

EEO PUBLIC FILE REPORT
SMG-ARDMORE, LLC
February 1, 2023 – January 31, 2024

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
KKAJ	11181	Lone Grove, OK	KYNZ	58333	Springer, OK
KTRX	88041	Dickson, OK	KVSO	11182	Ardmore, OK

Recruitment Sources			
Source	Contact	Address	Phone
Indeed	Stephanie Lancaster Gena Mitchell	www.indeed.com	580-226-0421
Walk-Ins/Station Website/Radio Ads	Stephanie Lancaster Jody Westervelt	1205 Northglen, Ardmore, OK Stephanie.lancaster@smgnational.com Jody.westervelt@smgnational.com	580-226-0421
Career Eco Job Fairs & Job Postings	Gena Mitchell Kerry Knight Amber Ishikawa Bob Thornton	www.careereco.com	918-492-2660
Oklahoma Broadcast Association Career Fair	Mike Jensen Zayne Rose	2448 East 81 st Street, Suite 5700 – Tulsa, OK Mike.jensen@smgnational.com Zayne.rose@smgnational.com	918-492-2660

No Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
			Total:	

Menu Options			
Date	Menu Number	Total Complete	Description
02/01/2023 – Ongoing	9	1	Established Station Mentorship Program by creating Format Captains that mentor staff on on-air, programming, promotions, and other duties in their respective format. This program allows the Format Captains to be able to share their expertise and experience mentoring team members to find growth and development opportunities and acquire new skills.
03/15/23	1	.25	Participated in the Career Eco Career Fair where Students from Universities across the

			US that are considered HBCU & Minority Serving Institutions participated in a virtual career fair open to students and alumni interested in career opportunities. 229 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Positions and On-Air Opportunities.
03/22/23	1	.25	Participated in the Career Eco Career Fair where 10 Big 12 Schools were participating in a virtual career fair open to students and graduates of the participating universities. 911 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales and On-Air positions
03/30/23	1	.25	The Oklahoma Broadcasters Association held a career fair during their annual meeting in which 100 students were invited from across the state to attend and speak with broadcasters within the market, we featured Full Time positions in Sales and On-Air Opportunities for our Tulsa & Ardmore Station Markets
04/05/23	1	.25	Participated in the Career Eco Career Fair where 29 SEC & ACC Schools Participating in a virtual career fair open to students and alumni of the participating universities. 2280 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales & On-Air positions
05/19/23, 05/26/23, & 06/02/23	8	1	Sales, On-Air/Programming, and Management participated in a 3 Part Training lead by David Stephens on the AI Tool Chat GPT where use of the AI in the Industry was discussed. How to use AI, when to use AI, what to watch for when using AI for content creation and ads as well as easily creating emails.
06/07/23,06/16/23,06/21/23, 06/27/23,06/28/23	8	1	Sales, Programming, and Management took part in a 5-Part training workshop provided by Nielsen to learn more about Tapscan, Nielsen Ratings Data, Retail Spending Power Data, and Scarborough Consumer Data so they understand their stations and listener bases and were instructed on how and how not to use this data.
09/20/23, 09/22/23,	8	1	Sales and Management took part in several

09/27/23, 10/02/23, 10/05/23, 10/09/23			training workshops presented by Vendasta designed to assist the sales team provide more opportunities and services to their clients.
10/26/23	1	.25	Participated in the Career Eco Career Fair for 14 AAC Universities open to Students and alumni of the participating universities. 406 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Position & On-Air Positions.
02/01/23 - Ongoing	6	.25	Participated in the Career Eco Job Bank with ongoing Full Time & Part Time jobs posted, Account Executive & On-Air. This online job board & virtual event platform is free to jobseekers & students.
Total Menu Options Completed:		5.50	