
Annual EEO Public File Report Form
KOKH/KOCB – Oklahoma City
Annual EEO Public File Report

The purpose of the EEO Public File Report (396) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KOKH/KOCB – OKLAHOMA CITY and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning February 1, 2009 to and including January 31, 2010 (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 Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) 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 by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree 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; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed “interviewed” when he or she was interviewed in person.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from February 1, 2009 to January 31, 2010

Station(s) Comprising Station Employment Unit: KOKH/KOCB – Oklahoma City

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Photographer	Station Website	6
2	Weekend Anchor	Sinclair Website	4
3	Reporter	TV Jobs.com	2
4	Account Executive	Referral	4
5	On-Air Operator	Station Website	4
6	Photographer	Sinclair Website	4
7	Weekend Meteorologist	TV Jobs	3
8	National Sales Asst.	Station Website	6
9	Traffic Assistant	Internal	4
10	Technical Director	Internal	3
11	Weekend Director/Technical Director	VarietyCareers.com	6
12	On-Air Operator (2)	University of Oklahoma Craigslis.com	3
13	Weekend Director/Technical Director	University of Oklahoma	1
14	Photographer	Station Website	2
15	Advertising Coordinator (4)	SBG, Internal, Internal, Referral	7
16	Asst. Advertising Ops Mgr	Internal	7
17	Photographer	Referral	2
18	News Graphic Tech/Editor/Audio	Internal	3
19	On-Air Operator	Referral	2
20	Morning News Producer	Internal	3
21	Account Executive	Career Builder	10
22	Photographer	Station Website	1
23	Morning News Producer	Station Website	2

Total Number of Persons Interviewed During Applicable Period: 89

		0 0 0 0 0 0 0 0 0	Asst. Advertising Ops Mgr. Photographer News Graphic Tech/Editor/Audio On-Air Operator Morning News Producer Account Executive Photographer Morning News Producer Advertising Coordinator
12	Internal – Current Employee KOKH/KOCB Contact: Stephanie Nelson 1228 E. Wilshire Blvd. OKC, OK 73111	1 1 1 0 0 0 1 0 1 1 1 3 0 0 0 1 0 3 0 1 0 0 0 2	Photographer Weekend Anchor Reporter Account Executive On-Air Operator Photographer Weekend Meteorologist National Sales Assistant Traffic Assistant Technical Director Weekend Director/Tech Director On-Air Operator Weekend Director/Tech Director Photographer Asst. Advertising Ops Mgr. Photographer News Graphic Tech/Editor/Audio On-Air Operator Morning News Producer Account Executive Photographer Morning News Producer Advertising Coordinator
13	Langston University Attn: James Wallace P.O. Box 1255 Langston, OK 73050 405-466-3240	0 0	Photographer Weekend Anchor Reporter Account Executive On-Air Operator Photographer Weekend Meteorologist National Sales Assistant Traffic Assistant Technical Director Weekend Director/Tech Director On-Air Operator Weekend Director/Tech Director Photographer

		0 0 0 1 0 0 0 0 0 0 0 0 2	On-Air Operator Weekend Director/Tech Director Photographer Asst. Advertising Ops Mgr. Photographer News Graphic Tech/Editor/Audio On-Air Operator Morning News Producer Account Executive Photographer Morning News Producer Advertising Coordinator
39	Southern Nazarene College Attn: Miriam Key 6729 N.W. 39 th Expressway Bethany, OK 73008 405-789-6400	0 0	Photographer Weekend Anchor Reporter Account Executive On-Air Operator Photographer Weekend Meteorologist National Sales Assistant Traffic Assistant Technical Director Weekend Director/Tech Director On-Air Operator Weekend Director/Tech Director Photographer Asst. Advertising Ops Mgr. Photographer News Graphic Tech/Editor/Audio On-Air Operator Morning News Producer Account Executive Photographer Morning News Producer Advertising Coordinator
40	Spots and Dots www.spotsndots.com 167 Oakdale Road Johnson City, NY 13790		

41	Station Website Stephanie Nelson KOKH25.com 1228 E. Wilshire Blvd. Oklahoma City, OK 73111	4 0 0 1 2 1 0 1 0 0 1 0 0 1 1 0 1 1 0 1 1 0 1 2 0	Photographer Weekend Anchor Reporter Account Executive On-Air Operator Photographer Weekend Meteorologist National Sales Assistant Traffic Assistant Technical Director Weekend Director/Tech Director On-Air Operator Weekend Director/Tech Director Photographer Asst. Advertising Ops Mgr. Photographer News Graphic Tech/Editor/Audio On-Air Operator Morning News Producer Account Executive Photographer Morning News Producer Advertising Coordinator
42	University of Central Oklahoma Attn: Michelle Curran Attn: Ann Hayherst 100 N. University Edmond, OK 73034 405-974-2000	0 0	Photographer Weekend Anchor Reporter Account Executive On-Air Operator Photographer Weekend Meteorologist National Sales Assistant Traffic Assistant Technical Director Weekend Director/Tech Director On-Air Operator Weekend Director/Tech Director Photographer Asst. Advertising Ops Mgr. Photographer News Graphic Tech/Editor/Audio On-Air Operator Morning News Producer Account Executive Photographer Morning News Producer Advertising Coordinator

43	University of Oklahoma Attn: Rachelle Mattingly 905 Asp Avenue Norman, OK 73069 405-325-1826	0 0 0 0 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 0 2 0 0 0 0	Photographer Weekend Anchor Reporter Account Executive On-Air Operator Photographer Weekend Meteorologist National Sales Assistant Traffic Assistant Technical Director Weekend Director/Tech Director On-Air Operator Weekend Director/Tech Director Photographer Asst. Advertising Ops Mgr. Photographer News Graphic Tech/Editor/Audio On-Air Operator Morning News Producer Account Executive Photographer Morning News Producer Advertising Coordinator
44	Urban League Attn: Beverly Woodson 3900 N. Martin Luther King Oklahoma City, OK 73111 405-424-5243	0 0	Photographer Weekend Anchor Reporter Account Executive On-Air Operator Photographer Weekend Meteorologist National Sales Assistant Traffic Assistant Technical Director Weekend Director/Tech Director On-Air Operator Weekend Director/Tech Director Photographer Asst. Advertising Ops Mgr. Photographer News Graphic Tech/Editor/Audio On-Air Operator Morning News Producer Account Executive Photographer Morning News Producer Advertising Coordinator

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 2-01-09 to 01-31-10

Station(s) Comprising Station Employment Unit KOKH/KOCB

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
KOKH/KOCB – OKLAHOMA CITY

Internship Program

The stations have an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop links with universities and colleges to promote KOKH/KOCB as prospective employers.
- Create a symbiotic relationship between interns and KOKH/KOCB employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

Eligibility Requirements:

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

Any person interested in internship opportunities should contact the station for more details.

KOCB/KOKH had one student from the Oklahoma City University participate in our internship program in our Weather Department.

KOCB/KOKH had one student from the University of Oklahoma Gaylord College of JMC participate in our internship program in our Sales Department.

Participated in Community Events

Event 1:

Date: February 20, 2009

Participating Employees: John Wilhelm – Sales Promotion

Host/Sponsor of Activity: Station Tour

Brief Description of Activity: A tour group of 8 children and 4 adults from the Boy Scouts Cub Scout Pack 200 were given a tour of our station. We took them through the control room, newsroom, and news studios. This tour helped them get a communications badge for the cub scouts.

Event 2:

Date: March 7, 2009

Participating Employees: Chris Novy – Assistant Chief Engineer

Host/Sponsor of Activity: Severe Weather Presentation – Norman, OK

Brief Description of Activity: Severe weather awareness seminar before 400 people at the National Severe Weather Workshop held at the Embassy Suites Hotel and Conference Center. The group included children and adults – all weather enthusiasts. The seminar included information on severe weather safety as well as how to recognize the hazards associated with violent storms.

Event 3:

Date: July 23, 2009

Participating Employees: Joe Spadea – News Director

Host/Sponsor of Activity: What Constitutes Breaking News – Remington Park

Brief Description of Activity: Joe spoke to 70 members of the Oklahoma Media Network concerning the coverage of breaking news in the Oklahoma City Market. They also

discussed the types of stories that we cover and how we make the decisions on what stories to cover.

Participated in Educational Events

Event 1:

Date: December 11, 2009

Participating Employees: Andrew Speno – Anchor/Reporter

Host/Sponsor of Activity: Heritage College / Leadership Development Program

Brief Description of Activity: Conducted six hour workshop for Heritage College employees. Worked on ways to improve communication and relationships between and among co-workers and talked about Broadcasting careers.

Event 2:

Date: January 6, 2010

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Rockwood Elementary

Brief Description of Activity: Spoke to all grades about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Event 3:

Date: November 2, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Britton Vollmar

Brief Description of Activity: Spoke to all grades about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Event 4:

Date: November 4, 2009

Participating Employees: Andrew Speno – Anchor/Reporter

Host/Sponsor of Activity: Oklahoma City University / Guest Lecture in College

Brief Description of Activity: Spoke to communications majors at Oklahoma City University about story-telling in TV news, the future of the TV industry, and finding employment in the TV news field.

Event 5:

Date: November 11, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Karser Elementary

Brief Description of Activity: Spoke to all grades about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Event 6:

Date: November 19, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Horace Elementary

Brief Description of Activity: Spoke to all grades about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Event 7:

Date: November 24, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Stand Watie Elementary

Brief Description of Activity: Spoke to 4th graders about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Event 8:

Date: September 23, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Discovery School of Tulsa

Brief Description of Activity: Spoke to 2nd through 6th graders about the weather. What it takes to forecast weather and the tools it takes to forecast the weather on a daily basis.

Event 9:

Date: September 30, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Westwood Elementary

Brief Description of Activity: Spoke to 4th and 5th graders about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Event 10:

Date: October 30, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Filmore Elementary

Brief Description of Activity: Spoke to 2nd graders about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Event 11:

Date: September 9, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Southeast High School

Brief Description of Activity: Spoke to three (3) science classes with 10th – 12th graders about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Event 12:

Date: July 28, 2009

Participating Employees: Andrew Speno – Anchor / Reporter

Host/Sponsor of Activity: Oklahoma Christian University / Leadership Academy

Brief Description of Activity: Andrew gave a workshop seminar to 45 college students focusing on communication and the fundamentals of debate and careers in Broadcasting.

Event 13:

Date: July 30th & July 31st 2009

Participating Employees: Matt Austin – Anchor / Reporter
Jennifer Jantzen – Assistant News Director / Exec Producer

Host/Sponsor of Activity: University of Central Oklahoma / Summer Class on Live Presence

Brief Description of Activity: They met with students in the classroom and talked with them about being live on TV - in the field, or on the desk. They also talked with them about their goals, and gave them advice on applying for jobs and what to do to build a great resume.

Event 14:

Date: July 15, 2009

Participating Employees: Andrew Speno – Anchor/Reporter

Host/Sponsor of Activity: Oklahoma Christian University

Brief Description of Activity: Andrew gave a workshop seminar to 80 – 90 high school students focusing on communication and the fundamentals of debate, careers and q and a.

Event 15:

Date: February 12, 2009

Participating Employees: Courtney Thomas – Morning News Producer

Host/Sponsor of Activity: Casady High School

Brief Description of Activity: Fox 25 is partnering with Casady High School to teach students about the field of TV. Casady students are producing a news segment bi-weekly that airs on the Fox 25 Morning news. The segment topic is selected by Casady students who then produce, shoot, write and edit the story with oversight from Fox 25 Morning News producer, Courtney Thomas. The students are getting hands-on professional

experience and instruction from Fox 25 photographers, editors and producers in all aspects of television news production.

Event 16:

Date: April 9, 2009

Participating Employees: Courtney Thomas – Morning News Producer

Host/Sponsor of Activity: Casady High School

Brief Description of Activity: Fox 25 is partnering with Casady High School to teach students about the field of TV. Casady students are producing a news segment bi-weekly that airs on the Fox 25 Morning news. The segment topic is selected by Casady students who then produce, shoot, write and edit the story with oversight from Fox 25 Morning News producer, Courtney Thomas. The students are getting hands-on professional experience and instruction from Fox 25 photographers, editors and producers in all aspects of television news production.

Event 17:

Date: September 16, 2009

Participating Employees: Jennifer Jantzen- Assistant News Director

Host/Sponsor of Activity: University of Central OK / Broadcast News II Class

Brief Description of Activity: Spoke to the Broadcast News II class about being a producer. Talked about producing a newscast, how to do it, and the responsibility a producer holds in the newsroom. Also talked about producing for the web, which is becoming more and more important in this career.

Event 18:

Date: October 1, 2009

Participating Employees: Jen Jantzen – Asst. News Director / Exec. Producer

Host/Sponsor of Activity: University of Central Oklahoma / Writing for Media Class

Brief Description of Activity: Spoke to the new communication students about writing for a newscast. Spoke specifically about active writing, relevant story telling and making your story different than others. They are working on writing VO's and VO/SOTS so she took examples for our newscast to show them how we do it.

Event 19:

Date: November 14, 2009

Participating Employees: John Rossi – General Manager
Shannon Storozyszyn – New Business Dev. Mgr.

Host/Sponsor of Activity: University of Oklahoma / Guest Speaker

Brief Description of Activity: Instructed students on Broadcast Television and spoke to them about employment opportunities in our organization and in the industry in general.

Event 20:

Date: December 3, 2009

Participating Employees: Stephanie Nelson – Human Resources

Host/Sponsor of Activity: Oklahoma Christian University

Brief Description of Activity: I was invited by OC, by invitation only, to participate in the “First Impressions Competition”. It highlighted 35 of Oklahoma Christian University’s top students. Each student participating has been nominated by faculty as an exceptional student in their class. In the competition, students went against their classmates by presenting individually prepared introductions to various employers. I acted as a judge for the competition. Awards were given to the students with the strongest presentations. I also met with the students to give advice on how to present themselves to employers during an interview, specific job openings at Fox 25 and internship possibilities.

Event 21:

Date: January 21, 2009

Participating Employees: Courtney Thomas – Morning News Producer

Host/sponsor of Activity: Casady High School

Brief Description of Activity: Fox 25 is partnering with Casady High School to teach students about the field of TV. Casady students are producing a news segment bi-weekly that airs on the Fox 25 Morning News. The segment topic is selected by Casady students who then produce, shoot, write and edit the story with oversight from Fox 25 morning News Producer, Courtney Thomas. The students are getting hands-on professional experience and instruction from Fox 25 photographers, editors and producers in all aspects of television news production.

Event 22:

Date: December 3, 2009

Participating Employees: Danielle Vollmar – Weekend Meteorologist

Host/Sponsor of Activity: School Visit / Oakridge Elementary

Brief Description of Activity: Spoke to all grades about the weather. What it takes to forecast a weather and the tools it takes to forecast the weather on a daily basis.

Participation in a Job Fair

Event 1:

Date: March 4, 2009

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Oklahoma City Community College

Brief Description of Activity: Met with students to discuss their career interests and provided information about career opportunities in the broadcasting industry in general and specific opportunities at KOCB/KOKH that may pertain to their particular career interests. Also spoke about internship opportunities at KOCB/KOKH.

Participation in a Job Fair

Event 2:

Date: March 20, 2009

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: EOC Technology Center – Choctaw, OK

Brief Description of Activity and Station Participation: I met with students to discuss their career interests and provided information about career opportunities in the broadcasting industry in general and specific opportunities at KOCB/KOKH that may pertain to their particular career interests. Also spoke about internship opportunities at KOCB/KOKH.

Participation in a Job Fair

Event 3:

Date: April 21, 2009

Participating Employees: Jen Jantzen – Assistant News Director/Exec. Producer

Host/Sponsor of Activity: Oklahoma Christian University

Brief Description of Activity and Station Participation: Met with students to discuss their career interests and provided information about career opportunities in the broadcasting industry in general and specific opportunities at KOCB/KOKH that may pertain to their particular career interests. Also spoke about internship opportunities at KOCB/KOKH.

Participation in a Job Fair

Event 4:

Date: October 6, 2009

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Rose State College

Brief Description of Activity and Station Participation: Met with students to discuss their career interests and provided information about career opportunities in the broadcasting industry in general and specific opportunities at KOCB/KOKH that may pertain to their career interests and provided information about career opportunities at Fox 25 and CW34 that may pertain to their particular career interests. Also spoke about internship opportunities at KOCB/KOKH.

Participation in a Job Fair

Event 5:

Date: October 23, 2009

Participating Employees: Jennifer Jantzen – Asst. News Director / Exec Producer

Host/Sponsor of Activity: Oklahoma Employment Security Commission

Brief Description of Activity and Station Participation: Met with individuals to discuss their career interests and provided information about career opportunities in the broadcasting industry in general and specific opportunities at KOCB/KOKH that may pertain to their particular career interests. Also spoke about internship opportunities at KOCB/KOKH.

Participation in a Job Fair

Event 6: Hosted

Date: October 28, 2009

Participating Employees: Jen Jantzen – Asst. News Director / Exec Producer

Host/Sponsor of Activity: University of Oklahoma / OU Journalism and Mass Communications

Brief Description of Activity and Station Participation: OU's Communications and Journalism Dept. hosted nearly 30 vendors in the communications field. Spoke specifically with around 50 students about intern possibilities within FOX 25 and the Oklahoma City CW. Took resumes from several, and directed them to apply for internships online at www.okcfox.com. Two of our previous interns stopped by and shared with a few other students the importance on internships, and the value of interning with Fox 25.

Training

SBG, Inc and its stations (KOCB / KOKH) is an equal opportunity employer. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS-Related Complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment to all new employees and managers.