

**KATT-FM, KYIS(FM), KKWD(FM), WWLS-FM,
WKY(AM) and KWPN(AM)¹
EEO PUBLIC FILE REPORT
February 1, 2015-January 31, 2016**

Section II of the Report has been revised to add an additional recruitment source to more accurately reflect the specific recruitment sources utilized by the SEU’s corporate Human Resources Department.

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
Program Director	15*	15
General Manager	4, 6, 9, 10, 15, 16	16
Director of Sales	4, 6, 9, 10, 15, 16	16
Promotions Director	1, 2, 3, 4, 5, 7, 8, 9, 10, 15, 16	15
Sales Account Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 15	15
Sales Account Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 15	15

**Exigent Circumstances*

¹ The licensee of this SEU is 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. The Last Bastion Station Trust, LLC, as Trustee, is the licensee of station KINB(FM), Kingfisher, Oklahoma (Facility ID 88376), which also operates in the Oklahoma City market. Pursuant to a Facility and Services Agreement, the SEU shares employees with KINB. Therefore, certain recruitment activity related to KINB is reflected in this EEO public file report.

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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	American Marketing Association Job Board OKC Chapter www.amaokc.org	NO	0
2	University of Central Oklahoma 100 North University Drive Edmond, OK 73034 Attn: Career Services www.hirebronchos.com	NO	4
3	University of Oklahoma 660 Parrington Oval, Norman, OK 73019 Attn: Career Center www.ou.edu/career	NO	3
4	Station Website Postings (<i>one or more SEU stations</i>) www.katt.com ; www.fun969fm.com ; www.wild1049hd.com ; www.laindomable.com ; www.thesportsanimal.com ; www.989kissfm.com	NO	2
5	Oklahoma State University Stillwater, OK 74078 Attn: Career Services www.hireosugrads.com	NO	1
6	Oklahoma City Advertising Club www.okcadclub.com	NO	2
7	Alliance of Emerging Professionals- OKC Chapter P.O. Box 18 Oklahoma City, OK 73101 www.aepokc.com	NO	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Oklahoma City University 2501 N. Blackwelder Oklahoma City, OK 73106 Attn: Career Services www.okcu.edu/careers	NO	0
9	Oklahoma Association of Broadcasters 6520 N. Western, Ste 104 Oklahoma City, OK 73116 www.OABOK.org	NO	6
10	Cumulus Job Board www.Cumulus.hrmdirect.com	NO	0
11	Simply Hired www.simplyhired.com	NO	0
12	Glass Door www.glassdoor.com	NO	0
13	Link Up www.linkup.com	NO	0
14	Indeed www.indeed.com	NO	0
15	Word-of-Mouth/Referral	NO	14
16	Internal Promotion	NO	5
TOTAL INTERVIEWEES OVER REPORTING PERIOD			37

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	<p>Each year our SEU offers internship opportunities with 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. During this reporting period, our SEU hosted seven (6) student interns.</p> <ul style="list-style-type: none"> •January-May 2015 - A Senior majoring in Broadcasting from the University of Central Oklahoma completed an internship in Programing. The student learned to: operate the control board for all stations; book guests for shows; and, use production equipment to put together promotions for various shows. Our WWLS Program Director supervised this student intern. •January-May 2015 - A Senior majoring in Professional Media from the University of Central Oklahoma completed an internship in Programing. The student learned to: operate the control board for all stations; book guests for shows; and, use production equipment to put together promotions for various shows. Our WWLS Program Director supervised this student intern. •May-August 2015 - A Senior majoring in Journalism from Central Oklahoma University completed an internship in Programing. The student learned to: operate the control board for all stations; book guests for shows; and, use production equipment to put together promotions for various shows. Our WWLS Program Director supervised this student intern. •May-August 2015 A Senior majoring in Broadcast Journalism from Oklahoma Christian University completed an internship in Programing. The student learned to: operate the control board for all stations; use

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		<p>production equipment to put together promotions, sweepers and station liners; and, voiced an overnight shift for one week. Our WWLS Program Director supervised this student intern.</p> <ul style="list-style-type: none"> •May-August 2015 - A Senior majoring in Professional Media from the University of Central Oklahoma completed an internship in Programing. The student learned to: operate the control board for all stations; use production equipment to put together promotions; and, record air shifts. The KQOB Program Director supervised this student intern. •September-December 2015 - A Senior majoring in Professional Media from the University of Oklahoma completed an internship in Programing. The student learned to: operate the control board for all stations; book guests for shows; and, use production equipment to put together promotions for various shows. The WWLS Program Director supervised this student intern.
2	Participate in events sponsored by or on behalf of educational institutions relating to careers in broadcasting (5)	<ul style="list-style-type: none"> •On March 10, 2015 – The SEU hosted an open house for the mass communications class from the University of Central Oklahoma. The students had the opportunity to talk to SEU air staff about the various aspects of their job. The group also observed SEU personnel performing an air shift and received a tour of the facility. •On April 16, 2015 – The SEU hosted an open house for the communications class from Northern Oklahoma College. The students had the opportunity to talk to SEU air staff about the various aspects of their job. The group also observed SEU personnel performing an air shift and received a tour of the facility. •On October 8, 2015 – The SEU hosted an open house for the communications class from Northern Oklahoma College. The students had the opportunity to talk to SEU air staff about the various aspects of their job. The group also observed SEU personnel performing an air shift and received a tour of the facility. •On October 22, 2015 – The SEU hosted an open house for the communications class from The Academy of Contemporary Music at The University of Central Oklahoma. The students had the opportunity to talk to SEU air staff about the various aspects of their job. The group also observed EU personnel performing an air shift and received a tour of the facility.

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3	Participate in Job Fair (3)	<p>On March 24, 2015, our SEU participated in a job fair sponsored by Rose State College for graduating college students. Students were able to talk to and interact with our Programming, Promotions and On-Air staff regarding the duties associated within their respective positions. Our SEU distributed information about career opportunities in the broadcast industry and accepted applications for part-time vacancies in our Programming and Promotions department. Non-programming applications were also accepted from attendees and were distributed to applicable SEU department managers for consideration for future vacancies.</p> <p>On March 26, 2015, our SEU participated in a job fair sponsored by the Oklahoma Association of Broadcasters for college students attending its annual convention. Students were able to talk to and interact with our Programming, Management and On-Air staff regarding the duties associated within their respective positions. Our SEU distributed information about career opportunities in the broadcast industry and accepted applications for part-time vacancies in our Programming, Sales and Promotions department. Non-programming applications were also accepted from attendees and were distributed to applicable SEU department managers for consideration for future vacancies.</p> <p>On April 8, 2015, our SEU participated in a job fair sponsored by Oklahoma City Community College for college students attending its annual convention. Students were able to talk to and interact with our Programming, Sales and On-Air staff regarding the duties associated within their respective positions. Our SEU distributed information about career opportunities in the broadcast industry and accepted applications for part-time vacancies in our Programming, Sales and Promotions department. Non-programming applications were also accepted from attendees and were distributed to applicable SEU department managers for consideration for future vacancies.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Participate in events sponsored by educational institutions relating to careers in broadcasting (3)	<ul style="list-style-type: none"> •Our SEU was invited to participate in the guest lecture series at the University of Central Oklahoma. On March 3, 2015, the WWLS Program Director spoke to approximately 28 Mass Communications/Programming students. Topics 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 WWLS Program Director also answered specific questions regarding internship opportunities at the SEU. •The SEU was invited to participate in the guest lecture series at the University of Oklahoma. On April 8, 2015, one of our Sales Representatives from the SEU spoke to approximately 36 Advertising Sales students. Topics included the relationship between advertising agencies and radio stations, sales tactics, terms and goals that agencies use in media buying, and promotional success stories. A Q&A session was held with students at the end of the lecture. The Sales Representative also answered specific questions regarding internship opportunities at the SEU. • The SEU was invited to participate in the guest lecture series at Rogers State University in Claremore, Oklahoma. On November 19, 2015, the Promotions Director & a Promotions Assistant were invited by RSU Radio General Manager Cathy Coomer to speak to 16 Mass Communication/Audio Production students. Topics included the skillset needed to pursue a career in Radio Broadcasting, production techniques, as well as a Q & A session with students regarding pathways to a Radio Career, & on the job experiences. The Promotions Director also answered specific questions regarding internship opportunities at the SEU.