

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

KGOU-FM, Norman, Oklahoma

**Licensee: The University of Oklahoma
For the Period February 1, 2020 through January 31, 2021**

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, 2021. 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 four (4) full time positions open – three have been filled and one is un-filled and the position search canceled. The positions filled are: Managing Editor, KGOU Reporter/Producer and StateImpact Oklahoma Reporter. Applications were received and interviews completed for the KGOU Engagement Reporter position, however, the hiring process was not completed, due to coronavirus and budgetary concerns, the position went unfilled and the search was canceled on July 28, 2020. The position remains vacant. 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.

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

Vacancy: StateImpact Oklahoma Reporter (Media Specialist I) (February 2020 to July 2020)(Position filled effective 7/6/2020)

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: 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
- a. Address: NA
 - b. Name of contact: NA
 - c. Telephone: NA
 - d. Total number of applicants interviewed: 1
 - e. Hired from this source: 1

(Contact for placement of external job advertising is Michael Allsop of Graystone Advertising, as required by the University of Oklahoma)

Vacancy: Managing Editor (Media Specialist I) (June 2019 to March 2020)(Position filled effective 3/24/2020)

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: 1
 - 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: 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: 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/Listserve/Personal reference/Social media
- a. Address: NA
 - b. Name of contact: NA
 - c. Telephone: NA
 - d. Total number of applicants interviewed: 4
 - e. Hired from this source: 1

(Contact for placement of external job advertising is Michael Allsop of Graystone Advertising, as required by the University of Oklahoma)

Vacancy: KGOU Reporter/Producer (Media Specialist I) (February 2020 to July 2020)(Position filled effective 7/1/2020)

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: 1
 - 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: 1
 - 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: 4
 - 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
- a. Address: NA
 - b. Name of contact: NA
 - c. Telephone: NA
 - d. Total number of applicants interviewed: 2
 - e. Hired from this source: 1

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Vacancy: KGOU Engagement Reporter (Media Specialist I) (February 2020 to July 2020)(Position canceled effective 7/28/2020)

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: 1
 - 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/>)
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 - b. Name of contact: NA
 - c. Telephone: (800) 491-8833-1005
 - d. Total number of applicants interviewed: 0
 - e. Hired from this source: 0
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 - 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
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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
9. Name of organization: JournalismJobs.com
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 - b. Name of contact: NA
 - c. Telephone: 510-653-1521
 - d. Total number of applicants interviewed: 2
 - e. Hired from this source: 0
10. Name of organization: Oklahoma Association of Broadcasters
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 - b. Name of contact: Nancy Struby
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 - d. Total number of applicants interviewed: 0
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11. Name of organization: Other/Listserve/Personal reference/Social media
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 - b. Name of contact: NA
 - c. Telephone: NA
 - d. Total number of applicants interviewed: 1
 - e. Hired from this source: 0

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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, 2021, one full-time position is vacant and the hiring process for the position was canceled on July 28, 2020. Due to the coronavirus outbreak, various efforts to satisfy Prong 3 outreach requirements that KGOU regularly participates in were canceled in 2020 and January 2021. Programs, activities and other initiatives to encourage outreach, professional education and recruitment that were accomplished during the reporting period are included below.

A. College Intern/Practicum/Independent Study Programs:

Date: February 1, 2020 – January 31, 2021 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 2020 semesters and Spring 2021 semester) KGOU hosted twelve (12) students in Practicum – four (4) in Spring 2020, four (4) in Fall 2020 and four (4) in Spring 2021. There were no students enrolled in Independent Study during the period or in the summer student internship program.

Changes Caused by Coronavirus: After March 13, 2020 all instruction was conducted through virtual means.

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

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

Date: February 1, 2020 – January 31, 2021 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 the reporting period (Spring, Summer and Fall 2020 semesters) KGOU general manager Dick Pryor served as graduate faculty advisor for

one student pursuing requirements for a Master's degree in journalism. Pryor will serve as graduate faculty advisor for one other student pursuing requirements for a Master's degree in journalism during the Spring 2021 semester. In this capacity, KGOU provides guidance for student Master's projects and professional career advice and assistance.

Personnel Involved: Dick Pryor, General Manager.

Changes Caused by Coronavirus: During most of the reporting period, regular annual opportunities to participate in programs offered to provide information relating to career opportunities in broadcasting were canceled. These included the Oklahoma Broadcast Educators Association (OBEA) Student Seminar held at the Oklahoma Educational Television Authority (OETA).

B-1. On March 9, KGOU General Manager Dick Pryor was a panelist for the Gaylord College SPJ Chapter presentation, "Radio + Podcast Panel" to discuss podcasts, audio production and job opportunities in radio broadcasting, including public service media. Program lasted one hour. Attendance of 12 students.

B-2. On May 9, KGOU General Manager Dick Pryor presented the keynote address at the Spring 2020 Convocation for the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The address included professional and career advice and a challenge to graduates to pursue employment opportunities in journalism. The virtual convocation ceremony, including the keynote address, was delivered via Zoom.

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

Date: February 1, 2020 – January 31, 2021 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 apply for positions in areas of news, operations and production. Recruitment is conducted through the University of Oklahoma, Gaylord College of Journalism and Mass Communication and KGOU. Up to four positions are available each semester 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 are generally selected from difference academic disciplines at the University of Oklahoma and work up to 25 hours per week. During the Spring 2020 semester KGOU employed three (3) students in this program; during the Fall 2020 semester KGOU employed one (1) student in the program; during the Spring 2021 semester KGOU employed one (1) student in the program.

Changes Caused by Coronavirus: After March 13, 2020 most work was conducted through virtual means.

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

C-1. In accordance with Corporation for Public Broadcasting (CPB) grant requirements, all managers, full- and part-time staff members (including those with significant hiring responsibilities and part-time student employees), interns and other students receiving class credit from work 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 other year.

C-2. Professional staff participates in regular career and professional development programs specific to their duties and goals. During the reporting period, KGOU staff participated in numerous such programs, including, but not limited to: Managing Bias; Diversity: Inclusion in the Modern Workplace; Past, Present and Future: The Story of Your Data and Where It Can Take You; How to Create an Engaging Donor Journey in 2020; Ally vs. Co-conspirator; Time Management; Writing Essentials; Effective Delegation; Employee Engagement: Generations at Work; Career Growth: Behavioral and Virtual Interviewing Tips; State of the System in Public Radio/TV Membership; Creating New Corporate Sponsorship Products; and Diversity, Equity and Inclusion. Staff with significant hiring influence attending these programs included General Manager Dick Pryor, Business Manager Cindy Cottrell, Development Director Jolly Brown, Program Director Jim Johnson, Managing Editor Logan Layden and Chief Engineer Patrick Roberts.

D. Additional Student Instruction and Outreach

D-1. On February 18, KGOU General Manager Dick Pryor was guest lecturer at the OU Osher Lifelong Learning Institute (OLLI) class, “One Side Saw a Forest, but No Trees; The Other Side Saw Trees and No Forest” at the Thurman J. White Forum Building at the University of Oklahoma. Pryor provided an explanation of journalism practices, ethics and job responsibilities. Class enrollment of 48.

D-2. On October 21, StateImpact Oklahoma reporter Robby Korth participated in the Generation Citizen engagement event featuring about a dozen Oklahoma high school students talking about COVID-19, education, criminal justice and more. Students participating were from Oklahoma City, Duncan, Coweta, Stilwell, Pawnee and Alva.

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

E-1. On February 18, KGOU General Manager Dick Pryor was the on-stage interviewer for “Love, Art and Transformation of IBM: scaling empathy as a provocation for change,” a program presented by Phil Gilbert, General Manager of Design at IBM. The program was sponsored by Creative Oklahoma, Crowe & Dunlevy and the Chickasaw Nation and was held at the Tower Theatre in Oklahoma City. Attendance of 125, which included significant community influencers.

E-2. On April 14, KGOU General Manager Dick Pryor presented a program on “Pakistan: A Journalism Exchange Experience” to the Norman Sooner Rotary Club via Zoom. The program focused on Pryor’s visit to Pakistan in December 2019 and the journalism training presentations given by the members of the U.S. delegation to Pakistani journalists in Islamabad over a two-day period. The exchange trip was sponsored by the United States Department of State and administered through the Gaylord College of Journalism and Mass Communication.

E-3. On May 24, KGOU presented the first Summer Breeze Concert series virtual concert via live streaming. Prior to the coronavirus outbreak, each concert in the series was presented before a live audience at Lion’s Park in Norman. During the reporting period, KGOU aired seven of these concerts as part of its community outreach.

E-4. On September 5, KGOU presented the musical track for the City of Norman Parks and Recreation Department Labor Day Fireworks show and community celebration as part of its community outreach. This is an annual live community event that typically occurs on July 4th but was postponed until Labor Day weekend due to coronavirus.

E-5. On September 19, KGOU presented the featured performance of the 2020 Jazz in June Concert Series via live streaming as part of its community outreach. In typical

years, Jazz in June community concerts are sponsored, in part, by KGOU and aired at a later date.

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

F-1. Each year, KGOU participates in the Gaylord College of Journalism and Mass Communication Career Fair and the Oklahoma Association of Broadcasters (OAB) Career Fair. These events are typically attended by KGOU staff who have hiring and student outreach responsibility including General Manager Dick Pryor, Development Director Jolly Brown and Chief Engineer Patrick Roberts. These career fair events were canceled by the sponsoring organizations in 2020 due to coronavirus.

G. Additional Prong 3 Initiatives

G-1. KGOU provides funding to the Gaylord College of Journalism and Mass Communication for an annual scholarship to be presented to deserving broadcast journalism students. KGOU began this new scholarship program on March 13, 2020.