

KGOU-FM, Norman, Oklahoma
The University of Oklahoma
September 30, 2017

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, 2016 through September 30, 2017, and a preview through September 30, 2018.

KGOU's governing board is The University of Oklahoma Board Of Regents. As such, the members are appointed by the governor and 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.

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. As part of the University of Oklahoma community, KGOU knows that a diverse workforce will contribute greatly to the staff's ability to create meaningful content for the diverse citizens of Oklahoma.

As of this report, KGOU has a full-time staff of 12 positions, with two full-time reporters for StateImpact Oklahoma (positions shared by KGOU and other public radio stations in Oklahoma) and four part-time, or occasional, positions. In the prior 12 months, KGOU had one vacancy for a clerical, non-broadcasting position (unfilled), one vacancy for a general manager (filled), one vacancy for a reporter (filled), one vacancy for a host (filled) and one vacancy for an operations manager (unfilled). In addition, there was one vacancy for a reporter for StateImpact Oklahoma. At this time, KGOU is actively advertising for two StateImpact Oklahoma reporters (one to fill the vacancy and one a newly-created position) and the new position of Production Manager/Host.

As of September 30, 2017, of the 12 full time staff, 50% are female and 50% are male. The StateImpact Oklahoma reporter is male. The staff is 8% Native American and 8% Asian. The staff also has diversity in age, religion, sexual orientation, disability, diverse opinions, marital status, and other relevant categories.

As of this report, two of KGOU's four part-time employees are students. All four are male. In the past year, KGOU hosted Practicum internships for students in the Fall 2016 and Spring and Fall 2017 semesters. Four men and two women participated for academic credit. Records from previous years show a more evenly balanced female/male participation. KGOU is not responsible for selecting the students who enroll in classes at KGOU.

In the past year, KGOU also participated in job fairs, including the University of Oklahoma Journalism Career and Internship Fair on September 28, 2016 and the Oklahoma Association of Broadcasters Student Career Day on March 30, 2017. In addition, on June 27, 2017, KGOU hosted 25 students participating in the Oklahoma Institute for Diversity in Journalism summer camp for high school students pursuing journalism and other careers in media. This was done in cooperation with the Gaylord College of Journalism and Mass Communication community inclusivity coordinator. KGOU general manager Dick Pryor gave the students a station tour and discussed the media and journalism careers.

On February 16, 2017, the KGOU general manager provided the keynote address about journalism and the media to approximately 100 high school students from across the state of Oklahoma participating in Oklahoma Closeup, a program that provides information to high school students interested in careers in politics and government service. On May 12, 2017, the KGOU general manager spoke at the Generation Citizen annual conference – addressing approximately 100 high school students about civic education and engagement. These organizations present opportunities to address diverse groups of students who represent the demographics of Oklahoma.

The week of May 29-June 3, 2017, the KGOU general manager attended the National Conference on Race and Ethnicity (NCORE) in Fort Worth, Texas. The annual conference hosted by the University of Oklahoma provides educational and networking opportunities for participants interested in understanding and improving diversity in higher education. It is expected the KGOU general manager will serve as an NCORE presenter at the 2018 conference in New Orleans.

KGOU programming also represents a commitment to diversity. During the past year, KGOU has produced and broadcast a locally originated program, *Race Matters*, which focuses on issues of race and diversity. 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*, *Putamayo World Music Hour*, *World Views* and *National Native News*.

During the period KGOU participated in a statewide voter awareness project, Oklahoma Engaged. The project was funded by the Kirkpatrick Foundation and was done in partnership with KOSU Radio. As a supplement to this project, KGOU was a partner in the development and distribution of an Oklahoma Voter Guide with information about the 2016 state election. The voter guide project was done in collaboration with the League of Women Voters, KOSU Radio, OETA, Tyler Media, Oklahoma Watch, The Oklahoman and the Kirkpatrick Foundation. Printed voter guides were distributed to the public and the online version was available on a dedicated website. The goal of this effort, through broad distribution of information to diverse audiences, was to inform the largest number of potential voters possible, especially those who are underserved or may not have ready access to reliable voting information.

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

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 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 internship and employment opportunities that provide extensive training and jobs for students from the University of Oklahoma through internships, 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.

- * Formal Diversity Training: Management and senior staff, when appropriate, will attend periodic training programs. All new employees (and current employees when the policy was adopted) are required to take "Sexual Harassment and Discrimination Awareness Training" within the first 30 days of employment.

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](#).