

EEO PUBLIC FILE REPORT

2009 / 2010

This Report covers full-time vacancy recruitment data for the period February 1, 2009 to February 1, 2010.

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	Telephone #405-478-5104
400 East Britton Rd.	Contact person/Title:
Oklahoma City, OK 73114	Cayla Holt/EEO Compliance Officer
	cholt@rendabroadcasting.com

4) **Full-Time Job Vacancies Filled by Each Station in Employment Unit.**

Job Title	Recruitment Source Referring Hire
General Manager	Industry Referral
Business Manager	Industry Referral
Account Manager KMGL	Radio Ad
Account Manager KMGL	Radio Ad
Account Manager KOMA	Industry Referral
Interactive Sales Manager	Internal Promotion
Account Manager KMGL	Website
Account Manager KMGL	Website
General Manager	Industry Referral

Total number of interviewees Referred: 6 for the period from February 1, 2009 to February 1, 2010. This Employment unit interviewed 24 interviewees for 9 full time vacancies.

5) **Supplemental Recruitment Initiatives.**

Internships = Every year we have Internships available with each of the Renda Oklahoma City Stations. Every intern will have the opportunity to learn and work in the departments of promotions, on-air, front desk and business.

State University Students = Sessions with college students

- In March 2009, the General Manager met with 5 students from the University of Central Oklahoma about the radio industry. During the session, students were educated on the different avenues of opportunity are available from Internships to Full Time positions.

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** **2009 = 6**
Wicks (Traffic System) = Periodic Training as refreshers or new protocol
"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-expectedly absent, the business office does not halt operation

- **Programming** **2009 = 18**
 Maestro (Audio System) = On-going training for updates, new features
 Emergency = On going training for what to do on the air during emergencies

- **Sales** **2009 = 20**
 Blue Ocean Training = Each sales person attends at least 1x
 Research Director Training = Conducted by Research Director representative
 Arbitron Training = Conducted by Arbitron representative
 Pipelines = Created each month by sales people as a working guide
 Weekly Meeting = To discuss current situations within radio and how to remain successful

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

Opening: General Manager EXIGENT CIRCUMSTANCES
 Date: November 2008
 Start Date: January 1, 2009
 1 Applicant/ 1 Interview 1 Industry Referral

Sources: Industry Referral 1 Interview

Opening: Business Manager EXIGENT CIRCUMSTANCES
 Date: December 2008
 Start Date: January 1, 2009
 2 Applicants/ 2 Interviews 2 Industry Referrals

Sources: Industry Referral 2 Interviews

Opening: Account Manager KMGL
 Date: March 2009
 Start Date: March 16, 2009
 4 Applicants/ 4 Interview 0 Industry Referral

Sources: Radio Ad 2 Interviews
 Website 2 Interviews
 Source List 0 Interviews
 Industry Referral 0 Interviews

Opening: Account Manager KMGL
 Date: March 2009
 Start Date: March 17, 2009
 4 Applicants/ 4 Interviews 0 Industry Referral

Sources: Radio Ad 2 Interviews
 Website 2 Interviews
 Source List 0 Interviews
 Industry Referral 0 Interviews

Opening: Account Manager KOMA
 Date: March 2009
 Start Date: March 23, 2009
 3 Applicants/ 2 Interviews 1 Industry Referral

Sources: Radio Ad 1 Interviews
 Website 0 Interviews
 Source List 0 Interviews
 Industry Referral 1 Interview

Opening: Interactive Sales Manager
 Date: March 2009
 Start Date: April 1, 2009
INTERNAL PROMOTION

Opening: Account Manager KMGL

Date: Continuous
Start Date: June 1, 2009
1 Applicants / 1 Interview

1 Industry Referral

Sources: Radio Ad 0 Interviews
Website 0 Interviews
Industry Referral 1 Interview

Opening: Account Manager KMGL

Date: Continuous
Start Date: June 15, 2009
1 Applicants / 1 Interview

1 Industry Referral

Sources: Radio Ad 0 Interviews
Website 0 Interviews
Industry Referral 1 Interview

Opening: General Manager

Date: July 2009
Start Date: September 24, 2009
64 Applicants / 9 Interviews

1 Industry Referral

Sources: Career Builder 0 Interviews
Industry Referral 1 Interview
Inside Radio 5 Interviews
Taylor on Radio 3 Interviews

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 73109

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

General Manager Recruitment Only

- Career Builder
- Inside Radio
- Taylor on Radio