
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, 2011 to and including January 31, 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 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, 2011 to January 31, 2012

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	News Marketing Producer	Employee Referral	2
2	Morning News Technical Director / Director	Employee Referral	3
3	Account Executive	Employee Referral	8
4	Weekend Producer	Employee Referral	4
5	General Assignment Reporter	TVJobs.com	1
6	Investigative Reporter	Internal	1
7	Technical Director / Audio	Newsok.com	2
8	Creative Director	Internal	1
9	Morning Anchor	Internal	3
10	Morning News Reporter	Employee Referral	2
11	Weekend Anchor / Reporter	Station Website	2
12	Multimedia Journalist	Employee Referral	2
13	Copy Coordinator	Internal	7
14	Morning Anchor	Station Website	4
15	Photographer	Employee Referral	1
16	Broadcast Television Engineer	Indeed.com	3
17	Weekend Meteorologist	TVJobs.com	4
18	Credit Manager	Indeed.com	8
19	Morning Producer	Employee Referral	3
20	Producer / Reporter	Employee Referral	7
21	Morning News Feature Reporter / Anchor	Internal	2
22	Account Executive	Employee Referral	1
23	Morning Producer / Reporter	TVJobs.com	2

24	Accounting Assistant / Receptionist	Indeed.com	4
----	-------------------------------------	------------	---

Total Number of Persons Interviewed During Applicable Period: 77

	Added to list effective 8/9/11		
9	Internal – Current Employee KOKH/KOCB Contact: Stephanie Nelson 1228 E. Wilshire Blvd. OKC, OK 73111	0 0 0 0 0 1 0 1 1 0 0 0 1 0 0 0 0 0 0 0 0 1 0 0 0	News Marketing Producer Morning News Technical Director / Director Account Executive Weekend Producer General Assignment Reporter Investigative Reporter Technical Director / Audio Creative Director Morning Anchor Morning News Reporter Weekend Anchor / Reporter Multimedia Journalist Copy Coordinator Morning Anchor Photographer Broadcast Television Engineer Weekend Meteorologist Credit Manager Morning Producer Producer / Reporter Morning News Feature Reporter / Anchor Account Executive Morning Producer / Reporter Accounting Asst / Receptionist
10	Langston University Attn: James Wallace P.O. Box 1255 Langston, OK 73050 405-466-3240	0 0	News Marketing Producer Morning News Technical Director / Director Account Executive Weekend Producer General Assignment Reporter Investigative Reporter Technical Director / Audio Creative Director Morning Anchor Morning News Reporter Weekend Anchor / Reporter Multimedia Journalist Copy Coordinator Morning Anchor Photographer Broadcast Television Engineer Weekend Meteorologist Credit Manager

40	Station Website Stephanie Nelson KOKH25.com 1228 E. Wilshire Blvd. Oklahoma City, OK 73111	0 0 0 0 0 0 0 0 1 1 1 0 0 1 0 2 0 0 2 0 0 0 0 0	News Marketing Producer Morning News Technical Director / Director Account Executive Weekend Producer General Assignment Reporter Investigative Reporter Technical Director / Audio Creative Director Morning Anchor Morning News Reporter Weekend Anchor / Reporter Multimedia Journalist Copy Coordinator Morning Anchor Photographer Broadcast Television Engineer Weekend Meteorologist Credit Manager Morning Producer Producer / Reporter Morning News Feature Reporter / Anchor Account Executive Morning Producer / Reporter Accounting Asst / Receptionist
41	Talent Dynamics 600 Las Colinas Blvd Ste. 100 Irving, TX 75039 Christina Hedding hedding@talentdynamics.com <i>*On-Air Talent, Producers & News Mgmt. positions only*</i>	0 0	News Marketing Producer Weekend Producer General Assignment Reporter Investigative Reporter Morning Anchor Morning News Reporter Weekend Anchor / Reporter Morning Anchor Weekend Meteorologist Morning Producer Producer / Reporter Morning News Feature Reporter / Anchor Morning Producer / Reporter Accounting Asst / Receptionist
42	The Art Institute of Fort Lauderdale LuWin Sanches / Career Svc Advisor Email: lsanchez@aii.edu 1799 SE 17 th Street Fort Lauderdale, FL 33316 800-275-7603 ext 2615 954-308-2615 Direct Office	0 0 0 0 0 0 0 0	News Marketing Producer Morning News Technical Director / Director Weekend Producer General Assignment Reporter Investigative Reporter Technical Director / Audio Creative Director

		0 0 1 1 0 1 0 0 3 0 0 4 0 0 2 0	Morning Anchor Morning News Reporter Weekend Anchor / Reporter Multimedia Journalist Copy Coordinator Morning Anchor Photographer Broadcast Television Engineer Weekend Meteorologist Credit Manager Morning Producer Producer / Reporter Morning News Feature Reporter / Anchor Account Executive Morning Producer / Reporter Accounting Asst / Receptionist
47	www.careerbuilder.com Brian Maggio 8401 Greensboro Dr Ste 250 McLean, VA 22102	1 0 3 0 0 0 0 0 0 0 0 0 0 0 0 2 0 0 0 0 0 2 0 1 0 0 0 0	News Marketing Producer Morning News Technical Director / Director Account Executive Weekend Producer General Assignment Reporter Investigative Reporter Technical Director / Audio Creative Director Morning Anchor Morning News Reporter Weekend Anchor / Reporter Multimedia Journalist Copy Coordinator Morning Anchor Photographer Broadcast Television Engineer Weekend Meteorologist Credit Manager Morning Producer Producer / Reporter Morning News Feature Reporter / Anchor Account Executive Morning Producer / Reporter Accounting Asst / Receptionist

58	Indeed.com	1 2 1 2 4	Account Executive Copy Coordinator Broadcast Television Engineer Credit Manager Accounting Asst / Receptionist
59	Broadcasting Cable Website	0	Broadcast Television Engineer

This station employment unit publishes notices asking organizations that want to be notified of job vacancies to contact us.

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 2-01-11 to 01-31-12

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 School of Meteorology participate in our internship program in our Weather Department.

Participated in Community Events

Event 1:

Date: December 6, 2011

Participating Employees: John Wilhelm – Sales Promotion

Host/Sponsor of Activity: Station Tour

Brief Description of Activity: A tour group of children and adults from the Cub Scout Pack Oklahoma 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.

Participated in Educational Events

Event 1:

Date: March 25, 2011

Participating Employees: Jeff George – Chief Meteorologist

Host/Sponsor of Activity: Barnes Elementary

Brief Description of Activity: Spoke to 4 different classes of over 80 students regarding broadcast meteorology, weather, severe weather, and the TV business as well as specific career opportunities at our station.

Event 2:

Date: November 29, 2011

Participating Employees: John Wilhelm – Sales Promotion

Host/Sponsor of Activity: Yukon School System / Station Tour

Brief Description of Activity: A tour group of 15 Gifted Students and 1 Teacher from the Yukon School System's Leaders of Tomorrow were given a tour of our station. We took them through the control room, newsroom, sales, programming and studios. This tour helped them better understand various career opportunities in the field of broadcasting.

Participation in a Job Fair

Event 1:

Date: February 24, 2011

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Cameron University – Lawton, Oklahoma

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.

Event 2:

Date: February 28, 2011

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: University of Oklahoma – Norman, Oklahoma

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.

Event 3:

Date: March 2, 2011

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Oklahoma City Community College, Oklahoma City, OK

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.

Event 4:

Date: March 3, 2011

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Oklahoma Broadcasters Association, Oklahoma City, OK

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.

Event 5:

Date: April 16, 2011

Participating Employees: Myron Patton – Sports Director

Host/Sponsor of Activity: Fairview Baptist - Oklahoma

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.

Event 6:

Date: April 29, 2011

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Oklahoma Employment Security Commission – Coca Cola Event Center in downtown Oklahoma City

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.

Event 7:

Date: October 10, 2011

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Oklahoma Christian University – Edmond, OK

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.

Event 8:

Date: October 20, 2011

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Oklahoma City Community College – Oklahoma City, OK

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.

Event 9:

Date: November 10, 2011

Participating Employees: Stephanie Nelson – Human Resources Manager

Host/Sponsor of Activity: Oklahoma Employment Security Commission at the Coca Cola Event Center in downtown Oklahoma City.

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.

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.