

CHISHOLM TRAIL BROADCASTING /
CHAMPLIM BROADCASTING INC.
EEO REPORT

This report covers full-time recruitment data for the period January 16, 2013 to January 15, 2014.

1) **Employment Unit: Chisholm Trail Broadcasting Co. and Champlin Broadcasting Inc.**
 (collectively, the "Licensees")

2) **Unit Members (Stations and Communities of License):**

KCRC-AM – Enid, OK
 KZLS-AM – Enid, OK
 KQOB-FM – Enid, OK
 KNID-FM – North Enid, OK
 KNAH-FM – Mustang, OK
 KXLS-FM – Lahoma, OK

3) **EEO Contact Information for Unit Members:**

Mailing address: Chisholm Trail Broadcasting P.O. Box 952 Enid, OK 73702	Telephone Number: (580) 237-1390
	Contact Person/Title: Ricky Roggow/Operations Manager
	E-mail Address: <u>rroggow@knid.com</u>

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
1. Account Executive	Enid News & Eagle newspaper ad
2. Account Executive/On-Air Talent	Referral
3. Account Executive	Enid News & Eagle newspaper ad
4. On-Air Talent	Referral
5. Account Executive	Enid News & Eagle newspaper ad
6. General Manager	Referral
7. Promotions Director	Internal promotion due to emergency situation

- 8. Account Executive On air radio recruitment ad
- 9. Account Executive Referral
- 10. Account Executive Walk in / self referral
- 11. Account Executive Referral
- 12. Account Executive Employee referral

Stations KCRC-AM, KZLS-AM, KQOB-FM, KNID-FM, KNAH-FM, and KXLS-FM are Equal Opportunity Employers.

- 5) Job Title: Account Executive (1) Referral Source(s) of Hiree: Enid News & Eagle newspaper ad

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Enid News & Eagle	Classified Ads Dept.	223 West Broadway	(580)233-6600	1	N

- 5) Job Title: Account Executive On-Air Talent (2) Referral Source(s) of Hiree: Referral

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Referral	NA	NA	NA	1	N
Facebook.com	NA	NA	NA	2	N
Linkedin.com	NA	NA	NA	1	N

- 5) Job Title: Account Executive (3) Referral Source(s) of Hiree: Enid News & Eagle newspaper ad

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification?
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					(Yes or No)
Enid News & Eagle	Classified Ads Dept.	223 West Broadway	(580)233-6600	1	N

5) Job Title: On-Air Talent (4)

Referral Source(s) of Hiree: Referral

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Referral	NA	NA	NA	1	N
Facebook.com	NA	NA	NA	2	N
Linkedin.com	NA	NA	NA	0	N

5) Job Title: Account Executive (5)

Referral Source(s) of Hiree: Enid News & Eagle newspaper ad

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Enid News & Eagle	Classified Ads Dept.	223 West Broadway	(580)233-6600	1	N

5) Job Title: General Manager (6)

Referral Source(s) of Hiree: Referral

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Referral	NA	NA	NA	1	N

5) Job Title: Promotions Director (7)

Referral Source(s) of Hiree: Internal Promotion due to emergency situation

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Promotion due to emergency situation	NA	NA	NA	1	N

5) Job Title: Account Executive (8)

Referral Source(s) of Hiree: On air radio recruitment ad

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On air radio recruitment ad	NA	NA	NA	1	N
Enid News & Eagle	Classified Ads Dept.	223 West Broadway	(580)233-6600	2	N
Oklahoma Association of Broadcasters website	Nancy Struby	6520 North Western, #104 Oklahoma City, Ok	(405)848-0771	0	N
Linkedin.com	NA	NA	NA	0	N

5) Job Title: Account Executive (9)

Referral Source(s) of Hiree: Referral

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Referral	NA	NA	NA	1	N
Facebook.com	NA	NA	NA	4	N
Linkedin.com	NA	NA	NA	1	N

5) Job Title: Account Executive (10)

Referral Source(s) of Hiree: Walk in / self referral

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification?
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					(Yes or No)
Walk in / self referral	NA	NA	NA	1	N

5) Job Title: Account Executive (11)

Referral Source(s) of Hiree: Referral

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Referral	NA	NA	NA	1	N
Facebook.com	NA	NA	NA	1	N
Linkedin.com	NA	NA	NA	0	N

5) Job Title: Account Executive (12)

Referral Source(s) of Hiree: Employee referral

(i) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Employee referral	NA	NA	NA	1	N
Facebook.com	NA	NA	NA	6	N
Linkedin.com	NA	NA	NA	1	N

6) Total # of Interviewees Referred: For the period from January 16, 2013 to January 15, 2014, this Employment Unit Interviewed 32 interviewees for full-time vacancies.

7) Supplemental Recruitment Initiatives: List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

(a) Initiative: Personnel Training

(The licensee) provides regular training to its employees based on the job description of the employee. Account Executives receive sales training. Board Operators, as well as Programming Directors, meet together with the Chief Engineer to discuss technical operations and proper programming for on-air

operations and upcoming Live Events. These ongoing efforts provide employees with the opportunity to develop their skills. Regular full-staff meetings are also held to acquaint both programming and sales with what is going on in each department of the station.

(b) Initiative: Event Participation

(The licensee) set up and staffed a booth that live broadcasts were performed from during the licensee's annual Farm Show held each January and the Outdoor Recreational Show held each August. The thousands that attended these shows were able to stop by and talk with employees about radio and opportunities in broadcasting.

(c) Initiative: Scout Tour

On January 15, 2013, the radio stations gave a tour for a local scout group. The tour, led by the stations Sports Director, included descriptions of all jobs associated with a radio station and examples of what each employee does for the station as a whole. At the end of the tour, the scouts were brought into the Production Room where their voices were recorded and shown how digital editing is used to put them on the air.