

CHISHOLM TRAIL BROADCASTING CO.
CHAMPLIN BROADCASTING, INC.
EEO PUBLIC FILE REPORT

This report covers full-time recruitment data for the period February 1, 2012 to January 15, 2013.

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

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

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

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

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

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

<u>Job Title:</u>	<u>Recruitment Source Referring Hiree:</u>
1. Promotions Director	Enid News & Eagle newspaper ad
2. Account Executive	Enid News & Eagle newspaper ad
3. Account Executive	Enid News & Eagle newspaper ad
4. Account Executive	Walk-in applicant
5. General Manager	Employee referral
6. Account Executive	On air radio recruitment ad
7. Account Executive	On air radio recruitment ad
8. Account Executive	On air radio recruitment ad

- | | |
|------------------------------|------------------------------------|
| 9. Account Executive | Employee referral |
| 10. Account Executive | On air radio recruitment ad |
| 11. Account Executive | Employee referral |
| 12. Account Executive | Walk-in applicant |

**Stations KCRC-AM, KOAG-AM, KQOB-FM, KNID-FM, KZLS-FM, and KXLS-FM
are Equal Opportunity Employers**

5) Job Title: Promotions Director (1)

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

(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.	227 West Broadway Enid, Oklahoma 73701	(580) 233-6600	3	No
Monster.com – job search website	Job Seeker Dept.	622 3 rd Ave., 39 th Floor New York, New York 10017	(212) 351-7000	1	No

5) Job Title: Account Executive (2)

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

(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.	227 West Broadway Enid, Oklahoma 73701	(580) 233-6600	1	No
Northwestern Oklahoma State University – Enid Campus	Lori Coonrod	2929 East Randolph Enid, Oklahoma 73071	(580) 237-0334	0	No
knid.com – Chisholm Trail Broadcasting Co. website	Amy Swanner	316 East Willow Road Enid, Oklahoma 73701	(580) 237-1390	0	No

5) Job Title: Account Executive (3)

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

(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.	227 West Broadway Enid, Oklahoma 73701	(580) 233-6600	10	No
Northwestern Oklahoma State University – Enid Campus	Lori Coonrod	2929 East Randolph Enid, Oklahoma 73071	(580) 237-0334	0	No
knid.com – Chisholm Trail Broadcasting Co. website	Amy Swanner	316 East Willow Road Enid, Oklahoma 73701	(580) 237-1390	0	No

5) Job Title: Account Executive (4)

Referral Source(s) of Hiree: Walk-in applicant*

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

* This full-time hire learned of the vacancy through the newspaper advertisement that was placed in the Enid News & Eagle concerning the account executive position referred to immediately above. However, she was in California at the time that position was filled. When the person who had been hired to fill the prior account executive position left the employment of the stations and an account executive position again became available, she was contacted by the Licensees and hired to fill the full-time vacancy.

5) Job Title: General Manager (5)

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	N/A	N/A	N/A	1	No

5) Job Title: Account Executive (6)

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

(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	N/A	N/A	N/A	3	No

5) Job Title: Account Executive (7)

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

(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	N/A	N/A	N/A	4	No

5) Job Title: Account Executive (8)

Referral Source(s) of Hire: On-air radio recruitment advertisement

(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	N/A	N/A	N/A	1	No

5) Job Title: Account Executive (9)

Referral Source(s) of Hire: 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	N/A	N/A	N/A	1	No

5) Job Title: Account Executive (10)

Referral Source(s) of Hire: On-air radio advertisement

(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	N/A	N/A	N/A	3	No

5) Job Title: Account Executive (11)

Referral Source(s) of Hire: 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	N/A	N/A	N/A	1	No

5) Job Title: Account Executive (12)

Referral Source(s) of Hiree: Walk-in applicant

(f) Organization Notified of Job Vacancy	Contact Person	Address:	Telephone: Fax:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Walk-in applicant	N/A	N/A	N/A	1	No

6) Total # of Interviewees Referred: For the period from February 1, 2012 to January 15, 2013, this Employment Unit interviewed 30 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 Licensees provide regular training to their 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 and the Operations Manager 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 personnel with what is going on in each department of the stations.

(b) Initiative: Event Participation

The Licensees set up and staff a booth from which live broadcasts are performed during the Licensees' annual Farm Show held each January and the Outdoor Recreational Show held each August. The thousands of people that attend these shows are able to stop by and talk with the Licensees' General Manager, Operations Manager, and Promotions Director, as well as other company employees about radio and opportunities in broadcasting.

(c) Initiative: Scout Tour

On April 10, 2012, the radio stations gave a tour for a local scout group. The tour, led by the Licensees' Operations Manager, included descriptions of all jobs associated with a radio station and examples of what types of responsibilities each employee has while working at a radio station. 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 their voices on the air.

(d) Initiative: Job Shadow(s)

At the request of one of the area high schools, the stations' Sports Director arranged a career "Job Shadow" day for one of their students on both June 20, 2012 and October 18, 2012, in which the student spent the day with the Licensees' Sports Director discussing the various duties that position entailed, toured the studios of the radio stations, and had an opportunity to meet with other Licensee employees to learn about each of their employment responsibilities at the stations.

(e) Initiative: College Speaking Engagement

On October 23, 2012, the Operations Manager, Sports Director, and an Account Executive spoke before a class of students studying Mass Communications at Northern Oklahoma College. The speaking engagement filled the entire class period, and included a question and answer session with the students as well as a discussion involving employment requirements and opportunities in the broadcasting industry.

(f) Initiative: Event Participation

The Licensees set up and staff a booth from which live broadcasts are performed during the United Way of Enid's Annual Chili Cook-off held each October. The hundreds of people that attend this annual fundraiser are able to stop by the booth and speak with the Licensees' General Manager, Promotions Director, as well as other company employees about radio and opportunities in the broadcasting industry.

(g) Initiative: Event Participation

The Licensees set up and staff a booth at one of the state's largest arts and crafts expos held each December at the Oklahoma State Fairgrounds. The thousands of people that attend this annual show are able to stop by and speak with the Licensees' General Manager, Sales Manager, as well as other company employees about radio and opportunities in the broadcasting industry.