

KUCO Community Representation Statement

Updated November 2024

Introduction

Classical KUCO, Oklahoma's Voice for the Performing Arts, is committed to fostering cultural awareness, engagement, and education through its programming and outreach efforts. Our mission is to reflect the rich and evolving character of Oklahoma's population by offering content that connects and celebrates the diverse communities we serve. KUCO seeks to provide meaningful educational and cultural experiences that empower listeners across the state to engage with the arts and each other.

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.

Understanding Our Community

Oklahoma's population, estimated at around 4 million, is projected to grow modestly by 2025. This growth reflects the state's increasing diversity, particularly within Hispanic/Latino and Asian communities, whose representation has risen significantly compared to previous decades. This dynamic mix of cultural and social backgrounds enriches our state and informs KUCO's programming approach.

The state's projected population for 2025 includes:

- **60.8% - White (Non-Hispanic)**
- **11.92% - Hispanic or Latino (of any race)**
- **7.15% - African American**
- **7.88% - Indigenous American**
- **4.53% - Asian**
- **9.96% - Multiracial (two or more races)**

Sources: https://uscanadainfo.com/race-and-ethnicity-in-oklahoma/#google_vignette and <https://www.neilsberg.com/insights/topic/oklahoma-population/>

KUCO actively incorporates these demographics into our programming decisions reflecting the diverse experiences, histories, and cultures of the communities we serve. By fostering a platform for the many voices that make up Oklahoma, KUCO strengthens its connection to listeners and celebrates the rich cultural tapestry of our state.

Governance and Organizational Structure

KUCO is part of the University of Central Oklahoma (UCO) and is governed by the Regional University System of Oklahoma Board of Regents, appointed by the Governor. While KUCO does not influence the composition of this board, we remain committed to operating in a manner that is equitable and reflective of the diverse populations of Oklahoma. We are dedicated to serving our community thoughtfully and respectfully, as part of UCO's broader mission.

In addition, KUCO works closely with the KCSC Classical Music Foundation Board, a separate entity that supports KUCO's mission. The Foundation Board's composition helps amplify the voices of smaller arts organizations, ensuring that underrepresented cultural groups have a presence in shaping Oklahoma's arts landscape. This partnership helps KUCO strengthen its ties to local arts organizations and ensures that the station's programming reflects the state's cultural diversity.

Staff Composition and Commitment

KUCO is dedicated to ongoing initiatives outlined by the Corporation for Public Broadcasting and acknowledges the vital role of our small team, which consists of four full-time staff members, many of whom have been with the station for decades. Our team strives to foster an environment of respect and responsiveness to the needs of our audience. KUCO staff 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. While we have limited ability to diversify the station's staff due to its small size, we remain committed to transparency and accountability in all operations.

Programming and Community Connections

KUCO's programming is designed to celebrate Oklahoma's rich artistic and cultural traditions while introducing listeners to broader artistic expressions. We believe the arts can unite communities, and our content showcases the talents and voices from across the state. Current programs include:

- **Rising Melodies:** Highlighting Oklahoma's youth and educators, focusing on the transformative power of arts education.
- **Concierto:** A bilingual classical music program celebrating the contributions of Latino culture to classical music. Listener feedback has directly shaped programming decisions, such as affirming the addition of *Concierto* as a cherished weekly program.
- **Spotlight on the Arts:** A weekly interview series with local artists, performers, and leaders shaping Oklahoma's cultural landscape.
- **Performance Oklahoma:** Featuring live performances and recordings that spotlight local artistry.
- **Community Calendar:** Keeping listeners informed about local events, festivals, and opportunities statewide.

These programs are examples of KUCO's commitment to reflecting the artistic and cultural diversity of Oklahoma.

Community Engagement

KUCO is dedicated to deepening engagement with communities throughout Oklahoma through partnerships, feedback mechanisms, and active participation in local initiatives. Key efforts include:

- **Community Partnerships:** KUCO collaborates with local cultural organizations, schools, and institutions to create content that resonates with local audiences, ensuring Oklahoma's artistic heritage is reflected in our programming.
- **Listener Feedback:** Insights from our annual listener surveys guide our decisions, ensuring our programming evolves to meet the needs and preferences of our audience.
- **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.
- **Live Remotes and Events:** KUCO engages directly with the public through live broadcasts at local events, including our annual partnership with the local Oklahoma City Metropolitan Library. These live remotes invite the public to engage with KUCO's content in real time.

Educational Integration and Opportunities

KUCO places a strong emphasis on education, offering opportunities for students to gain hands-on experience in broadcasting. Through internships, fellowships, and professional development initiatives, KUCO supports students at the University of Central Oklahoma and beyond. Over the years, the media broadcast program at the University of Central Oklahoma, with the collaboration of KUCO's internship program, has helped launch several careers in broadcasting and the arts. These programs provide real-world experience in arts programming, production, and broadcasting.

Transparency and Accountability

KUCO believes in transparency and accountability as 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

KUCO shall utilize university resources to benchmark with peer institutions and organizations to compare our progress and performance against industry standards and best practices implemented to achieve a diverse workforce.

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.

Moving Forward

KUCO remains steadfast in its commitment to being a trusted source for arts, culture, and education in Oklahoma. We will continue to explore opportunities to further reflect the unique character of Oklahoma's communities in our programming, deepen our

connection with listeners, and provide meaningful engagement through outreach and educational programs.

We invite the communities of Oklahoma to share their ideas, experiences, and feedback with us as we continue to grow together, united through the arts. KUCO is proud to support the growth of Oklahoma's performing arts scene and to enrich the lives of all Oklahomans through the power of the arts.