

**Tyler Broadcasting Corporation**  
**January 2005**  
**Annual EEO Public File Report For Stations**

**KKNG-FM, KOCY-AM, KTLR-AM, KTUZ-FM, KTUZ-TV**

The purpose of this EEO Public Report ("Report") is to comply with the Section 73.2080(c) (6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of Tyler Broadcasting Corporation, the Station Employment Unit (SEU) comprised of the following stations:

KKNG-FM	Newcastle, OK	Id # 50168
KOCY-AM	Del City, OK	Id # 6747
KTLR-AM	Oklahoma City, OK	Id# 59366
KTUZ-FM	Okarche, OK	Id# 14762
KTUZ-TV	Shawnee, OK	Id# 77480

This report is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning January 22nd, 2004, to and including January 21st, 2005 (the "Applicable Period"). The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the STU during the applicable period.
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hire accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by email.

Appendix I Vacancy Information  
Appendix II Recruitment Source Information  
Appendix III Supplemental (Non-vacancy specific) Recruitment Activities Undertaken

## Appendix I

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### Vacancy Information

<u>Full-time Positions Filled</u>	<u>Recruitment Source of Hire</u>	<u>Total Number of Interviewees from all sources for this Position.</u>
1. Administrative Asst	Station (website/onair promotion)	1
2. Promotions Director	OAB Website	1
3. Sales Position	Station (website/onair promotion)	3
4. Sales Position	OAB Website	2
5. Sales Position	Daily Oklahoman	2
6. Receptionist	Station (website/onair promotion)	5
7. On Air	Station (website/onair promotion)	1
8. Sales Position	Station (website/onair promotion)	2
9. Sales Position	Station (website/onair promotion)	2
10. Sales Manager	Station (website/onair promotion)	2
11. Sales Position	Station (website/onair promotion)	1
12. Traffic Mgr.	None – Part time employee converted to full time.	1
13. Master Control Tech.	Daily Oklahoman	2
14. Sales Position	OAB Website	3
15. Sales Manager	OAB Website	1
16. Sales Position	OAB Website	2
17. Engineer	Daily Oklahoman	2

## Appendix II

**Tyler Broadcasting Corporation  
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Covering the period from January 22nd, 2004, to and including January 21st, 2005

### Recruitment Source Information

<u>Recruitment Source Used</u>	<u>Total Number of Interviewees This Source Provided During This Period</u>	<u>Full Time Positions Filled From This Source</u>
Name: Oklahoma Employment Service Address: P.O. Box 52003, Oklahoma City, OK 73152-2003 Contact: Floyd Sossaman, by Fax 405-670-9292	0	0
Name: Urban League of Greater Oklahoma City Address: 30170N. Martin L. King Blvd., Oklahoma City, OK 73111 Contact: Loneeta Smith, by Fax 405-552-4427	0	0
Name: American Women in Radio & Television Address: P.O. Box, 21322, Oklahoma City, OK 73156 Contact: Angel Jackson, by Mail	0	0
Name: Oklahoma Indian Affairs Commission Address: 4901 N. Lincoln, Oklahoma City, OK 73105 Contact: Attn: Employment, by Fax 405-522-4427	0	0
Name: Oklahoma Media Network Address: 1200 N.W. 63rd, Suite 300 Oklahoma City, OK 73116 Contact: Attn: Joanie Nickell, by Mail 405-667-2658	0	0
Name: The Daily Oklahoman Newspaper Address: 9000 Broadway Ext., Oklahoma City, OK 73114 Contact: Classified Advertisements, by Fax 405-475-3513	3	3

Appendix II (cont.)

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Covering the period from January 22nd, 2004, to and including January 21st, 2005

Recruitment Source Information

<u>Recruitment Source Used</u>	<u>Total Number of Interviewees This Source Provided During This Period</u>	<u>Full Time Positions Filled From This Source</u>
Name: The Oklahoma Association Of Broadcasters Address: 6520 N. Western, Oklahoma City, OK 73116 Contact: Carl Smith, by Website WWWOABOK.ORG	14	4
Name: Oklahoma University Address: Career Planning and Placement, 900 Asp, Norman, OK 73019 Contact: Attn: Job Openings, by mail	0	0
Name: University of Central Oklahoma Address: 100 N. University Dr., Edmond, OK 73034 Contact: Attn: Job Placement, by mail	0	0
Name: Langston University Address: P.O. Box 967, Langston, OK 73050 Contact: Attn: Job Placement, by mail	0	0
Name: Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Gena Green, by Website: WWW.KKNG.COM	18	9
Name: Strictly Jobs Address: 500 N. Meridian, Ste 405 Contact: Attn: Ad department, by fax 405-946-0266	0	0

## Appendix III

### **Tyler Broadcasting Corporation January 2005 Annual EEO Public File Report For Stations KKNG-FM, KOCY-AM, KTLR-AM, KTUZ-FM, KTUZ-TV**

Covering the period from March 10th, 2003, to and including January 21st, 2005

#### Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by the SEU

##### **Intern program**

Starting in May 2003 Tyler Broadcasting Corporation engaged in a detailed intern program which consisted of hiring high school and college students who are interested in broadcasting to assist station personal with their daily responsibilities. These interns have, and continue to assist Tyler Broadcasting Corporation staff in programming, engineering, promotion and sales.

Some specific intern duties include: assisting engineering with setting up of remote broadcast, working with on-air staff to develop programs; assisting in the station's promotional campaigns; and assisting sales department with sales materials.

One female intern was hired as a full time employee after completion of her education, and another female intern remains employed as a part-time employee.

##### **Co-Sponsor Job Fair**

In September 2004, Tyler Broadcasting Corporation hosted a Job Fair at Mount St. Mary High School, from 6pm to 9pm. Mount St. Mary's campus is located in the center of the Hispanic population of Oklahoma City, and is the location for English as Second Language classes. Approximately nine hundred people attended. KTUZ-FM (Tyler Broadcasting's Hispanic theme FM station) station personnel where on site to promote broadcasting careers, narrate in Spanish, and distribute applications. Other employers present include, hospitals, military recruiters, fast food chains, and higher education institutions. Free food and refreshments were provided by co-sponsors Pizza Hut.

##### **Co-Sponsor Job Fair**

In July 2004, Tyler Broadcasting Corporation sponsored a Job Fair at the Latino Community Development Agency. The event was open from 10am to 3pm, and attracted over three thousand people. Fellow sponsors were Pepsi, and El Latino American (newspaper). Employers included banks, utilities, military, fast food, federal and local governments, and insurance. KTUZ-FM station personnel were on site to promote broadcasting careers and distribute applications.

In January 2005, Tyler Broadcasting Corporation sponsored a Job Fair at Oklahoma City Community College. The event was open from 10am to 3pm, and attracted approximately twenty-five hundred people. KKNG, KTUZ, and KOCY station were on site to promote broadcasting careers and assist with completion of applications.

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**Other Activities Designed to Raise Awareness of Job Opportunities**

During the months of October, November and December of 2003, KTUZ held a contest to select a female on air staff member. The contest consisted of numerous live broadcast at remote locations and resulted in over 50 contestants. The contestants were narrowed down to 10 finalist from which a female, minority, on air talent position was filled. As of January 2005, the full time employee is still employed as is an additional part-time employee who was one of the ten finalist.

**Provision of Training to management level personnel.**

In September 2004 the EEO Compliance officer and SEU Operations Manager were sent to a seminar organized by the Oklahoma Association of Broadcasters and conducted by an FCC attorney. The seminar was a comprehensive analysis of EEO requirements, and what broadcasters are required to do to comply with the EEO Rule. The seminar was titled "A Legal Guide to the FCC's New EEO Rule and Polices For Broadcasters."

**Listing of upper level jobs with groups whose membership includes substantial participation of women and minorities.**

Full time job openings have been provided to American Women in Radio and Television, Urban League of Greater Oklahoma City, the Black Chronicle Newspaper, and El Latino American Newspaper. Full time job openings are also advertised on our station websites, and in over the air advertisements on our stations. With the growth of KTUZ-FM Spanish radio and the addition of KTUZ-TV Spanish television in the fourth quarter of 2004, attracting applicants with bilingual skills (Spanish and English) was and remains a high priority. In an attempt to insure minority applicants are reached, job openings are advertised on KTUZ-FM, Tyler Broadcasting's 24 hour, Spanish language radio station. This advertising vehicle has proven effective, as virtually all employees requiring bilingual skills were the result of advertisements heard on our station.

**Participation in Job Fairs**

Besides the Job Fairs Tyler Broadcasting Corporation co-sponsored (see above), Tyler Broadcasting Corporation participated in a job fair sponsored by Oklahoma City Community College in October 2004. Over 2,800 graduating students were mailed invitations. Fellow participants included military, hotel, fire department, food processing, retail, and medical related fields.