

EEO PUBLIC FILE REPORT

2011 / 2012

This Report covers full-time vacancy recruitment data for the period February 1, 2011 to February 1, 2012.

1) **Employment Unit:** Renda Broadcasting Oklahoma City

2) **Unit members (Station and Communities of License):**

KMGL/FM	Oklahoma City
KOKC/AM	Oklahoma City
KOMA/FM	Oklahoma City
KRXO/FM	Oklahoma City

3) **EEO Contact Information for Unit Member:**

Renda Broadcasting 400 East Britton Rd. Oklahoma City, OK 73114	Telephone #405-478-5104 Contact Person/Title: Cayla Holt/EEO Compliance Officer cholt@rendabroadcasting.com
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4) **Full-Time Job Vacancies Filled by Each Station in Employment Unit.**

Job Title	Recruitment Source Referring Hire
1) Account Manager	Industry Referral
2) Continuity Coordinator	Industry Referral
3) Outside Direct Sales	Industry Referral
4) Account Manager	Internal Transition

Total number of interviewees Referred: 6 for the period from January 1, 2011 to January 1, 2012.
This Employment unit interviewed 24 interviewees for 4 full time vacancies.

5) **Supplemental Recruitment Initiatives.**

Job Fairs

- 1) Oklahoma City Community College Job Fair
Wednesday, March 2, 2011
- 2) Oklahoma City University Job Fair
Tuesday, October 4, 2011
- 3) Oklahoma City Community College Job Fair
Wednesday, October 5, 2011

Intern Program

Renda Broadcasting of Oklahoma City had internship opportunities available in Promotions Department. All internships were non-paid, and all interns were enrolled in school during their internship and receiving college credit.

Name	College	Recruitment Source
J C Dixon	Rose State College	Website
Gabriel Vasquez	Southern Nazarene University	Website
Jake Chambers	Oklahoma City Community College	Website

Training for Staff = In an effort to continually keep our staff educated, we will have them participate in training specific to their individual field of expertise.

- **Business Office** **2011 = 5**
 - Marketron Traffic = Intensive Training for a new Traffic System
 - "Other Job" = To create an efficient business office, each member of the business office is trained in someone's job (their "other job") so that in the event they are un-expectantly absent, the business office does not halt operation

- **Programming** **2011 = 18**
 - Maestro (Audio System) = Continuing Training
 - Severe Weather = Quarterly training on Severe Weather Plan

- **Sales** **2011 = 20**
 - Recruitment Training = Training by a Recruitment Consultant on acquiring Recruitment revenue from HR Directors.
 - Alliance 180 Training = Training by Consultant on acquiring Direct Business
 - Pipelines = Created each month by sales people as a working guide
 - Weekly Training Meeting = Each week there is a sales training session with all Account Managers, facilitated by the General Sales Manager, General Manager, or COO.

Stations KMGL/FM, KOKC/AM, KOMA/FM and KR XO/FM are Equal Opportunity Employers.

Opening: Account Manager
 Date: October 4, 2010
 Start Date: January 17, 2011
 12 Applicants / 12 Interviews 6 Industry Referrals

Sources: Radio Ad 3 Interviews
 Website 3 Interviews
 Industry Referral 6 Interviews

Opening: Outside Direct Sales
 Date: September 8, 2011
 Start Date: October 1, 2011
 12 Applicants/ 4 Interview 3 Industry Referrals

Sources: Website 1 Interview
 Industry Referral 3 Interviews

Opening: Continuity Coordinator
 Date: September 19, 2011
 Start Date: September 28, 2011
 18 Applicants/ 5 Interviews 2 Industry Referrals

Sources: Radio Ad 1 Interview
 Website 1 Interview
 Source List 1 Interview
 Industry Referral 2 Interviews

Opening: Account Manager
 Date: November 18, 2011
 Start Date: January 1, 2012

INTERNAL TRANSITION

Transition from 2 Sales Managers to 1
 Employee transition from Sales Manager to Account Manager

SOURCE LIST

Cameron University

Career Placement Services
2800 West Gore
Lawton, OK 73505

Hispanic American Mission, Inc

Career Placement
1836 Nw 3rd
OKC, OK 73106

Langston University

Attn: James A Wallace
P.O. Box 1255
Langston, OK 73050
405-466-3462

NAACP

Pastor Sean Baker
Placement Services
1500 NW 4th
OKC, OK 73117

Oklahoma Employment Service

P.O. Box 52003
OKC, OK 73152-2003
405-557-7196

OAB

Nancy Struby
6520 N Western, Suite 104
OKC, OK 73116
405-848-0771

University Of Oklahoma

Career Planning & Placement Services
900 Asp
Norman, OK 73019

University Of Central Oklahoma

100 N University Dr
University Centr., Room 338
Edmond, OK 73034

Urban League Of Greater OkC

Lonetta Smith
3017 N Martin Luther King Blvd.
OKC, OK 73111

Rose State College

6420 Se 15th Street
Midwest City, OK 73110
Fax: 405-733-7991

Oklahoma Indian Affairs

4545 N. Lincoln Boulevard, Suite 282
Oklahoma City, Oklahoma 73105

Websites

- www.komaradio.com
- www.magic104.com
- www.krxo.com
- www.1520kokc.com

On-Air

- 92.5 KOKC
- 104.1 KMGL
- 107.7 KRXO
- 1520 KOKC