

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

KGOU-FM, Norman, Oklahoma

**Licensee: The University of Oklahoma
For the Period February 1, 2023 through January 31, 2024**

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, 2024. 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 period for this report, KGOU had two (2) full time positions open, and both were filled: Statelmpact Oklahoma Health Reporter and Statelmpact Oklahoma Environment and Science 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 required to ensure institutional EEO compliance. The contact for placement of external job advertising, as required by the University of Oklahoma, is Michael Allsop of Graystone Advertising. KGOU has received no requests from additional organizations to be notified of full-time job vacancies.

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

**Vacancy: Statelmpact Oklahoma Environment and Science Reporter (Media Specialist I)
(November 2022 to April 2023)(Position filled effective July 10, 2023)**

Vacancy: Statelmpact Oklahoma Health Reporter (Media Specialist I) (May 2023 to August 2023)(Position filled effective August 28, 2023)

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: 0
 - 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: NA
 - 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: 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: 0
10. 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
11. Name of organization: Other/Listserve/Personal reference/Social media (LinkedIn, mediajobs.com, publicmediajobs.org, Public Radio Facebook Group)
- a. Address: NA
 - b. Name of contact: NA
 - c. Telephone: NA
 - d. Total number of applicants interviewed: 2
 - e. Hired from this source: 2
12. Name of organization: Gaylord College of Journalism and Mass Communication
- a. Address: 395 W. Lindsey St., Norman, OK 73019
 - b. Name of contact: Joshua Kahoe
 - c. Telephone: 405-325-5199
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
13. Name of organization: Indeed
- a. Address: www.indeed.com
 - b. Name of contact: NA
 - c. Telephone: NA
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
14. Name of organization: Langston University
- a. Address: P.O. Box 1500, Langston, OK 73050

- b. Name of contact: Kim Flanagan
- c. Telephone: 405-466-2924
- d. Total number of applicants interviewed: 0
- e. Hired from this source: 0

15. Name of organization: Jora

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

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

KGOU has 13 full time employees, including three who work in the public radio collaboration, StateImpact Oklahoma. As of January 31, 2024, all thirteen of the positions are filled. KGOU also has two part-time employees and approximately three part-time student employees each semester, as indicated below. In addition to notification and recruitment methods to fulfill Prongs 1 and 2, KGOU employs programs, activities and other initiatives to encourage outreach, professional education and recruitment to fulfill Prong 3. Those programs, activities and initiatives are included below.

A. College Internship Program/Practicum/Independent Study:

Date: February 1, 2023 – January 31, 2024, 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 skills and experiences. The internship/practicum/independent study focused on 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. In addition, KGOU has an internship program where students from any college can receive practical training for class credit. Internships are typically taken during the summer.

Personnel Involved: Dick Pryor, General Manager; Jim Johnson, Program Director; Jolly Brown, Development Director; Laura Knoll, Membership Director; Logan Layden, Managing Editor.

Relevant Involvement: During this reporting period (Spring and Fall 2023 semesters and Spring 2024 semester) KGOU hosted nine (9) students in Practicum – four (4) in Spring 2023, two (2) in Fall 2023 and four (4) in Spring 2024. There were no students enrolled in Independent Study during the period or in the summer student internship program.

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

B-1. On February 17, general manager Dick Pryor and development director Jolly Brown attended the Gaylord College Creative Media Marketplace to discuss KGOU, its Practicum class and paid student positions, and careers in broadcasting with Gaylord College students.

B-2. On April 10, general manager Dick Pryor presented a program on “Whaddya Want to Know? Ask Me Anything About Journalism and Media” at the Gaylord College Oklahoma Scholastic Media Spring Media Monday at the University of Oklahoma student union. Pryor provided practical tips to high school students about media and careers. The program was presented separately to a group of educators.

B-3. On November 2, managing editor Logan Layden and reporter Hannah France presented a program to Oklahoma high school students on “Careers in Public Broadcasting” at the Gaylord College Oklahoma Scholastic Media Fall Media Day. Attendance of 60.

B-4. On November 28, general manager Dick Pryor was guest speaker for two current issues classes at Norman (OK) North High School. Pryor discussed careers in journalism, the role of journalism in democracy, sports and news reporting, and career lessons learned.

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

Date: February 1, 2023 – January 31, 2024, 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 skills and experiences through part-time, paid staff positions. Students competitively apply for positions in areas including hosting/news, operations, production, and administration/promotion, as needed by KGOU. Recruitment is conducted through the University of Oklahoma, Gaylord College of Journalism and Mass Communication and KGOU. Students selected are from academic disciplines at the University of Oklahoma and work up to 25 hours per week. Up to four positions are available each semester as needed in the following areas.

Scope of Involvement:

1. Part-time host/reporter for a minimum of one semester. 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. Part-time operations/production assistant for a minimum of one semester. Writes and produces promotional announcements, with additional responsibilities possible, including assisting with administrative duties, news reporting and hosting.
3. Part-time community events calendar producer for a minimum of one semester. Writes and announces community calendar announcements with additional responsibilities possible, including assisting with administrative duties, news reporting and hosting.

Personnel Involved: Dick Pryor, General Manager; Jim Johnson, Program Director; Logan Layden, Managing Editor; Jolly Brown, Development Director.

Relevant Involvement: During the Spring 2023 semester KGOU employed three (3) students in the program; during the Fall 2023 semester KGOU employed three (3) students in the program; during the Spring 2024 semester KGOU employed three (3) students in the program.

C-1. KGOU professional staff participates in regular career and professional development programs specific to their duties and goals, as required by the university and as desired to supplement job training and experience in their specific areas for the purpose of acquiring skills that could qualify them for higher level positions. Professional development program training includes upper-level staff - General Manager Dick Pryor, Business Manager Cindy Cottrell, Development Director Jolly Brown, Program Director Jim Johnson, Chief Engineer Patrick Roberts, Managing Editor Logan Layden and Membership Director Laura Knoll.

D. Additional Student Instruction and Outreach

D-1. On February 6, general manager Dick Pryor was guest speaker (with Oklahoma Watch executive director Ted Streuli) for the University of Oklahoma Osher Lifelong Learning Institute (OLLI) class series on the news media in Oklahoma at the OU Forum building. Class instructor: Cal Hobson. Attendance 85.

D-2. On February 8, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).

D-3. On February 9, general manager Dick Pryor was guest speaker (with Oklahoma Watch executive director Ted Streuli) for the University of Oklahoma Osher Lifelong Learning Institute (OLLI) class series on the news media in Oklahoma at the State Regents for Higher Education. Class instructor: Cal Hobson. Attendance 25.

D-4. On February 13, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).

D-5. On February 15, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).

D-6. On February 20, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).

D-7. On February 22, general manager Dick Pryor served as instructor for the Gaylord College History of Journalism class (JMC 4803).

D-8. On May 18, general manager Dick Pryor was moderator for the Gaylord College special event, "Journalism in Times of War," featuring a discussion of reporting in wars and conflict zones with panelists Joe Hight from the University of Central Oklahoma, Mike Boettcher from the Gaylord College (who has reported on wars for ABC, NBC and CNN), and Tanya Gordienko, visiting scholar, Purdue University, Ukrainian journalist and activist, who along with her photographer husband, has reported on the war in Ukraine. Discussion centered on methods of reporting in conflicts, practical considerations, and mental health issues for reporters. Program presented by Gaylord College professor Katerina Tsetsura.

D-9. On July 31, managing editor Logan Layden participated in a panel discussion via Zoom discussing Education in Media and how media organizations cover higher education issues. The University of Oklahoma was one of the universities participating in the project.

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

E-1. On January 19, KGOU hosted a community event at Kendall's Restaurant in Noble, Oklahoma to preview the launch of the new season of the *How Curious* podcast series. The event featured airing of the first episode of the season (ghost stories at Kendall's Restaurant) and a discussion with the new *How Curious* reporter/producer, Rachel Hopkin, with managing editor Logan Layden.

E-2. On February 8, general manager Dick Pryor was guest speaker for the Ada Rotary Club. Pryor discussed KGOU Radio, the results of the 2022 KGOU-Oklahoma Watch community listening tour and topics of interest during the 2023 Oklahoma legislative session. Attendance 35.

E-3. On February 11, general manager Dick Pryor served as emcee for the Rotary International District 5770 Annual Recognition Banquet at the Embassy Suites Hotel and Conference Center in Norman, OK.

E-4. On February 28, KGOU hosted a community event at Frankie's in Oklahoma City, Oklahoma to discuss the *How Curious* podcast series episode on LGBTQ bars in Oklahoma with *How Curious* reporter/producer Rachel Hopkin and managing editor Logan Layden.

E-5. On April 11, general manager Dick Pryor presented a program on KGOU Radio to the Norman Kiwanis Club.

E-6. On June 13, general manager Dick Pryor presented the program at the Norman Sooner Rotary Club about his life in journalism and KGOU.

E-7. On August 24, general manager Dick Pryor presented the keynote address and group discussion to the 2023-24 Leadership Oklahoma Class XXXVI at St. Crispin's Conference Center in Wewoka on the topic of "How's Oklahoma Working for You?". Attendance of 60.

E-8. On October 26, general manager Dick Pryor moderated the Oklahoma Watch discussion event, "If I Were Governor Today" with former governors David Walters, Frank Keating, Brad Henry, Mary Fallin-Christensen, and George Nigh at St. Luke's Methodist Church in Oklahoma City. Attendance of 260. The event aired on KGOU's Sunday Radio Matinee on Nov. 12.

E-9. On November 3, general manager Dick Pryor emceed the 2023 NextGen Under 30 Awards Banquet at the Embassy Suites Conference Center in Norman, Oklahoma. Attendance of 795.

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

F-1. On March 28, development director Jolly Brown attended the Gaylord College Career and Internship Fair. Brown discussed job and class opportunities at KGOU with Gaylord College of Journalism and Mass Communication students.

F-2. On March 30, managing editor Logan Layden and chief engineer Patrick Roberts attended the Oklahoma Association of Broadcasters Convention and Career Fair at the River Spirit Casino in Tulsa. Layden and Roberts discussed journalism and KGOU Radio career opportunities with university students in attendance.

G. Additional Prong 3 Initiatives

G-1. Scholarship program. KGOU provides annual funding to the Gaylord College of Journalism and Mass Communication to support an annual scholarship presented to deserving broadcast journalism students. The scholarship is designed to assist students interested in pursuing a career in broadcasting. KGOU began this new scholarship program on March 13, 2020. KGOU contributed to this scholarship program in 2023.

G-2. Listings in job banks or newsletters. As indicated above, KGOU lists full-time job openings, including each upper-level category openings, in job banks or newsletters of

media trade groups whose membership includes substantial participation of women and minorities.

G-3. Management level training on equal employment opportunity and preventing

discrimination. All KGOU staff, including management level staff and those involved in the station hiring process, are required by the University of Oklahoma to complete training on methods of ensuring equal employment opportunity and preventing discrimination. The course, "Sexual Harassment and Discrimination Awareness (Title IX)," must be completed at the beginning of employment and every two (2) years.

G4. Management level training on equal employment opportunity and preventing

discrimination. All KGOU staff, including management level staff and those who have substantial responsibility in making hiring decisions, are required to take two (2) online training courses in diversity, equity, and inclusion: Diversity, Equity and Inclusion in the Modern Workplace and Managing Bias every three (3) years.

G5. Management level training on equal employment opportunity and preventing

discrimination. In accordance with Corporation for Public Broadcasting (CPB) grant requirements, all managers, full- and part-time staff members (including management level, those with substantial hiring responsibilities and part-time student employees), interns and other students receiving class credit at KGOU, must complete annual harassment prevention training administered by CPB, in addition to other similar University-mandated training relating to EEO and Title IX at least every two (2) years.