

**KATT-FM, KYIS(FM), KKWD(FM), WWLS-FM,
WKY(AM) and KWPN(AM)¹
EEO PUBLIC FILE REPORT
February 1, 2014-January 31, 2015**

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 Talent	10*	10

**Exigent Circumstances*

¹ This SEU is party to a local marketing agreement with Station KQOB(FM), Enid, OK (Fac. ID 10857) in the Oklahoma City market. On June 12, 2007, the assignment of license of KINB(FM), Kingfisher, OK (Fac. ID88376) from Citadel Broadcasting Company to Last Bastion Trust, LLC, as Trustee was completed (see FCC File No. BALH-20060228ALO). Pursuant to a Facilities & Services Agreement between the parties---which has since been assigned to Cumulus-- KINB(FM) continues to share employees with this SEU. As a result, certain recruitment activity related to KINB(FM) is reflected herein.

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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	0
3	University of Oklahoma 660 Parrington Oval, Norman, OK 73019 Attn: Career Center www.ou.edu/career	NO	0
4	Station Website Postings (<i>one or more SEU stations</i>)	NO	0
5	Oklahoma State University Stillwater, OK 74078 Attn: Career Services www.hireosugrads.com	NO	0
6	Oklahoma City Advertising Club www.okcadclub.com	NO	0
7	Alliance of Emerging Professionals- OKC Chapter P.O. Box 18 Oklahoma City, OK 73101 www.aepokc.om	NO	0
8	Oklahoma City University 2501 N. Blackwelder Oklahoma City, OK 73106 Attn: Career Services www.okcu.edu/careers	NO	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Oklahoma Association of Broadcasters 6520 N. Western, Ste 104 Oklahoma City, OK 73116 www.OABOK.org	NO	0
10	Word-of-Mouth Referral	NO	1
11	Station On-Air Announcements (<i>one or more SEU stations</i>)	NO	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			1

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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 (7) student interns.</p> <ul style="list-style-type: none"> •January-May 2014 - A junior 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. •January-May 2014 - A Senior majoring in Broadcast Journalism from the 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. •January-May 2014 - 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.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		<ul style="list-style-type: none"> •January-May 2014 - A Junior majoring in Journalism 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 2014 A Senior majoring in Broadcast Journalism 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, sweepers and station liners; and, voiced an overnight shift for one week. Our KQOB Program Director supervised this student intern. •May-August 2014 - A Junior 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 KKWD Program Director supervised this student intern. •May-August 2014 - A Junior 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. The WWLS Program Director supervised this student intern. •May-August 2014 - A Senior majoring in Broadcasting from the University of Central Oklahoma completed an internship in Programing and Production. The student learned to operate the control board for all stations and use production equipment to put together commercials and promotions for various stations. The KATT Production 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 February 18, 2014 – 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.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		<ul style="list-style-type: none"> •On February 25, 2014 – 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 March 26, 2014 – 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. •On September 24, 2014 – 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 October 23, 2014 – 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.
3	Participate in Job Fair	<p>On March 27, 2014, 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 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 (4)	<ul style="list-style-type: none"> •Our SEU was invited to participate in a guest lecture series at the University of Central Oklahoma. On April 22, 2014, the KQOB/WKY Program Director spoke to approximately 32 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 KQOB/WKY Program Director also answered specific questions regarding internship opportunities at the SEU. •Our SEU was invited to participate in the guest lecture series at the University of Central Oklahoma. On April 30, 2014, 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 September 16, 2014, one of our Sales Representative from the SEU spoke to approximately 27 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 the University of Oklahoma. On November 24, 2014, our Market Manager spoke to approximately 32 students in the Introduction to Sports Journalism class. Topics included the current state of affairs in broadcast media, and “how” to seek employment in the media industries. A substantial amount of the discussion centered on the best ways of contacting potential employers, as well as where a candidate’s focus should be directed before, during and after a prospective interview. A Q&A session was held with students at the end of the lecture. Our Market Manager spent time after the lecture engaging one-on-one regarding employment possibilities not only within the SEU, but with the company nationwide.