

**KATT-FM, KYIS(FM), KKWD(FM),
WWLS-FM, WKY(AM) and KWPN(AM)¹
EEO PUBLIC FILE REPORT
February 1, 2021-January 31, 2022**

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Promotions Assistant	1-15, 18	18
Continuity Coordinator	1-16, 18	18
Program Director (WWLS)	1-16, 18	18
Program Director (KYIS)	1-15, 17	17

¹ The licensee of this SEU was a party to a local marketing agreement with the licensee of station KQOB(FM), Enid, Oklahoma (Facility ID 10857), which also operates in the Oklahoma City market, which ended on December 31, 2021.

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	University of Central Oklahoma 100 North University Drive Edmond, OK 73034 Attn: Career Services www.hirebronchos.com	No	0
2	University of Oklahoma 660 Parrington Oval Norman, OK 73019 Attn: Career Center www.ou.edu/career	No	0
3	Station Website Postings (<i>one or more SEU stations</i>) www.katt.com ; www.alice969.com ; www.wild1049hd.com ; www.wky930am.com ; www.thesportsanimal.com ; www.989kissfm.com	No	6
4	Oklahoma State University Stillwater, OK 74078 Attn: Career Services www.hireosugrads.com	No	0
5	Oklahoma City University 501 N. Blackwelder Oklahoma City, OK 73106 Attn: Career Services www.okcu.edu/careers	No	0
6	Langston University 701 Sammy Davis Jr Drive Langston, OK 73050 Attn. Career Services, www.langston.edu	No	0
7	Oklahoma Association of Broadcasters 6520 N. Western, Ste. 104 Oklahoma City, OK 73116 www.OABOK.org	No	0
8	Cumulus Careers Website www.cumulusmedia.jobs.net	No	2

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Jobisjob.com www.jobisjob.com	No	0
10	Glassdoor (not directly contacted by SEU) www.glassdoor.com	No	0
11	My Job Helper www.myjobhelper.com	No	0
12	Adzuna www.adzuna.com	No	0
13	Oodle www.jobs.oodle.com	No	0
14	Trovit job.trovit.com	No	0
15	Job Spider Website www.jobspider.com	No	0
16	Word-of-Mouth/Referral	No	2
17	Internal Transfer/Promotion	No	1
18	Former Employee (re-hire)	No	3
TOTAL INTERVIEWEES OVER REPORTING PERIOD			14

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I. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by educational institutions relating to careers in broadcasting	Our SEU was invited to participate in a guest lecture series at the University of Central Oklahoma. On September 30, 2021, the KYIS/KQOB Program Director spoke via zoom to a group of Mass Communications/Programming students. Topics addressed included, FCC rules and regulations, programming philosophies, sales tactics, promotional success stories, and engineering. A Q&A session was held with students at the end of the lecture. The KYIS/KQOB Program Director also answered specific questions regarding internship opportunities at the SEU.
2	Participate in event/program sponsored by educational institutions relating to careers in broadcasting	On October 4, 2021, one of our representatives spoke to the Oklahoma University Sports Journalism class at the Gaylord School of Journalism about opportunities in Sports Radio. This was a senior level class where the students were preparing for their first job. Topics ranged from networking, internships, how to find their first job as well as what duties entry level sports broadcasters would be expected to perform at our SEU.
3	Internship Program	<p>Each year our SEU offers internship opportunities within its various departments. Our SEU works with area colleges, notifying them of available internships and, in turn, the colleges post flyers in their career centers. Many of the student interns selected for our Program are finishing their junior or senior year in an area college or university and are majoring in Broadcasting or Communications. Interns receive college credit for their internship hours. SEU personnel are responsible for overseeing the interns and evaluating their progress. All interns receive training and exposure to the skills necessary for beginning a career in the broadcast industry.</p> <p>During this reporting period, our SEU hosted a senior majoring in broadcast journalism from Oklahoma State University. From July 2021 through December 2021, our WWLS Program Director supervised this intern in our programming department. Aside from learning about all aspects of radio broadcasting generally, the student learned to and assisted with: operation of the control board for all stations; booking guests for shows; and, using production equipment to put together promotions for various shows.</p>
4	Management-level training regarding methods of ensuring equal employment opportunity and prevention of discrimination and harassment	During the month of December 2021, our SEU participated in harassment prevention training. All hiring managers—Market, Operations, Local Sales, Digital Sales, and Business Managers as well as the Program Director and Chief Engineer—were required to complete a course prepared by Mineral entitled, “Harassment Prevention.” The course presented best practices for updating policies and procedures, reporting incidents, and following up on complaints. In order to obtain a certificate of participation, managers were required to take a quiz following their completion of the tutorial.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Management-level training regarding Diversity, Equity, and Inclusion	On December 20, 2021, this SEU participated in Diversity, Equity, and Inclusion training. All hiring managers – Market Manager, Operations Manager, Business Manager, Local Sales Manager, Digital Sales Manager, and Promotions Manager were required to complete courses on line using ThinkZoom. Participants viewed five segments entitled “Working Well With Others,” which addressed the meaning of diversity, the diversity continuum, the mistake of stereotyping, the power of inclusion, and diversity = greatness.
6	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 22, 2021, our SEU’s Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race & Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don’t look, think, act, and problem solve like them.
7	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 11, 2021, our SEU’s Market Manager participated in a presentation conducted by Merging Path Coaching entitled, <i>Managing Unconscious Bias</i> . This session focused on managing teams without a bias.
8	Participate in events sponsored by or on behalf of educational institutions relating to careers in broadcasting	Typically, our SEU hosts open houses for the communications classes from area colleges throughout the year, however, due to the COVID-19 pandemic, our Company and state health protocols curtailed these types of group gatherings during this reporting period. Our offices were closed to the public for the majority of the year due to the Covid 19 pandemic.
9	Participate in Job Fair(s)	Our SEU would normally have participated in job fairs but, because of the limited number of events or event cancellations due to the Covid 19 pandemic, we were unable to participate.