

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

KGOU-FM, Norman, Oklahoma

**Licensee: The University of Oklahoma
For the Period February 1, 2018 through January 31, 2019**

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 on February 1, 2019. 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 two (2) filled.

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

Vacancy: KGOU Producer/Host (Media Specialist I) (October 2017 to February 2018)

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: 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
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: 0
- 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

Vacancy: KGOU Host/Social Media Coordinator (Media Specialist I) (June 2018 to August 2018)

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- b. Name of contact: Tonya Iman
- c. Telephone: 405-325-5520
- d. Total number of applicants interviewed: 0
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 - b. Name of contact: Laura Knoll
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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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- a. Address: P.O. Box 18702, Oklahoma City, OK 73154-0702
 - b. Name of contact: NA
 - c. Telephone: 405-923-6702
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- 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: 2
 - e. Hired from this source: 1

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, 2019, one full-time position is vacant. Interviews for the vacant position, News Director, will begin after February 1, 2019.

A. College Intern/Practicum/Independent Study Program:

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. 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. During the period, KGOU also hosted a summer intern from the Medill College of Journalism at Northwestern University. During this reporting period (Spring, Summer and Fall 2018 semesters) KGOU hosted seven (7) students in these classes at a minimum of 45 hours for each student.

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, 2018 – January 31, 2019 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 hosted one (1) student who produced a video documentary to fulfill graduate degree requirements.

Personnel Involved: Dick Pryor, General Manager.

B-1. On March 27, GM Dick Pryor was guest speaker for the OU Introduction to Information Science class (LIS 2003) at Dale Hall Tower. Pryor spoke to 22 students on media literacy. The program lasted 75 minutes.

B-2. On April 5, GM Dick Pryor served as moderator of a discussion with the director and producer of the award-winning documentary, *Mankiller*, about the life of the principal chief of the Cherokee nation, Wilma Mankiller. The movie premier and discussion was a featured event of Native Crossroads: Rhythms, a three-day indigenous film festival at the University of Oklahoma. Attendance of about 125 at the Sam Noble Museum of Natural History.

B-3. On April 18, GM Dick Pryor served as guest instructor for the Advocacy for Social Change/Working with the Media Class at Oklahoma City University (teaching with professor Anne Roberts). Instruction lasted two hours, with 22 students.

B-4. On September 25, host/reporter Claire Donnelly spoke for an hour to a college history seminar of about 25 students at the University of Oklahoma about KGOU's podcast, *How Curious*. Donnelly focused on research techniques and production methods.

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. Other positions could be added as funds are available.

Scope of Involvement:

1. One 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 operations 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 local 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 \$8.50-\$11.00 per hour. Students are generally selected from different areas of the University of Oklahoma. During the Spring 2018 semester KGOU had one (1) student in this program; during the Fall 2018 semester

KGOU had two (2) students employed; during the Spring 2019 semester KGOU had two (2) students employed.

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

D. Additional Student Instruction and Outreach

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

E-1. On January 23, GM Dick Pryor was guest speaker for the Kiwanis Club of Norman's weekly meeting, presenting a 30-minute talk and Q&A on KGOU, NPR and public service media to 30 members at the Golden Corral in Norman.

E-2. On February 11, GM Dick Pryor was guest speaker at the Nichols Hills United Methodist Church adult Sunday School KIVA class. Pryor spoke about KGOU, public media and media literacy to about 22 members. The class lasted 45 minutes.

E-3. On February 12, GM Dick Pryor was guest speaker at the Edmond Municipal Library. The program on Media Literacy lasted 90 minutes and was attended by 15 people.

E-4. On February 27, GM Dick Pryor was guest speaker at the Bethany Kiwanis Club. Pryor spoke about KGOU and media literacy for 35 minutes to about 25 members.

E-5. On March 12, GM Dick Pryor was guest speaker at the Kiwanis Club of Downtown Oklahoma City at the Petroleum Club. Pryor spoke about KGOU and public media to about 25 members. The presentation lasted 30 minutes.

E-6. On March 22, GM Dick Pryor was moderator of an interview with journalist Carl Bernstein for the Oklahoma Humanities Pulitzer Event at the Oklahoma City University College of Law. Attendance of 500. The event lasted 90 minutes.

E-7. On May 19, GM Dick Pryor served as emcee of the Oklahoma Foundation for Excellence Academic Awards Banquet, which aired statewide on OETA. Attendance at the Embassy Suites Conference Center in Norman was 850.

E-8. On May 29-June 2, GM Dick Pryor attended the National Conference on Race and Ethnicity in New Orleans, Louisiana. Conference sessions focused on issues related to diversity in higher education, including race, ethnicity, gender, sexual orientation and discrimination.

E-9. On June 5, GM Dick Pryor presented a program on the history of KROU Radio to the Spencer Historical Society. Attendance of 13.

E-10. On June 13, GM Dick Pryor participated in a panel discussion for the Oklahoma Business Ethics Consortium June meeting on “Discovering the Truth” at the Petroleum Club in Oklahoma City. Other panel members were Cherokee Ballard and Ted Streuli. Attendance was 230.

E-11. On June 14, GM Dick Pryor presented a program on KGOU Radio and media literacy to the OU Retirees Association at First Baptist Church of Norman. Attendance was 39.

E-12. On June 19, GM Dick Pryor presented a program on media literacy to the Oklahoma City League of Women Voters at Sunbeam Families Services in Oklahoma City. Attendance was 30.

E-13. On July 10, GM Dick Pryor presented a program on KGOU Radio to the Norman Cross Timbers Rotary Club. Attendance of 25.

E-14. On July 13, KGOU presented an Oklahoma Engaged voter event at The Mercury Events Center during the monthly Norman Art Walk. KGOU and StateImpact Oklahoma reporters discussed politics and elections, specifically the 2018 Oklahoma elections. Attendance of 75.

E-15. On July 24, KGOU GM Dick Pryor was a panel member for a discussion of the news media, presented to the Oklahoma Indian Gaming Association at the Cox Business Center in Oklahoma City. Attendance of 15.

E-16. On July 27, KGOU GM Dick Pryor presented a program on media literacy to the Norman First Christian Church discussion group. Attendance of 28.

E-17. On October 4, KGOU GM Dick Pryor presented a program on media literacy to the League of Women Voters in Stillwater. Partnership event between LWV and Oklahoma Engaged. Attendance of 45.

E-18. On October 9, KGOU participated in an Oklahoma Engaged election season launch event at Arts Space at Untitled in Oklahoma City. Donors and other public radio supporters heard about the project and participated in a Q&A with Oklahoma Engaged reporters. Attendance of 30.

E-19. On October 20, KGOU and its Oklahoma Engaged partners presented a program at the Curiosity Fest in Oklahoma City, sponsored by Oklahoma Humanities. Claire Donnelly and Joe Wertz discussed Oklahoma Engaged and presented a quiz on politics and elections. The event later featured a talk by Jad Abumrad of RadioLab at the Civic Center Music Hall in Oklahoma City. Attendance estimated at 350.

E-20. On October 29, KGOU GM Dick Pryor spoke to 12 Pakistani/Urdu journalists at KGOU. The discussion of American journalism last about 90 minutes.

E-21. On November 2, KGOU GM Dick Pryor was master of ceremonies of the Eighth Annual NextGen Under 30 Awards Ceremonies at the Embassy Suites Conference Center in Norman. The ceremony honored almost 200 young professionals under the age of 30 for their accomplishments in professional fields including Arts, Education, Energy, Finance, Healthcare, Hospitality, Law, Manufacturing, Industry, Agriculture, Media, Non-Profit Organizations, Policy and Public Service, Public Relations, Marketing, Advertising, Retail and E-Commerce, Science, Technology, Engineering, Sports and Fitness and Tribal Government Gaming. Attendance of 800. The program was recorded for statewide broadcast on OETA, KOTV and KWTU.

E-22. On November 6, KGOU and its Oklahoma Engaged partners presented 2018 General Election coverage, live from KOSU and the Oklahoma City University School of Law. The Oklahoma Engaged Watch Party was the site of live analysis of statewide races and trends featuring panels of political experts and audience interaction in addition to national coverage from NPR. The program was simulcast across most of the state on KGOU, KOSU and KCCU and was live-streamed on Facebook. Attendance at the venue estimated at more than 125.

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

F-1. On April 19, GM Dick Pryor represented KGOU at the Oklahoma Association of Broadcasters (OAB) Annual Convention and Career Fair in Tulsa, Oklahoma. 157 students from 13 colleges and universities attended. Students represented the following colleges and universities:

Bacone College
Cameron 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 16, KGOU participated as a featured attendee at the Gaylord College of Journalism and Mass Communication Career Fair. Development Director Jolly Brown and General Manager Dick Pryor represented KGOU. 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.