

**Tyler Broadcasting Corporation**  
**January 2014**  
**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**  
**KMGL-FM, KRXO-FM, KOMA-FM, KOKC-AM**

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
KMGL-FM	Oklahoma City, Ok	Id# 55708
KRXO-FM	Oklahoma City, OK	Id# 16851
KOMA-FM	Oklahoma City, OK	Id# 72469
KOKC-AM	Oklahoma City, OK	Id# 73981
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
FM Translator	K225BN, Oklahoma City, OK	Id# 139270
FM Translator	K283BW, Oklahoma City, OK	Id# 145901
FM Translator	K276EX, Oklahoma City, OK	Id# 145396

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, 2013, to and including January 21st, 2014, (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

Tyler Broadcasting Corporation

January 2014

Annual EEO Public File Report for Stations

KKNG-FM, KEBC-AM, KTLR-AM, KJKE-FM, KTUZ-FM, KUOK-TV, KUTU-CD, KWDW-LP, KUOK-CD  
 KMGL-FM, KRXO-FM, KOMA-FM, KOKC-AM

Covering the period from January 22nd, 2013, to and including January 21st, 2014

**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. Engineer	OK Ass. Of Broad (OAB)	2
2. KRXO On Air	Consultant Referral	7
3. KRXO On Air	Consultant Referral	Included in 3
4. KRXO On Air	Consultant Referral	Included in 3
5. KRXO On Air	Consultant Referral	Included in 3
6. KRXO On Air	Consultant Referral	Included in 3
7. KRXO On Air	OAB	Included in 3
8. KTUZ TV On Air	KTUZ TV/KTUZ TV Website	Included in 3
9. Traffic	OAB	4
10. Traffic	KJKE FM	Included in 9
11. Traffic	OAB	Included in 9
12. Traffic	OAB	Included in 9
13. Account Exec.	KUOK TV	8
14. Account Exec.	KTUZ TV	Included in 13
15. Account Exec.	OAB	Included in 13
16. Account Exec.	OAB	Included in 13
17. Account Exec.	KRXO FM	Included in 13
18. Operations Mgr.	Consultant Referral	1
19. Production Asst	Hispanic Expo	3

Appendix II

Tyler Broadcasting Corporation  
January 2014

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  
KMGL-FM, KRXO-FM, KOMA-FM, KOKC-AM

Covering the period from January 22nd, 2013, to and including January 21st, 2014

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	7	7
Name: Internal or Professional Referral Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Robert DeNegri	6	6
Name: Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Robert DeNegri Station = KJKE, KMGL Website: WWW.JAKEFM.COM	4	2
NAME: HISPANIC EXPO, Crossroads Mall Address: 7000 Crossroads Blvd., Oklahoma City, OK 73149 Contact: Armando Rubio, 405-631-4421	3	1

Appendix II (cont.)

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 KKNG-FM, KEBC-AM, KTLF-AM, KJKE-FM, KTUZ-FM, KTUZ-TV, KUOK-TV, KUTU-CD, KWDW-LP, KUOK-CD  
 KMGL-FM, KRXO-FM, KOMA-FM, KOKC-AM

Covering the period from January 22nd, 2013, to and including January 21st, 2014

Recruitment Source Information

<u>Recruitment Source Used</u>	Total Number of Interviewees This Source Provided During <u>This Period</u>	Full Time Positions Filled From <u>This Source</u>
Name: KTUZ-TV KUOK-TV, KUTU-TV Tyler Broadcasting Corporation Address: 5101 S. Shields, Oklahoma City, OK 73129 Contact: Robert DeNegri Website: WWW.KTUZTV.COM	5	3
Name: Oklahoma Media Network (Alliance for Woman in Media) Address: Contact: WWW.OMN-ART.ORG	0	0

## Appendix III

**Tyler Broadcasting Corporation**  
**January 2014**  
**Annual EEO Public File Report For Stations**  
KKNQ-FM, KEBC-AM, KTLR-AM, KJKE-FM, KTUZ-FM, KTUZ-TV, KUOK-TV, KUTU-CD, KWDW-LP, KUOK-CD  
KMGL-FM, KRXX-FM, KOMA-FM, KOKC-AM

Covering the period from January 22, 2013 to and including January 21, 2014

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

#### 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 47% of hires covered by this report were either women or minorities. Tyler Broadcasting is located in an area of Oklahoma City that has a high Hispanic population, and owns several stations that are Spanish language broadcast stations.

#### Intern program

Tyler Broadcasting Corporation's intern program, which was started in 1993, consists of hiring primarily college age students that have an interest in journalism, or marketing. These individuals assist Tyler Broadcasting management staff with their daily tasks. 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, television commercial production, 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 2013 Crossroads Mall was the site of Hispanic Business Expo that attracted an estimated 8500 attendees. Tyler Broadcasting Corporation from both KTUZ FM, KUOK TV, and KUTZ-TV were present to distribute application at the Tyler Media booth. Vendors included restaurants, hotels, grocery stores, health care providers, and car dealerships. Tyler Media supported the event with on-air advertising.

#### 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.

#### Oklahoma City Spanish Chamber of Commerce Job Fair

In February and June 2013 Tyler Broadcasting Corporation sponsored the Spanish Chamber of Commerce Job Fair, held at the Oklahoma City Hispanic Chamber of Commerce. Staff members from KTUZ-TV, KUOK-TV were on site to promote broadcasting careers, and to assist attendees with Spanish/English translation and the application process.

#### Tulsa Univision Sponsors Tulsa Chamber of Commerce Job Fair

August 2013 Tyler Broadcasting hosted a Tulsa Hispanic Chamber Business & Consumer Expo/Career Fair. Tyler Broadcasting station personnel were present at the Univision booth to encourage attendees to complete application and to answer any questions regarding broadcast careers.

## FCC Form 396 Narrative Statement

Covering the period from January 22, 2012, to and including January 21, 2014.

This report is for Tyler Broadcasting Corporation, the Station Employment Unit (SEU), operating:

KJKE-FM	Newcastle, OK	Id # 50168
KEBC-AM	Del City, OK	Id # 6747
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To achieve broad and inclusive outreach during the last two years Tyler Broadcasting Corporation has established an outreach program that includes advertising on radio stations, television stations, internet, websites, Broadcaster Associations, job listing search engines, job fairs and employment expositions. Are emphasis has been focused on mediums that expose our openings to woman and minorities. For the period covered by this report, 63% of full time positions were filled by either women or minority applicants. In addition, the following activities were undertaken to ensure recruitment efforts were broad and inclusive.

Tyler Broadcasting Corporation sponsored or participated in seven job fairs or employment expositions. These job fairs are located at shopping malls, colleges, local Chamber of Commerce, and at minority organizations. At each of these various events, Tyler Broadcasting Corporation personnel where on site to promote broadcasting careers, narrate in Spanish, translate between English and Spanish, and distribute applications. These job fairs have proven very effective as applicants are encouraged to fill out applications and referred to station websites for job openings.

Full time job openings have been provided to various media outlets whose circulation covers the Oklahoma City Metropolitan Statistical Area, and some of which have audiences or circulation made up primarily of women or minorities. With the growth of Hispanic population in Oklahoma City, a majority of the positions covered by this report required bilingual skills in English and Spanish. In an attempt to insure minority applicants are reached, job openings are advertised on Spanish language radio and television stations, and on those respective stations websites. This advertising vehicle has proven effective, as virtually all employees requiring

bilingual skills were the result of advertisements heard on these stations or through contacts made at a job fair or job exposition. Further evidence to the effectiveness of outreach programs reaching women and minority applicants is the fact that over the period covered by this report, 63% of the full time positions were filled by women or minorities.

The EEO Compliance officer remains informed of EEO compliance issues via online training. In addition, an intern program that was started in 2003 continues to be a strong source of information to prospective broadcasting career oriented college students. College students from local universities are encouraged to apply to the Tyler Broadcasting Corporation intern program.