

KUCO Community Representation Statement

Updated November 2023

KUCO, Oklahoma's Voice for the Performing Arts, is deeply committed to promoting diversity within our organization and ensuring that diverse non-commercial educational content is readily available for free to rural and urban audiences within our service area, with a particular focus on providing educational, informational and cultural content to community members who are traditionally unserved and underserved.

Our Commitment in Action:

We recognize that diversity encompasses a range of values, personal experiences, and worldviews arising from differences of culture and circumstance. This includes, but is not limited to, aspects such as race, creed, color, gender, gender identity or expression, sexual orientation, age, religion, nationality, ability, socioeconomic status, and more.

Our work is guided by the following principles:

1. **Diverse Communities:** KUCO is dedicated to reflecting and celebrating the diversity of the communities we serve in all aspects of station operation, with special attention to communities who have been traditionally unserved or underserved.
2. **Equitable Participation:** KUCO is committed to supporting equitable participation in internal and external station activities, regardless of background.
3. **Incorporating Diverse Perspectives:** KUCO is committed to cultivating a culture that values and incorporates diverse perspectives from team members at all levels. We will actively seek the opinions and feedback of all populations in our decision-making processes.
4. **Reflective Programming:** KUCO is committed to creating, selecting, and presenting programming and engagement activities that are reflective of the diverse communities we serve, with a particular focus on addressing the unique needs and interests of unserved and underserved audiences. We will regularly evaluate and share demographic data of our audience to ensure progress.
5. **Addressing Community Needs:** The mission of KUCO is to address critical issues related to cultural vitality and viability, emphasize the significance of

education within the arts, and promote conversations and performances that engage the communities we serve. KUCO dedicates airtime to a variety of programs and events that inform and enrich a diverse audience across the communities we serve.

Engaging with Our Community:

At KUCO, community representation is at the core of our mission. We actively engage with our local communities and ensure that their voices are heard, valued, and represented in our programming, operations, and decision-making processes.

1. **Community Feedback:** We actively seek feedback from our listeners and community partners through mailings, surveys, social media, and webforms. This ongoing dialogue informs our decisions to align our programming with the evolving needs and interests of our audience.
2. **Adapting Content:** We are committed to adapting our content and initiatives to better serve the cultural and educational aspirations of the communities we serve, addressing the critical issues they face. This includes tailoring our program offerings based on community feedback.
3. **Programming:** KUCO actively seeks to select, develop, produce, and present content and engagement activities that represent the diversity of individuals and perspectives in our community. KUCO regularly produces and broadcasts programs that celebrate the rich cultural diversity the communities we serve, recognizing the importance of informing and entertaining our audience through bilingual, diverse, cultural, and informative programs. Examples include:
 - **Feminine Fusion:** This program celebrates the profound influence of women in classical music, striving to promote gender equality in the world of classical music.
 - **Concierto:** As the first classical music program specifically tailored for Latino listeners, Concierto serves as an entry point for Latinos interested in learning more about classical music.
 - **Fiesta!:** Dedicated to the exploration of Latino concert music, Fiesta! fosters an appreciation for Latin American classical music and serves as a gathering place for listeners from diverse backgrounds.

- **The Spanish Hour with Candice Agree:** This program offers a unique platform for the appreciation of Iberian and Latin American composers, conductors, and performers.
- **Spotlight On the Arts:** This local, weekly interview program serves as a vital platform for local performers, musicians, artists, composers, and community leaders to engage in meaningful discussions about the issues, concerns, educational opportunities, and upcoming performances within our local arts ecosystem.
- **Performance Oklahoma:** This program showcases the abundant local talent and Performing Arts artists within our state, fostering unity and cultural appreciation.
- **Community Calendar:** This program delivers public service information to KUCO listeners, serving as a guide to the diverse community activities, festivals, and events in rural and urban communities in Oklahoma.

Community Advisory Boards and Governance:

KUCO is dedicated to maintaining strong connections with our community through various advisory boards and governance structures. As a non-commercial educational station licensed by the FCC and operated by the University of Central Oklahoma, KUCO's leadership is guided by a commitment to diversity and reflecting the values set forth by the UCO President and its diverse management team.

Our governance structure includes eight regents appointed by the Governor of Oklahoma. The State Superintendent of Public Instruction serves as the ninth regent in an ex officio capacity. These esteemed regents play a critical role in shaping the strategic direction of KUCO. Additionally, we aim to include underserved voices among the members of these governing bodies.

In addition to this, KUCO benefits from the insights and perspectives of the KCSC Classical Radio Foundation, a community advisory board comprising no more than fifteen (15) elected community members. This advisory board represents diverse groups and organizations within the community. The primary purpose of the KCSC Classical Radio Foundation is to support and actively participate in shaping the artistic and educational programs of KUCO based on community needs and feedback. We will work to ensure that our community advisory boards are truly representative of our diverse community.

Organizational Accountability:

KUCO is a community-supported outreach of the University of Central Oklahoma. In this capacity, KUCO embraces and aligns with the diversity and nondiscrimination principles championed by the University of Central Oklahoma. This includes:

- **Fulfilling the University's Mission:** UCO's explicit commitment to diversity is essential in fulfilling the university's mission to provide transformative educational experiences to students so that they may become productive, creative, ethical, and engaged citizens and leaders serving the global community.
- **Valuing and Promoting Diversity:** UCO believes in and supports inclusive excellence, creating welcoming environments within the university and the communities it serves. The university values diversity because people from all backgrounds should feel valued, respected, and empowered.
- **Defining Diversity Broadly:** UCO defines diversity broadly to include people of all races and ethnicities, religions, ages, sexes, genders, sexual orientations, disabilities, socioeconomic statuses, and veteran statuses.
- **Equal Opportunities for Success:** UCO works to attract, retain, and ensure the success of all students, faculty, and staff, striving to eliminate attainment gaps.
- **Supporting Inclusive Excellence:** UCO creates and supports policies and practices of inclusive excellence and cultural competence.
- **Providing Equal Opportunities:** UCO provides equal opportunities for everyone and actively responds to complaints of bias or discrimination.

All students, staff, faculty, vendors, and contractors associated with UCO must adhere to this policy and are encouraged to assist the university's efforts in support of non-discrimination and equal opportunity and access.

KUCO is bound by the foregoing policy and also works to ensure that all levels of staff are diverse. KUCO strives to reach a diverse pool of qualified candidates through traditional and targeted media for all open positions. We actively promote diversity in our hiring processes and the selection of vendors and contractors.

KUCO Progress Report

Over the next year, KUCO will utilize the UCO's Office of Diversity and Inclusion (ODI) and engage in benchmarking with peer institutions and organizations to compare our progress and performance against industry standards and best practices implemented to achieve a diverse workforce. This will help us identify areas where we may need to improve in the areas of diversity.

KUCO Commitments

KUCO will continuously:

- Perform ongoing evaluation of the organization's demonstrated commitment to serving a diverse audience, including unserved and underserved communities.
- Solicit feedback from all levels of station staff and our audience by conducting an internal climate survey and seeking community input.
- Seek grant funding for specific initiatives or programs that promote diversity.
- Provide recommendations to senior management for specific actions that should be taken to ensure KUCO, in all areas of operation and service, operates in a manner that reflects its earnest commitment to these principles.

CPB Diversity Initiatives

KUCO is dedicated to ongoing initiatives outlined by the Corporation for Public Broadcasting (CPB) to promote diversity and inclusivity. These initiatives include:

- Continue Title IX and Equal Opportunity or Anti-Discrimination Training for all KUCO employees. This annually required training by the University of Central Oklahoma is tailored to address the specific needs and concerns of underserved populations.

KUCO, Oklahoma's Voice for the Performing Arts, is committed to upholding these principles, and we remain dedicated to promoting diversity within our organization and in the content we provide to our community.