

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

**KGOU-FM, Norman, Oklahoma**

**Licensee: The University of Oklahoma  
For the Period February 1, 2022 through January 31, 2023**

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, 2023. 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 two (2) full time positions open and one was filled: KGOU Podcast and Special Projects Producer/Reporter. The position unfilled is StateImpact Oklahoma Environment and Science Reporter, which is currently accepting applications. 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 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: StateImpact Oklahoma Environment and Science Reporter (Media Specialist I)  
(November 2022 to present) Applications being accepted as of January 31, 2023)**

**Vacancy: KGOU Podcast and Special Projects Producer/Reporter (Media Specialist I)  
(February 2022 to May 2022)(Position filled effective May 31, 2022)**

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: 1
  - 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: 2
  - 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: 2
  - e. Hired from this source: 1
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: 0
  - e. Hired from this source: 0
10. Name of organization: Oklahoma Association of Broadcasters
- a. Address: [www.oabok.org/jobbank](http://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: 0
  - e. Hired from this source: 0
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](http://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](http://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, 2023, twelve of the positions are filled, with applications being accepted for the one open position – StateImpact Oklahoma Environment & Science Reporter. 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 in order to fulfill Prong 3. Those programs, activities and initiatives are included below.

#### **A. College Internship Program/Practicum/Independent Study:**

Date: February 1, 2022 – January 31, 2023 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. 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 2022 semesters and Spring 2023 semester) KGOU hosted six (6) students in Practicum – two (2) in Spring 2022,

zero (0) in Fall 2022 and four (4) in Spring 2023. 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 1, general manager Dick Pryor attended the Gaylord College Winter Welcome and Involvement Fair to discuss Practicum and job opportunities at KGOU with Gaylord College students.
- **B-2.** On April 11, general manager Dick Pryor presented a program on Effective Interviewing at the Oklahoma Scholastic Media Spring Media Monday at the University of Oklahoma student union. Pryor provided practical tips and career advice to high school students who also conducted interviews and critiqued their performance.
- **B-4.** On October 12, development director Jolly Brown participated in the first Noble Career & College Expo at Noble High School. Students in grades 9-12 attended to learn about careers, including those in broadcasting and KGOU.
- **B-5.** On November 14, general manager Dick Pryor presented two classes on “Misinformation and Disinformation: How to Find News Sources You Can Trust” to Oklahoma high school students at the Oklahoma Scholastic Media Fall Media Monday at the University of Oklahoma Memorial Union. The presentations included a discussion of careers in journalism.

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

Date: February 1, 2022 – January 31, 2023 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 positions are 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 2022 semester KGOU employed four (4) students in the program; during the Fall 2022 semester KGOU employed five (5) students in the program; during the Spring 2023 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 7, general manager Dick Pryor spoke to Norman High School and Norman North High School students in LEAD (Leadership, Exploration and Development) about journalism and careers in broadcasting at Big Brothers/Big Sisters in Norman.

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

**E-1.** On January 4, general manager Dick Pryor presented a program on KGOU Radio and Trust in Journalism at the Norman Lions Club meeting.

**E-2.** On March 14, general manager Dick Pryor was the guest speaker for the weekly meeting of the Downtown Oklahoma City Kiwanis Club at Vast Restaurant in Oklahoma City. Pryor presented a program on KGOU Radio and Trust in Journalism.

**E-3.** On March 22, general manager Dick Pryor and Quorum Call publisher Shawn Ashley presented a discussion of the legislative session to members of the Oklahoma Bar Association during OBA Day at the Capitol, held at the Oklahoma Bar Center in Oklahoma City.

**E-4.** On August 11, KGOU presented its first News & Brews event at Yellow Dog Coffee in Norman. StateImpact Oklahoma reporter Beth Wallis discussed the environmental impact of proposed turnpike routes through Cleveland County.

**E-5.** On August 25, general manager Dick Pryor presented the keynote address to the Leadership Oklahoma Class XXXV at its leadership retreat at St. Crispin's Conference Center in Wewoka. The topic was "How's Oklahoma Working for You?"

**E-6.** On September 8, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at Southwestern Oklahoma State University in Weatherford. General manager Dick Pryor moderated and managing editor Logan Layden moderated.

**E-7.** On September 13, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at Cameron University in Lawton. General manager Dick Pryor and managing editor Logan Layden moderated.

**E-8.** On September 15, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at East Central University in Ada. General manager Dick Pryor and managing editor Logan Layden moderated.

**E-9.** On September 22, general manager Dick Pryor presented the keynote address to the 2022 Shawnee Economic Development Summit presented by Shawnee Forward.

**E-10.** On September 22, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at the Okmulgee Community Center in Okmulgee. General manager Dick Pryor moderated.

**E-11.** On September 29, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at the Yale Theater in Oklahoma City. General manager Dick Pryor and managing editor Logan Layden moderated.

**E-12.** On October 18, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at the Auditorium at the Douglass in Oklahoma City. General manager Dick Pryor and managing editor Logan Layden moderated.

**E-13.** On October 20, KGOU and Oklahoma Watch presented a community listening tour event, "How's Oklahoma Working for You?" at the Greenwood Cultural Center in Tulsa. General manager Dick Pryor and managing editor Logan Layden moderated.

**E-14.** On October 21, general manager Dick Pryor was emcee of the annual NextGen Under 30 Awards Banquet at the Embassy Suites Hotel and Conference Center in Norman. Attendance of 1,060 with 390 leaders under age 30 recognized. Pryor received the 2022 NextGen Under 30 Founders Award along with Brenda Jones of Jones PR, Marion Paden of Leadership Oklahoma and Todd Lamb, former lieutenant governor of Oklahoma.

**E-15.** On November 6, KGOU hosted “An Afternoon with David Sedaris” at the Hudiburg Chevrolet Center in Midwest City.

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

**F-1.** On March 1, general manager Dick Pryor and development director Jolly Brown attended the University of Oklahoma 2022 Journalism and Mass Communication Career & Internship Fair at the Gaylord College. Pryor and Brown talked to students about KGOU, its Practicum class and paid student positions, and careers in broadcasting.

**F-2.** On March 24, general manager Dick Pryor and chief engineer Patrick Roberts attended the Oklahoma Association of Broadcasters Convention and Career Fair at the River Spirit Casino in Tulsa. Pryor 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 2022.

**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.