

Tyler Broadcasting Corporation
January 2011
Annual EEO Public File Report For Stations
KKNG-FM, KEBC-AM, KTLR-AM, KJKE-FM, KTUZ-FM, KTUZ-TV, KUOK-TV, KUTU-CA,
KOKT-LP, KWDW-LP, KCHM-LP

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:

KJKE-FM	Newcastle, OK	Id # 50168
KEBC-AM	Del City, OK	Id # 6747
KKNG-FM	Blanchard, OK	Id# 73947
KTLR-AM	Oklahoma City, OK	Id# 59366
KTUZ-FM	Okarche, OK	Id# 14762
KTUZ-TV	Shawnee, OK	Id# 77480
KUOK-TV	Woodward, OK	Id# 86532
KUTU-CA	Tulsa, OK	Id# 31369
KOKT-LP	Sulpher, OK	Id# 72568
KWDW-LP	Oklahoma City, OK	Id# 36850
KCHM-LP	Oklahoma City, OK	Id# 14885
FM Translator K243BJ		
	Oklahoma City, OK	Id# 139283

This report is required to be 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, 2010, to and including January 21st, 2011, (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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Covering the period from January 22nd, 2009, to and including January 21st, 2010

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. Sales Executive	Internal Referral	14
2. Sales Executive	KTUZ-TV advertisement	Included in position 1
3. Sales Executive	KTUZ-TV advertisement	Included in position 1
4. Sales Executive	KUOK-TV advertisement	Included in position 1
5. Sales Executive	KUOK-TV advertisement	Included in position 1
6. Sales Assistant	Internal Referral	1
7. Receptionist	KTUZ-FM advertisement	3
8. Radio On Air	OAB Website	9
9. Radio On Air	OAB Website	Included in position 8
10. TV Reporter/Prodcr	KTUZ-TV advertisement	7
11. TV Reporter/Prodcr	Internal Referral	Included in position 10.

Appendix II

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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	9	2
Name: Internal Referral Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Robert DeNegri	3	3
Name: Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Gena Green Station = KKNG Website: WWW.KKNG.COM	0	0
Name: KTUZ, Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Gena Green Station = KTUZ Website: WWW.KTUZ.COM	5	1

Appendix II (cont.)

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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: KTUZ-TV, Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Gena Green Station: T-30 Telemundo Website: WWW.KTUZTV.COM	10	3
Name: KUOK/KUTU TV, Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Gena Green Station: Univision Oklahoma City/Tulsa	3	2
Name: Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Gena Green Station = KJKE Website: WWW.JAKEFM.com	0	0
Name: Oklahoma Media Network (Alliance for Woman in Media) Address: Contact: WWW.OMN-ART.ORG	1	0
Name: Country Aircheck 1 Address: 1102 17 th Ave. South Suite 205, Nashville, TN 37212 Contact: Chuck Aly, NEWS@COUNTRYAIRCHECK.COM	3	0

Appendix III

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

Intern program

Tyler Broadcasting Corporation's intern program, which was started in 1993, consists of hiring high school and college students who are interested in broadcasting to assist station personnel 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 remote broadcast, assisting with the development of programs; assisting in promotional campaigns; and assisting with the preparation of sales materials. Since the program's inception, several interns have moved into full or part-time positions with the company.

Hispanic Business Expo

In July 2010 Tyler Broadcasting Corporation participated in the Hispanic Chamber of Commerce Expo held at the Oklahoma State Fairgrounds. Tyler Broadcasting Corporation employees were available for consultation on career opportunities in broadcasting (both radio and television), and encouraged Expo attendees to complete employment applications. Event organizers estimated the attendance at over 12,750 visitors.

Station Tours

Tyler Broadcasting Corporation routinely hosts youth groups such as the cub scouts, girl scouts, boy scouts, and high school students enrolled in Oklahoma History courses for tours of our radio and television facilities. Station personnel and management is available for questions and answer sessions. These tours expose the youth in our community to the broadcasting industry and potential career choices that are available in radio and television.

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

In an attempt to insure minority applicants are reached, job openings are advertised in over the air advertisements Spanish language stations, as well as on the Oklahoma Association of Broadcasters web site. These advertising vehicles have proven to be very effective in reaching women and minorities as 73% of hires covered by this report were minorities, and 64% were women.

University of Oklahoma Gaylord School of Journalism Partnership

On a weekly basis throughout 2010, Tyler Broadcasting Corporation has offered students enrolled

in the University of Oklahoma's Gaylord School of Journalism the opportunity to develop, produce, and edit news stories relating to the University of Oklahoma, or local communities, and submit their story for airing on our live newscast. This program gives students the opportunity to experience real news reporting and see their work broadcast as part of a nightly local news cast. To date, this program has resulted in the hiring of one staff member.

Sponsor Festival de Fiestas

In August 2010 Tyler Broadcasting Corporation sponsored Festival de Fiestas, a business expo. Staff members from KTUZ-TV, KUOK-TV were on site to promote broadcasting careers, translate in Spanish, and distribute applications. The event was attended by over 6,500 guests. Participants included representatives from companies in the communication, hotel, restaurant and catering industries.

Management Promotion of Broadcasting Careers

Tyler Broadcasting Corporation management was a guest speaker at Oklahoma City Community College HOPE (Hispanic Organization to Promote Education) sponsored symposium. HOPE is an organization that helps the Latino Community in Oklahoma City excel in academics. Various career opportunities available in broadcasting, along with the necessary skills needed to excel in these careers were discussed with local college students.