

**Tyler Broadcasting Corporation**  
**January 2012**  
**Annual EEO Public File Report For Stations**  
**KKNG-FM, KEBC-AM, KTLR-AM, KJKE-FM, KTUZ-FM, KTUZ-TV, KUOK-TV, KUTU-CD, KWDW-LP, KUOK-CD**

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-CD	Tulsa, OK	Id# 31369
KWDW-LP	Oklahoma City, OK	Id# 36850
KUOK-CD	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, 2011, to and including January 21st, 2012, (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	KTUZ-TV advertisement	8
2. Sales Executive	KTUZ-TV advertisement	Included in position 1
3. Sales Executive	KTUZ FM Webpage	Included in position 1
4. TV Reporter/Prodc	KTUZ-TV advertisement	4
5. Receptionist	KTUZ-Fm advertisement	3
6. Traffic	KTUZ-TV advertisement	3

## Appendix II

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Covering the period from January 22nd, 2009, to and including January 21st, 2010

### 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	3	0
Name: Internal Referral Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Robert DeNegri	0	0
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: <a href="http://WWW.KTUZ.COM">WWW.KTUZ.COM</a>	2	2

**Appendix II (cont.)**

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Covering the period from January 22nd, 2009, to and including January 21st, 2010

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	11	4
Name: KUOK/KUTU TV, Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Gena Green Station: Univision Oklahoma City/Tulsa	0	0
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	0	0
NAME: HISPANIC EXPO, OKLAHOMA STATE FAIR Address: State Fair Park, 3001 General Pershing, OK 73107 Contact: State fair Board, 405-948-6704	2	0

## Appendix III

### Tyler Broadcasting Corporation January 2012

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Covering the period from January 22, 2011 to and including January 21, 2012.

#### 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 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 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 2011 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 15,000 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 on 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 83% of hires covered by this report were minorities, and 67% were women.

##### **Sponsor Festival de Fiestas**

In October 2011 Tyler Broadcasting Corporation sponsored Festival de Americas, a cultural event, held in the Capitol Hill area of Oklahoma City. Capitol Hill is an area of Oklahoma City with a very large Hispanic population. 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 12,000 guests. Participants included representatives from companies in the communication, hotel, restaurant and catering industries.

##### **Sponsor Job Fair**

In January 2012 Tyler Broadcasting Corporation sponsored a job fair at Oklahoma City Community College, in Oklahoma City (OCCC). OCCC is the third largest college/university in the state. Sixteen different companies were represented and attendance was estimated at approximately 500. Tyler Broadcasting Corporation staff members assisted attendees with completion of applications and answered questions regarding career opportunities in broadcasting.