



**KCRC-AM, KNID-FM & KXLS-FM  
KNAH-FM, KZLS-AM & KQOB-FM**

**EEO PUBLIC FILE REPORT  
JANUARY 15, 2015-JANUARY 15, 2016**

**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS #</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	American Broadcasting School Job Placement Dept. 4511 SE 29 <sup>th</sup> Street Oklahoma City, OK 73115 (405) 672-6511	No	0
2	Autry Technology Center Student Development 1201 W. Willow Rd. Enid, OK 73703 (580)242-2750	No	0
3	Langston University Student Employment 226 Page Hall Langston, OK 73050 (405)466-3281	No	0
4	High Plains Technology Center Career Services 3921 34 <sup>th</sup> Street Woodward, OK 73801 (580)256-6618	No	0
5	Northern Oklahoma College Communications PO Box 310 Tonkawa, OK 74653 (580)628-6446	No	0
6	Northwest Technology Center Career Services 1801 S. 11 <sup>th</sup> Alva, OK 73717 (580)327-0344	No	0
7	Northwestern Oklahoma State University Mass Communications 709 Oklahoma Blvd. Alva, OK 73717 (580)327-8606	No	0

8	Office of Disability Concerns Disability Program 2712 Villa Prom Oklahoma City, OK 73107-2423 (405)521-3756	No	0
9	Oklahoma Association of Broadcasters 6520 N. Western Oklahoma City, OK 73116 (405)848-0771	No	1
10	Oklahoma Christian University Career Services PO Box 11000 Oklahoma City, OK 73136 (405)425-5960	No	0
11	Oklahoma City Community College Communications 7777 S. May Avenue Oklahoma City, OK 73159 (405)982-1611	No	0
12	Oklahoma City University Career Services 2501 N. Blackwelder Oklahoma City, OK 73106 (405)208-5171	No	0
13	Oklahoma State University Communications 206 Paul Miller Building Stillwater, OK 74078 (405)744-8282	No	0
14	Oklahoma State University-OKC Student Employment 900 N. Portland Oklahoma City, OK 73107 (405)945-8680	No	0
15	Southern Nazarene University Career Placement 6729 NW 39 <sup>th</sup> Expressway Bethany, OK 73008 (405)491-6684	No	0
16	University of Central Oklahoma Career Services 100 University Blvd. Edmond, OK 73034 (405)974-3346	No	3
17	University of Oklahoma Career Services 900 Asp Ave. Suite 323 Norma, OK 73019 (405)325-1974	No	0

18	University of Tulsa Career Services 600 S. College Tulsa, OK 74104 (918)631-2549	No	0
19	Rose State College Career Services 6420 SE 16 <sup>th</sup> Street Midwest City, OK 73110 (405)733-7673	No	4
20	Enid News & Eagle Classified Job Search 227 W. Broadway Enid, OK 73703 (580)233-6600	No	1
21	Sportscasters Talent Agency of America Jon Chelesnik (949)648-7822	No	19
22	Former Employees/Return to Work	No	0
23	Internal Transfer/Promotion	No	1
24	Word of Mouth/Referral	No	1
25	Station Websites	No	6
26	Walk-in/Self Referral	No	0
27	On Air Spot Announcements	No	6
28	Facebook.com	No	4
29	Monster.com	No	2
30	Linkedin.com	No	8
31	ZipRecruiter.com	No	12
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			<b>68</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
1	Personnel Training	<p>(The licensee) provides regular training to its employees based on the job description of employee. Account Executives receive sales training.</p> <p>Board Operators, as well as Programming Directors, meet together with the Chief Engineer to discuss technical operations and proper programming for on-air operations and upcoming Live Events. These ongoing efforts provide employees with the opportunity to develop their skills. Regular full-staff meetings are also held to acquaint both programming and sales with what is going on in each department of the station.</p>
2	Event Participation	<p>(The licensee) set up and staffed a booth that live broadcasts were performed from during the licensee's annual Farm Show held each January and the Outdoor Recreational Show held each August. The thousands that attended these shows were able to stop by and talk with employees about radio and opportunities in broadcasting.</p> <p>(The licensee) set up a booth and broadcast live at two different local 3-day weekend Home Shows. The thousands that attended these shows were able to stop by and talk with employees about radio and opportunities in broadcasting.</p> <p>(The licensee) sponsored a series of "Mug Bogg" outdoor entertainment events through the late Spring and early Summer months. Station personnel were on-hand throughout the day to discuss radio and opportunities in broadcasting to those in attendance.</p>

	Event Participation(continued)	<p>(The licensee) co-sponsored a “Red Dirt Live” day with Frontier City Amusement Park at the park. Live music and events were scheduled throughout the day and evening. Station personnel were on hand, manning a booth discussing radio and opportunities in broadcasting to those attending.</p> <p>(The licensee) shared a booth with a station advertising sponsor at the Oklahoma City Job Fair at the State Fairgrounds. Throughout the day station personnel were on hand talking to perspective employees about a career in broadcasting.</p>
3	Advisory Committee	<p>Station’s Operations Manager was asked to serve as a charter member of the Northern Oklahoma College Mass Communications Advisory Committee. This consists of a select group of area broadcasters and newspaper print operators that were put together to help advise the college on courses of study and technological advances in the field to best prepare students for employment after graduation.</p>

4	Station Tours	<p data-bbox="911 100 1351 275">During the past year the radio stations gave tours to a local Scout Troop and a Computer Technology Class from a local Vocational Technical Institute.</p> <p data-bbox="911 281 1351 716">The tours, led by the stations General Manager and Operations Manager, included descriptions of all jobs associated with a radio station and examples of what each employee does for the station as a whole. At the end of the tours the groups were brought into the Production Room where their voices were recorded and they were shown how digital editing is used to put them on the air.</p> <p data-bbox="911 751 1338 1228">On October 8<sup>th</sup> a group of Mass Communication majors from Northern Oklahoma College toured the station and facilities. Led by the Operations Manager, the tour gave the students an opportunity to interact with employees of the station in all areas of operation. Various methods of broadcasting were discussed during a question and answer session at the end of the tour.</p>
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