

**KATT-FM, KYIS(FM), KKWD(FM), WWLS-FM,  
WKY(AM) and KWPN(AM)<sup>1</sup>  
EEO PUBLIC FILE REPORT  
February 1, 2017-January 31, 2018**

**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
On-Air Personality/Producer	2, 3, 4, 6, 9, 10, 14, 15	4
Engineer	2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 14, 15	15
Sales Account Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 14	6

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
8	<b>Oklahoma City University</b> 2501 N. Blackwelder Oklahoma City, OK 73106 Attn: Career Services <a href="http://www.okcu.edu/careers">www.okcu.edu/careers</a>	NO	0
9	<b>Oklahoma Association of Broadcasters</b> 6520 N. Western, Ste 104 Oklahoma City, OK 73116 <a href="http://www.OABOK.org">www.OABOK.org</a>	NO	3
10	<b>Cumulus Job Board</b> <a href="http://www.Cumulus.hrmdirect.com">www.Cumulus.hrmdirect.com</a>	NO	2
11	<b>Simply Hired</b> <a href="http://www.simplyhired.com">www.simplyhired.com</a>	NO	0
12	<b>Glass Door</b> <a href="http://www.glassdoor.com">www.glassdoor.com</a>	NO	0
13	<b>Link Up</b> <a href="http://www.linkup.com">www.linkup.com</a>	NO	0
14	<b>Indeed</b>	NO	0
15	<b>Word-of-Mouth/Referral</b>	NO	4
16	<b>Internal Promotion</b>	NO	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>23</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	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 ten (10) student interns.</p> <ul style="list-style-type: none"> <li>•January-May 2017 - A student majoring in Broadcasting from Oklahoma City Community College 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 KYIS Program Director supervised this student intern.</li>   <li>•January-May 2017 - A Senior majoring in Mass Communications 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.</li>   <li>•January-May 2017 - A student majoring in Mass Communications 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 KKWD Program Director supervised this student intern.</li> </ul>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		<ul style="list-style-type: none"> <li>•January-May 2017 - A student majoring in Mass Communications from 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.</li>   <li>•January-May 2017 - A student majoring in Mass Communications from 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 KATT-FM Program Director supervised this student intern.</li>   <li>•January-May 2017 - A student majoring in Broadcasting 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. Our WWLS Program Director supervised this student intern.</li>   <li>•May-August 2017 A Senior majoring in Mass Communication 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.</li>   <li>•May-August 2017 - A student majoring in Broadcast Journalism from Oklahoma City Community College 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.</li>   <li>•September-December 2017 - A Senior majoring in Mass Communications from the University of Central Oklahoma completed an internship in Programing. The student learned to: operate the control board for all stations; learned to follow station programming procedures; and, use production equipment to put together promotions for various shows. The KYIS Program Director supervised this student intern.</li> </ul>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		<p>•September-December 2017 - A Senior majoring in Mass Communications 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. The WWLS Program Director supervised this student intern.</p>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>2</b>	Participate in events sponsored by or on behalf of educational institutions relating to careers in broadcasting (3)	<ul style="list-style-type: none"> <li>•On March 09, 2017 – The SEU hosted an open house for the mass communications class from the Oklahoma City Community 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.</li> <li>•On October 11, 2017 – The SEU hosted an open house for the Mustang High School DECA Chapter. 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.</li> <li>•On January 24, 2018 – 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.</li> </ul>
<b>3</b>	Participate in Job Fair (4)	<p>On March 30, 2017, 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 04, 2017, 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>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		<p>On October 18, 2017, our SEU participated in a job fair sponsored by Oklahoma City Community College for college students. 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> <p>On October 31, 2017, our SEU participated in a job fair sponsored by Rose State College for graduating college students, as well as those in the community looking for work. 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>
4	Participate in events sponsored by educational institutions relating to careers in broadcasting (2)	<ul style="list-style-type: none"> <li>• The SEU was invited to participate in the guest lecture series at the University of Central Oklahoma. On October 18, 2017, the WWLS Program spoke to approximately 24 Mass Communications/Programming students. Topics included FCC rules and regulations, programming philosophies, sales tactics, promotional success stories, and engineering. A Q&amp;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.</li> <li>• Our SEU was invited to participate in the guest lecture series at the University of Central Oklahoma. On January 17, 2018, the KYIS Program Director spoke to approximately 23 Mass Communications/Programming students. Topics included FCC rules and regulations, programming philosophies, sales tactics, promotional success stories, and engineering. A Q&amp;A session was held with students at the end of the lecture. The KYIS Program Director also answered specific questions regarding internship opportunities at the SEU.</li> </ul>