence Report.

Locally produced content featuring issues relating to diversity may be local, regional, national or international in scope. Stories, programs and feature segments produced by KGOU and StateImpact Oklahoma reporters highlighting diversity in age, gender, race, ethnicity, disability and sexual orientation are found across each of the KGOU's primary editorial "beats."

Local news and public affairs content KGOU aired and posted on its website and the affiliated websites for StateImpact Oklahoma and Oklahoma Engaged reflecting diversity include, but are not limited to, the following during the period:

- **Business Intelligence Report: How A Recent Court Decision Could Affect Casinos On Tribal Lands**
 - The three judge panel on the 10th Circuit Court of Appeals ruled Congress never disestablished the Creek reservation and, by extension, other reservations in Oklahoma. The [126-page *Murphy v Royal* decision](#) found Patrick Dwayne Murphy should not have been tried by the state of Oklahoma, but instead in federal court. Murphy, who is Native American, is accused of killing another Native American man in Indian Country. The state of Oklahoma has appealed the decision.
- **World Views: Poet Sasha Pimentel On Borders And The Sound of Language**
 - Rebecca Cruise talked to poet Sasha Pimentel about the sound of language, the US-Mexico border and her experience as an immigrant.
- **Business Intelligence Report: Oklahoma's Corporate Boards Still Have Few Women**
 - The Journal Record's Sarah Terry-Cobo told KGOU there are several reasons for low representation for women on corporate boards.
- **State Impact: Budget Uncertainty Leaves Seniors And Oklahomans with Disabilities In Limbo**
 - Millions of dollars earmarked for DHS, the agency in charge of waiver programs, fell through when a cigarette fee passed by the legislature was thrown out as unconstitutional. To make up the shortfall, the agency needed to cut \$69 million, and DHS' ADvantage and In-Home Support waiver programs, which provide for more than 22,000 elderly and disabled Oklahomans, were chosen for cuts.
- **Tribes Work To Diversify Economic Impact On Oklahoma**

- Though gaming operations continue to be a large economic focus for Oklahoma's tribes, they are continuing to reach out into other endeavors. These projects include healthcare, retail, manufacturing, agriculture and more.
- **A Conversation With... Clara Luper**
 - The Sunday Radio Matinee featured *A Conversation With... Clara Luper*. The noted civil rights activist and teacher talked to Dick Pryor about the Oklahoma sit-in movement of the 1950s and 1960s and efforts to bring equality for African-Americans to Oklahoma facilities and institutions.
- **A Conversation With... George Henderson**
 - The Sunday Radio Matinee featured *A Conversation With... George Henderson*. In this episode, Dr. George Henderson, a noted activist, human relations scholar and educator, discussed racial equality with host Dick Pryor. The program also included Dr. Henderson's personal story about life as a black faculty member at the University of Oklahoma during the late 1960s and 1970s.
- **State Impact: People With Developmental Disabilities May Face Organ Transplant Bias**
 - The story focused on new research suggesting people with intellectual disabilities are being turned down for organ transplants because of their disability. A growing effort to take human bias out of the decision highlights a little-known area of medicine.
- **How Curious: A Chinatown Underneath Oklahoma City?**
 - For decades, Oklahoma residents have circulated rumors about a vast network of tunnels under downtown Oklahoma City where hundreds of Chinese immigrants lived at the turn of the 20th century. KGOU's How Curious podcast host, Claire Donnelly, investigated whether those tunnels really exist.
- **Tribes from U.S. And Canada Work To Build Trading Connections**
 - Before the formation of boundaries between the United States and Canada, indigenous tribes would trade freely with one another. An organization called the Inter-tribal Trade and Investment Organization, or ITTIO, is trying to restore those connections
- **Oklahoma Women Find Common Ground In Unease With Political Parties And Education Issues**
 - Women are a key constituency for both of Oklahoma's major political parties, and an increasing number of women are running for office. But data suggest a majority of Oklahoma women are disappointed with both major political parties.
- **Local Baptist Leaders Address Racism At Weekend Rally**
 - The story featured the Southern Baptist Convention's efforts to diversify church leadership. Local SBC leaders recently held the first African

American rallies in Oklahoma to urge overcoming racial divisions stemming from the church's pro-slavery roots.

- **60 Years Later: Two Women Remember A Teacher And Lesson That Fueled A Movement**
 - Two Oklahoma civil rights activists recall the Oklahoma sit-in movement of the 1950's and 1960s, and the teacher who inspired them, Clara Luper.
- **Achille Transgender Student Incident Reflects Power Of Social Media**
 - The tiny southern Oklahoma town of Achille made national headlines when schools closed after adults made threatening comments online about a 12-year-old transgender student named Maddie. Thanks to social media, Maddie is receiving financial support from people across the world.
- **U.S. Lawmakers Move To Protect Native-Owned Land**
 - Legislation that would eliminate blood requirements for Native American landholders seeking to hold onto ancestral land passed the U.S. House of Representatives. The legislation, sponsored by the state's four House members, amends the Stigler Act of 1947, which required current members of the Five Tribes prove they had "one-half or more of Indian blood" to retain tax exempt status for land their family had owned since the early 1900s.

For the next year, KGOU will continue a variety of policies, procedures and activities that will attract, recruit, employ, train and keep professional and talented staff that will achieve the goals of diversity and result in positive, responsive service to the community. These will include:

- * 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.
- * 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.
- * Hosting or attending Job Fairs.
- * Participating in the National Conference on Race and Ethnicity (NCORE).
- * Pursuing program opportunities with the University of Oklahoma's Office of Native American Studies and Office of University Community.
- * Furthering relationships with and pursuing content development opportunities with Native American tribes located in the state of Oklahoma.
- * Formal Diversity Training: Management and senior staff, when appropriate, will attend periodic training programs.
- * 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. Beginning in 2018, KGOU employees are also taking annual

Harassment Prevention Training required and provided by the Corporation for Public Broadcasting. The deadline for staff, volunteers and interns to complete this training was October 1, 2018.

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 University Community](#).