

## EEO Public File Report

### Employment Unit Covered:

KLBC-FM, KBBC-FM, KSEO-AM/FM

### REPORTING PERIOD:

February 1<sup>st</sup>, 2023-January 31, 2024

#### I. VACANCY LIST

Full time vacancies filled during 'Reporting Period', and 'Recruitment/Referral Sources' used to seek candidates for any vacancies

Job Title	Date Filled	Hire Source	Recruitment Source
Account Executive	04/30/23	Indeed.com	See Recruitment List

#### II. MASTER RECRUITMENT SOURCE LIST

Recruitment Sources	Number of Referrals
All Access	0
Station Sites	0
Friend Referral	0
Employee Referral	0
Internal Candidate	0
Oklahoma Workforce Commission	0
Grayson College Job Board	0
Denison Chamber of Commerce Job Board	1
Durant Chamber of Commerce Job Board	1
Indeed.com	5

Job Title	Date Filled	Hire Source	Recruitment Source
Account Executive	10/24/23	Indeed.com	See Recruitment List

#### II. MASTER RECRUITMENT SOURCE LIST

Recruitment Sources	Number of Referrals
All Access	0
Station Sites	0
Friend Referral	0
Employee Referral	0
Internal Candidate	0
Oklahoma Workforce Commission	0
Grayson College Job Board	0
Denison Chamber of Commerce Job Board	0
Durant Chamber of Commerce Job Board	0
Indeed.com	19

#### III. RECRUITMENT INITIATIVE

Type of Initiative	Brief Description of Initiative
Participation in events or programs sponsored by educational institutions	Had volunteer members of the Leadership Durant class of 2023 on KLBC & B99.7 morning shows to discuss reasons and advantages of participating in the leadership program. 1/9/23
Participation in events or programs sponsored by educational institutions	Leadership Durant class toured the MCB stations during morning drive shows on KLBC & B99.7. The class learned how to create and produce commercials. Class members, and representatives of the Durant Chamber attended the tour: 1/30/23

Participation in events or programs sponsored by educational institutions	Morning shows interviewed the director of the Bryan County Master Gardeners about the upcoming Texoma Spring Garden Show at the Bryan County Fair Grounds. 3/5/23
Weather Safety	Durant Emergency Management director was interviewed on KLBC to help remind and inform listeners of weather safety during tornado season in our area. 3/16/23
Local Government & Education	KLBC invited candidates of the Durant City Council to discuss platforms on the morning show. 4/2/23
Participation in events or programs sponsored by educational institutions	MCB participated in the Durant HS Career Day. A day where juniors and seniors came to the high school gym to find out more about what our business was about, ask questions, as well as discuss possible internships and job opportunities. 4/4/23
Participation in events or programs for Community Involvement & Improvement	MCB representative emceed/hosted a debate for candidates running for mayor of Howe. Representative asked random questions provided by the audience, and maintained each candidate's time when they were speaking. 4/13/23
Participation in events or programs for Community Involvement & Improvement	MCB representative serves on the Denison Chamber of Commerce. The chamber's annual Clay Shoot fundraiser took place on 4/21/23. Representative worked setting up on 4/20/23.
Participation in fundraising events or programs	MCB representative hosted the annual Starfish Benefit 5/20/23. The event raises money for the non-profit Child & Family Guidance Center, whose main purpose is to help and protect children from abuse.
Outreach	MCB representative emceed the Denison Memorial Day parade held the afternoon of Memorial Day in Downtown Denison. 5/29/23
Community Involvement	KLBC broadcast live from Choctaw and simulcast the music for the fireworks show south of Durant, in conjunction with the Choctaw Nation. 7/4/23
Participation in events or programs for community involvement or improvement	KLBC and B99.7 interviewed representatives of First Texoma Bank about their event celebrating 125 years of service to the Texoma region. 7/20/23
Outreach	MCB representative was invited to the Durant Kiwanis Club to give a presentation on the history of radio in Durant & Southern Oklahoma, with focus on KSEO-AM, the oldest radio station in Bryan County. 7/23/22
Participation in events or programs by educational institutions	MCB representative emceed the Denison ISD Teacher Breakfast, welcoming and thanking teachers and helped execute the program set forth by the district superintendent. 7/31/23
Participation in fundraising events or programs	MCB hosted the 2 <sup>nd</sup> Annual Firefighters Associations Hot Dog Eating contest. Stations broadcast live from Grandpappy Point both on radio and video stream. An event based in fun, with focus on appreciation for area firefighters. MCB donated over \$1k to the associations of Durant and Denison. 7/29/23

Participation in events or programs for community involvement or improvement	KLBC morning show interviewed U.S. Senator James Lankford about his office sponsoring a bill to make it easier for grants to be found and written for smaller entities. 9/7/23
Participation in events or programs for community involvement or improvement	Health Occupations Students of America (HOSA) officers were interviewed on the morning shows about their club's blood drive on 9-11. 9/11/23
Participation in events or programs by educational institutions	MCB promoted and participated in the SOSU Career Fair at the Hallie McKinney Ballroom on 9/27/23
Participation in events or programs for community involvement or improvement	KLBC had a representative of Discover Durant in studio to discuss the upcoming free concert series, as well as attractions in downtown Durant that Discover Durant were raising funds to finance in attempt to draw more people and business to Durant. 10/3/23
Community Events	MCB representative helped with promotion of the Denison Chamber of Commerce Fall Festival. Set up was 10/6/23. Event: 10/7/23
Participation in events or programs for community involvement or improvement	KLBC had a representative of Discover Durant in studio to discuss the upcoming free concert series, as well as attractions in downtown Durant that Discover Durant were raising funds to finance in attempt to draw more people and business to Durant. 10/3/23
Participation in events or programs for community involvement or improvement	Durant Main Street representative was invited in on the morning shows of KLBC and B99.7 to discuss the upcoming Main Street Fall Festival and some of the various attractions that would be a part of the event taking place on 10/28/23. Interviews took place on 10/26/23.
Participation in events or programs by educational institutions	Choctaw Nation Cultural Center representative was interviewed on KLBC and B99.7 about experiences that visitors could find at the center, as well as discussed information about the upcoming Choctaw Nation Pow Wow. 10/30/23
Participation in events or programs by educational institutions	MCB representative hosted the "8 <sup>th</sup> grade Career Day" initiative put on by the Southern Workforce Commission at Southeastern Oklahoma State University. Eighth graders from across Southern Oklahoma come in and learn about potential careers paths, tips on what to do and what not to do in an interview, etc. 1/4/24
Participation in events or programs by educational institutions	Durant FFA officers were interviewed on the morning shows about their program and their upcoming chili dinner fundraiser on 1/25. Interviewed on 1/11/24
Scholarship Program	MCB established a scholarship opportunity for students at Durant HS in 2015. The MCB General Manager, along with officials from DHS, look at applications, and select a recipient whose desire is to enter the field of journalism and/or broadcasting. The scholarship is for \$500, and is given out each May, prior to graduation, at the scholarship awards ceremony at Durant HS.
Internship Program	MCB offers an internship for college students from the area, including, but not limited to, Southeastern Oklahoma State University. Duties include producing commercials, assisting with

	promotions, filing, and learning how to run a studio audio board.
Participation in events or programs sponsored by educational institutions	MCB representative serves on the BoD of Bryan County Kiwanis. Helps in selecting and honoring chosen high school seniors as "Senior of the Month", for academic and extra-curricular excellence.
Participation in events or programs sponsored by educational and charitable institutions	MCB representative serves on the BoD for the United Way of Bryan County. This allows MCB to help promote and recognize the efforts of the non-profit organization.
Participation in events or programs sponsored by educational and charitable institutions	MCB representative serves on the BoD for the Red River Special Olympics.
Participation in events or programs sponsored by educational and charitable institutions	MCB representative serves on the BoD for the Durant Chamber of Commerce.