

## EEO Public File Report

### Employment Unit Covered:

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

### REPORTING PERIOD:

February 1<sup>st</sup>, 2022-January 31, 2023

#### 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
No jobs filled during the reporting period			

#### 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

#### III. RECRUITMENT INITIATIVE

Type of Initiative	Brief Description of Initiative
Community Safety	MCB on-air staff went on-air for coverage of the tornado that hit Marshall County 3/1/22. Covered the news conference concerning damage and relief efforts 3/2/22.
Participation in events or programs sponsored by educational institutions	MCB representative hosted a fundraiser at Grayson College called Designer Bag Bingo. The event raised funds for the Grayson College Scholarship program. 4/7/22
Participation in events or programs sponsored by educational institutions	MCB representative attended, and volunteered, to work the annual Durant Elementary 3 <sup>rd</sup> grade track meet. 4/12/22
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. 6/23/22.
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.
Career Fair	MCB participated in Southeastern Oklahoma State University's Career Fair that took place 10/4/22 from 10a-2p. Station representatives were the general manager and the promotions director. They discussed possible internships and job opportunities, handed out applications, and answered any questions that were posed.
Participation in events or programs sponsored by educational institutions	MCB representative teaches an audio production class in both the Spring '22 & Fall '22 semesters at Southeastern Oklahoma State University. At the end of each semester, the class comes to the studios of MCB for in-studio lessons.
Participation in events or programs for Community Improvement	MCB participated in the 'Keep Durant Clean' campaign. Station representative(s) attended meetings, and the stations were active in the campaign itself. 4/13/22 was start up meeting.
Participation in events or programs sponsored by educational institutions	MCB representative is President of Bryan County Kiwanis. Helps in selecting and honoring chosen high school seniors as "Senior of the Month", for academic and extra-curricular excellence. The representative also attended national meetings to learn how to improve the local chapter efficiency in several areas.
Participation in events or programs for Community Involvement & Improvement	MCB representative serves on the Denison Chamber of Commerce BoD. The chamber's annual Clay Shoot fundraiser took place on 4/22/22. Representative worked the event including set up on 4/21/22.
Participation in fundraising events or programs	MCB representative hosted the annual Starfish Benefit 5/7/22. The event raised close to \$115k for the 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. 5/30/22
Community Involvement	KLBC broadcast live from, and simulcast the music for the fireworks show south of Durant, in conjunction with the Choctaw Nation. 7/4/22
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 New Teacher's luncheon, welcoming new teachers and helped execute the program set forth by the district superintendent. 7/28/22
Participation in fundraising events or programs	MCB hosted the 1 <sup>st</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. 7/30/22
Participation in events or programs by educational institutions	MCB representative help the Denison Chamber of Commerce execute the annual breakfast welcoming all teachers back to school with a breakfast and prize giveaway, while educating and reminding teachers of the history and expectations of the district. 8/4/22
Community Events	MCB representative hosted the first "Purse Bingo Night" fundraiser benefitting the United Way. 9/8/22
Participation in events or programs by educational institutions	MCB promoted and participated in the SOSU Career Fair at the Hallie McKinney Ballroom on 9/28/22
Community Events	MCB representative helped with planning and set up for the Denison Chamber of Commerce Fall Festival. Set up was 9/20/22. Event: 9/21/22
Participation in events or programs by educational institutions	MCB representative and member of the Durant Kiwanis Club worked the "Pancake & Vote" event the DKC was hosting, in an effort to help spur voting. All day event. 11/8/22
Participation in events or programs by educational institutions	MCB representative hosted the "It Starts Now" initiative put on by the Southern Workforce Commission at Southeastern Oklahoma State University. Eighth graders from all 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. 1/5/22
Participation in events or programs by educational institutions	KLBC broadcast live from the 4H/FFA Chili dinner and auction in an effort to help them raise awareness and funds for the program. 1/20/22