

**Annual Equal Employment Opportunity Public File Report
For**

KGOU-FM, Norman, Oklahoma

**Licensee: The University of Oklahoma
For the Period February 1, 2019 through January 31, 2020**

This report is required by FCC Rules and Regulations and is placed into the public file for KGOU-FM and on the KGOU web page by February 1, 2020. Questions about this report can be sent to the General Manager, KGOU Radio, The University of Oklahoma, Copeland Hall Room 300, 860 Van Vleet Oval, Norman, OK, 73019.

1. Full Time Vacancies Filled.

During the time period for this report, KGOU had five (5) full time positions open – one has been filled and four are unfilled. Eleven (11) applicants were interviewed for the News Director/Managing Editor position. No candidate has been hired to fill the position, as of this date. Two full-time positions opened on November 9, 2019 and another opened on January 27, 2020. The process of filling these positions has begun, but is at a preliminary stage, no job announcements have been posted and no applicants have been interviewed. These positions are KGOU Host/Content Creator, KGOU Producer/Reporter and StateImpact Oklahoma Reporter. The full-time position filled during the period of the report is StateImpact Oklahoma Reporter. All hiring is directed by the licensee (University of Oklahoma) office of human resources and is done in accordance with licensee employment policies and procedures that are required to ensure EEO compliance.

**2. Person Hired by Vacancy, Recruitment Source
Persons Interviewed by Vacancy, Recruitment Sources**

Vacancy: StateImpact Oklahoma Reporter (Media Specialist I) (August 2019 to November 2019)(Position filled effective 10/28/19)

1. Name of organization: University of Oklahoma Personnel Department/OU Jobs Listing Web Site (<https://jobs.ou.edu>)
 - a. Address: NEL Building, University of Oklahoma, Norman, OK, 73109
 - b. Name of contact: Tonya Iman
 - c. Telephone: 405-325-5520
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0

2. Name of organization: KGOU Radio Web Page

- a. Address: Copeland Hall, Room 300, The University of Oklahoma, Norman, OK 73019
 - b. Name of contact: Laura Knoll
 - c. Telephone: 405-325-0022
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
3. Name of organization: CPB Jobs Listing web site (<http://www.cpb.org/jobline/>)
 - a. Address: 401 Ninth Street, NW, Washington, DC 20004-2129
 - b. Name of contact: NA
 - c. Telephone: 202-879-9600
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
4. Name of organization: National Association of Black Journalists
 - a. Address: 1100 Knight Hall, Suite 3100, College Park, Maryland 20742
 - b. Name of contact: NA
 - c. Telephone: (800) 491-8833-1005
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
5. Name of organization: National Association of Hispanic Journalists
 - a. Address: 1050 Connecticut Avenue NW, 10th Floor, Washington, DC 20036
 - b. Name of contact: NA
 - c. Telephone: (202) 662-7145
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
6. Name of organization: Asian American Journalists Association
 - a. Address: 5 Third Street, Suite 1108, San Francisco, California 94103
 - b. Name of contact: NA
 - c. Telephone: (415) 346-2051
 - d. Total number of applicants interviewed: 1
 - e. Hired from this source: 0
7. Name of organization: Native American Journalists Association
 - a. Address: 395 W. Lindsey St., Norman, OK, 73019-4201
 - b. Name of contact: Rebecca Landsberry
 - c. Telephone: (405) 325-9008
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
8. Name of organization: Current Magazine

- a. Address: 1612 K St., N.W., Suite 704, Washington, DC 20006
 - b. Name of contact: NA
 - c. Telephone: 202-463-7055
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
9. Name of organization: PRSA OKC
- a. Address: P.O. Box 18702, Oklahoma City, OK 73154-0702
 - b. Name of contact: NA
 - c. Telephone: 405-923-6702
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
10. Name of organization: PRSA Tulsa
- a. Address: NA
 - b. Name of contact: NA
 - c. Telephone: 918-595-8845
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
11. Name of organization: JournalismJobs.com
- a. Address: <http://www.journalismjobs.com>
 - b. Name of contact: NA
 - c. Telephone: 510-653-1521
 - d. Total number of applicants interviewed: 1
 - e. Hired from this source: 1
12. Name of organization: Oklahoma Association of Broadcasters
- a. Address: www.oabok.org/jobbank
 - b. Name of contact: Nancy Struby
 - c. Telephone: 405-848-0771
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
13. Name of organization: Other/Listserves/Personal reference/Social media
- a. Address: NA
 - b. Name of contact: NA
 - c. Telephone: NA
 - d. Total number of applicants interviewed: 3
 - e. Hired from this source: 0

Vacancy (posted, but unfilled): KGOU News Director/Managing Editor (Media Specialist I)
(March 2019 to February 2020)

1. Name of organization: University of Oklahoma Personnel Department/OU Jobs Listing Web Site (<https://jobs.ou.edu>)
 - a. Address: NEL Building, University of Oklahoma, Norman, OK, 73109
 - b. Name of contact: Tonya Iman
 - c. Telephone: 405-325-5520
 - d. Total number of applicants interviewed: 2
 - e. Hired from this source: 0

2. Name of organization: KGOU Radio Web Page
 - a. Address: Copeland Hall, Room 300, The University of Oklahoma, Norman, OK 73019
 - b. Name of contact: Laura Knoll
 - c. Telephone: 405-325-0022
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0

3. Name of organization: CPB Jobs Listing web site (<http://www.cpb.org/jobline/>)
 - a. Address: 401 Ninth Street, NW, Washington, DC 20004-2129
 - b. Name of contact: NA
 - c. Telephone: 202-879-9600
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0

4. Name of organization: National Association of Black Journalists
 - a. Address: 1100 Knight Hall, Suite 3100, College Park, Maryland 20742
 - b. Name of contact: NA
 - c. Telephone: (800) 491-8833-1005
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0

5. Name of organization: National Association of Hispanic Journalists
 - a. Address: 1050 Connecticut Avenue NW, 10th Floor, Washington, DC 20036
 - b. Name of contact: NA
 - c. Telephone: (202) 662-7145
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0

6. Name of organization: Asian American Journalists Association
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 - b. Name of contact: NA
 - c. Telephone: (415) 346-2051

- d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
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- a. Address: 395 W. Lindsey St., Norman, OK, 73019-4201
 - b. Name of contact: Rebecca Landsberry
 - c. Telephone: (405) 325-9008
 - d. Total number of applicants interviewed: 0
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 - b. Name of contact: NA
 - c. Telephone: 202-463-7055
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
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 - b. Name of contact: NA
 - c. Telephone: 405-923-6702
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
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 - d. Total number of applicants interviewed: 0
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- a. Address: <http://www.journalismjobs.com>
 - b. Name of contact: NA
 - c. Telephone: 510-653-1521
 - d. Total number of applicants interviewed: 2
 - e. Hired from this source: 0
12. Name of organization: Oklahoma Association of Broadcasters
- a. Address: www.oabok.org/jobbank
 - b. Name of contact: Nancy Struby
 - c. Telephone: 405-848-0771
 - d. Total number of applicants interviewed: 0

e. Hired from this source: 0

13. Name of organization: Other/Listserves/Personal reference/Social media

- a. Address: NA
- b. Name of contact: NA
- c. Telephone: NA
- d. Total number of applicants interviewed: 7
- e. Hired from this source: 0

3. List and Description of Longer-Term Recruitment Initiatives Implemented During the Previous Year

KGOU has 14 full time employees, including three who work in the journalism collaboration, StateImpact Oklahoma. As of January 31, 2020, four full-time positions are vacant. Interviews for the vacant position, Managing Editor, are ongoing. Position announcements have not yet been posted for the three other vacant positions, KGOU Host/Content Creator, KGOU Producer/Reporter and StateImpact Oklahoma Reporter.

A. College Intern/Practicum/Independent Study Programs:

Date: February 1, 2019 – January 31, 2020 at the KGOU Radio Offices and Studios, Copeland Hall, Room 300, The University of Oklahoma, Norman, Oklahoma.

Description: Expose college students to the broadcasting environment and provide them skills and experiences. The internships/practicum/independent study focused on the areas of news and public affairs, audio production, announcing and station operations.

Scope of Involvement: Host students from the Gaylord College of Journalism and Mass Communication at The University of Oklahoma who are majoring in broadcasting through JMC 3011, Practicum, for one (1) class credit, and JMC 4099-5099, Independent Study, for one (1) class credit. During this reporting period (Spring, Summer and Fall 2019 semesters and Spring 2020 semester) KGOU hosted ten (10) students in these classes at a minimum of 90 hours for each of eight students in Practicum and 45 hours for each of two students in Independent Study. KGOU also hosted an intern from Southwestern Oklahoma State University during the Summer, 2019 semester who completed 45 hours.

Personnel Involved: Dick Pryor, General Manager; Jim Johnson, Program Director; Jolly Brown, Development Director; Laura Knoll, Membership Director; Jacob McClelland, News Director.

B. Programs with Educational Institutions Relating to Career Opportunities in Broadcasting:

Date: February 1, 2019 – January 31, 2020 at the KGOU Radio Offices and Studios, Copeland Hall, Room 300, The University of Oklahoma, Norman, Oklahoma.

Description: Master's degree in journalism through the OU Graduate College. Serve as advisory member of student non-thesis committee to guide academic degree requirements.

Scope of Involvement: Advise students from the Gaylord College of Journalism and Mass Communication at The University of Oklahoma who are pursuing graduate degrees through the OU Graduate College. During this reporting period (Spring, Summer and Fall semesters) KGOU did not host any students pursuing a Master's degree in journalism, however, one such student is expected in the Spring, 2020 semester to fulfill graduate degree requirements.

Personnel Involved: Dick Pryor, General Manager.

B-1. On April 9, GM Dick Pryor spoke about media literacy at Southwestern Oklahoma State University in Weatherford. He met with about a dozen journalism and communication students, plus faculty and SWOSU President Randy Beutler about KGOU, public service media, internships and journalism careers before delivering his presentation to approximately 50 students, faculty and community residents.

B-2. On October 9, KGOU GM Dick Pryor was a panelist at the Oklahoma Broadcast Educators Association (OBEA) Student Seminar at OETA. Pryor spoke on a panel with OU journalism professor John Schmeltzer, KOCO-TV news director Shawnda Adams and OETA news director Rich Lenz about "Political Parties – Gearing Up for 2020." Panelists provided information about internship and job opportunities to interested college and university journalism and communication students. Attendance of 68 students.

C. Training Program for Personnel to Acquire Skills that Could Qualify Them for Higher Level Positions/College Student Employment

Date: February 1, 2018 – January 31, 2019 at the KGOU Radio Offices and Studios, Copeland Hall, Room 300, The University of Oklahoma, Norman, Oklahoma.

Description: Expose college students to the broadcasting environment and provide them skills and experiences through part-time, paid staff positions. Students competitively applied for positions in areas of news and production. Recruitment is conducted through University of Oklahoma, Gaylord College and KGOU. Other positions could be added as funds are available.

Scope of Involvement:

1. One part-time paid news assistant position; the position is for a minimum of one semester (typically 9-12 months) and the assistant researches and produces news and public interest stories, and hosts daily on-air news segments that involve announcing of local newscasts, weather and traffic reports during news magazine programs.
2. One part-time paid operations assistant position; the position is for a minimum of one semester (typically 9-12 months) and the assistant writes and produces promotional announcements, with additional responsibilities possible, including

researching and producing news and public interest stories, assisting with administrative duties such as programming-related record-keeping and FCC requirements, and hosting daily on-air news segments that involve announcing of local newscasts, weather and traffic reports during news magazine programs.

3. One part-time paid community events calendar assistant position; the position is for a minimum of one semester (typically 9-12 months) and the assistant writes and announces community calendar announcements for non-profit groups in the station's service area that run each day, with additional responsibilities possible, including researching and producing news and public interest stories, and hosting daily on-air news segments that involve announcing of local newscasts, weather and traffic reports during news magazine programs.

Students selected work up to 27 hours per week at \$10.00-\$11.00 per hour. Students are generally selected from different areas of the University of Oklahoma. During the Spring, 2019 semester KGOU had two (2) students employed in this program; during the Summer, 2019 semester KGOU had two (2) students employed; during the Fall, 2019 semester KGOU had three (3) students employed for a total of seven (7) University of Oklahoma students employed during the period.

In accordance with new Corporation for Public Broadcasting (CPB) grant requirements, all staff members and students at KGOU, including part-time student employees, must complete annual harassment prevention training administered by CPB, in addition to other similar University-mandated training relating to EEO.

Personnel Involved: Dick Pryor, General Manager; Jim Johnson, Program Director; News Director, Jacob McClelland; Jolly Brown Pugh, Development Director.

C-1. On May 2-5, StateImpact Oklahoma health reporter Jackie Fortier attended the Association of Health Care Journalists Annual Conference, which featured professional instruction for science and health reporters in Baltimore, Maryland.

C-2. On July 10-12, KGOU membership director Laura Knoll and development director Jolly Brown attended the PMDMC annual conference in Dallas, Texas where they received instruction on recent developments in fundraising and management.

D. Additional Student Instruction and Outreach

D-1. On March 12, StateImpact Oklahoma senior reporter Joe Wertz was guest speaker at Oklahoma State University's Osher Lifelong Learning Institute (OLLI) class talking about Oklahoma Engaged and public service journalism. The program lasted 60 minutes.

D-2. On February 22, GM Dick Pryor was guest speaker for the 2019 Oklahoma Closeup class at the Oklahoma state capitol. The address and Q&A focused on media practices

and careers, media literacy and ways for students to evaluate the trustworthiness of news organizations. Participants are high school students. Attendance of 50.

D-3. On September 10, KGOU GM Dick Pryor presented an OLLI “Mornings with the Professor” program on Understanding the News Media at the University of Oklahoma’s Thurman J. White Forum Building. The program lasted 1.5 hours. Class enrollment of 52.

D-4. On September 23, KGOU GM Dick Pryor was guest speaker at the OLLI class, “OU Presidents I Have Known: A Portrayal of Their Promises, Priorities and Problems,” with University of Oklahoma law professor Rick Tepker and instructor Cal Hobson at the University of Oklahoma’s Thurman J. White Forum Building. The program lasted 1.5 hours. Class attendance of 75.

D-5. On November 14, GM Dick Pryor presented a dramatic reading as Daniel Webster at the University of Oklahoma College of Law national symposium on the Roots & Legacies of Dartmouth College v. Woodward. Attendance of 20.

E. Participation in community events and programs designed to promote outreach generally

E-1. On February 21, KGOU General Manager Dick Pryor participated as a panelist in the Oklahoma Business Ethics Consortium Tulsa Chapter discussion event, “Discerning the Truth,” at the Hyatt Regency Hotel in Tulsa, Oklahoma. Panelists discussed media literacy and ways to determine trustworthy news sources. Attendance of 175.

E-2. On April 12, KGOU General Manager Dick Pryor was emcee for the Professional Oklahoma Educators (POE) 2019 Excellence in Education Merit and Character Awards at the Petroleum Club in Oklahoma City. The event honors pre-K through 12 teachers and school administrators. Attendance of 190.

E-3. On May 9, KGOU General Manager Dick Pryor spoke about “KGOU and Oklahoma Engaged” (election reporting) at the joint Civic Club luncheon at Seminole State College in Seminole, Oklahoma. Attendance of 50.

E-4. On June 20, KGOU sponsored a community “Lunch-n-Learn” for business professionals at HeyDay Entertainment in Norman. The educational program featured a presentation of business marketing strategies by Korey McMahan of McMahan Marketing. Attendance of 58.

E-5. On June 25, KGOU and KOSU sponsored the Oklahoma Engaged 2018 wrap-up community engagement event at Water's Edge Winery in Oklahoma City. Reporters from KGOU, KOSU and StateImpact Oklahoma talked about their coverage of the 2018 elections, top issues identified by voters during the election cycle and hosted a Q&A. The event also provided an opportunity to thank major donors, the Kirkpatrick Foundation and the Ethics & Excellence in Journalism Foundation. Attendance of 16.

E-6. On August 24, KGOU sponsored The Capitol Steps performance at Oklahoma City Community College. KGOU program manager Jim Johnson made in-house introductions. Attendance of 546.

E-7. On August 30, KGOU General Manager Dick Pryor presented the "State of the State" speech for the Leadership Oklahoma Class XXXIII during the LOK opening retreat at St. Crispin's Conference Center in Wewoka. Class attendance of 56.

E-8. On September 15, KGOU General Manager Dick Pryor presented a program on "Understanding the News Media" for the Forum Event program at the First Unitarian Church in Oklahoma City. The program lasted 1.5 hours. Attendance of 32.

E-9. On October 4, KGOU General Manager Dick Pryor was emcee of the NextGen Talks Oklahoma event at Oklahoma City Community College. Modeled after nationally-recognized TED Talks, this event featured 14 presenters, primarily under the age of 30, who spoke on a variety of topics addressing issues facing the people of Oklahoma. The event was produced as three one-hour programs that aired on KGOU's *Sunday Radio Matinee* and will be aired on OETA, the statewide public television network.

E-10. On November 5, KGOU *Morning Edition* host Claire Donnelly served as a panel member on the PRSA-OKC Media Relations Panel and Happy Hour at Prairie Artisan Ales in Oklahoma City. Discussion centered on effective public relations techniques and dealing with the news media. Attendance of 22.

E-11. On November 8, KGOU General Manager Dick Pryor spoke to the Democratic Cornbread and Beans luncheon about "KGOU and Trust in Journalism" at the Norman West Wind Unitarian Universalist Church. Attendance of 38.

E-12. On November 15, KGOU General Manager Dick Pryor was emcee of the NextGen Under 30 Awards Banquet at the Embassy Suites Hotel and Conference Center in Norman, Oklahoma. Attendance of 800 (program to be broadcast statewide in 2020).

E-13. On November 29, KGOU General Manager Dick Pryor travelled to Karachi and Islamabad, Pakistan to participate as a member of the U.S. delegation in a journalism exchange program organized by Gaylord College dean-emeritus Joe Foote and sponsored by the U.S Department of State. Pryor met with journalists, educators and U.S. State Department personnel and provided journalism training during a 2-day seminar in Islamabad. Approximately 30 Pakistani journalists attended the training each day. The delegation returned to the United States on December 8.

F. Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions

F-1. On April 4, General Manager Dick Pryor and Chief Engineer Patrick Roberts represented KGOU at the Oklahoma Association of Broadcasters (OAB) Annual Convention and Career Fair at the Skirvin Hotel in Oklahoma City, Oklahoma. 150 students from 12 colleges and universities attended. Students represented the following colleges and universities:

- East Central University
- Langston University
- Northern Oklahoma College
- Northwestern Oklahoma State University
- Oklahoma Baptist University
- Oklahoma Christian University
- Oklahoma City Community College
- Oklahoma City University
- Oklahoma State University
- Rogers State University
- University of Central Oklahoma
- University of Oklahoma

F-2. On October 15, KGOU was a featured employer at the Gaylord College of Journalism and Mass Communication Career Fair. Development Director Jolly Brown and General Manager Dick Pryor provided information about an open paid part-time position and Practicum and Independent Study class opportunities at KGOU, and met with and received resumes from 14 students. The event was sponsored by the University of Oklahoma Career Services and provided students information and networking opportunities with a wide array of organizations with potential intern, practicum and full- and part-time jobs, including public service media.