

EEO PUBLIC FILE REPORT

FOR

**KOCO-TV**

This EEO Public File Report  
Covers the One-Year Period  
Ending on January 31, 2020

# EEO Annual Public File Report

## KOCO-TV

This EEO Public File Report is filed in Station KOCO-TV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one year time period ending January 31, 2020 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- \* The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- \* The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- \* The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Sandy Brenneis, Business Manager, 405-478-3000.

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**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Writer Producer Open Date: 3/21/2018 Hire Date: 2/4/2019	2-4, 7-11, 13-16, 19, 21, 24-27, 29-37, 39-48	9
Anchor Reporter Open Date: 7/23/2018 Hire Date: 3/18/2019	2-13, 15-16, 19, 21, 23-27, 29-31, 33- 48	38
Sales Account Associate- Entry Level Open Date: 10/16/2018 Hire Date: 4/29/2019	1-11, 13-16, 18, 21, 23-27, 29-31, 33- 37, 39-48	18
Account Executive Open Date: 10/16/2018 Hire Date: 9/4/2019	1-11, 13-16, 18-19, 21, 23-27, 29-31, 33-37, 39-48	14
General Assignment Reporter Open Date: 11/13/2018 Hire Date: 7/8/2019	2-11, 13, 15-16, 21, 23-27, 29-31, 33- 37, 39-48	9
Newscast Director Open Date: 1/3/2019 Hire Date: 2/4/2019	2-11, 13, 15-16, 21, 23-27, 29-31, 33- 37, 39-48	9
Photographer Open Date: 1/24/2019 Hire Date: 9/16/2019	2-11, 13-16, 18, 20-27, 29-31, 33-37, 39-48	23
National Sales Assistant Open Date: 2/28/2019 Hire Date: 5/13/2019	1-16, 18-21, 23-27, 29-31, 33-37, 39-48	18
Weekend Anchor Reporter Open Date: 3/4/2019 Hire Date: 11/4/2019	2-13, 15-16, 18, 20-21, 23-27, 29-31, 33-37, 39-48	12
Master Control Operations Technician Open Date: 3/8/2019 Hire Date: 5/26/2019	2-13, 15-16, 20-21, 23-27, 30-31, 34- 37, 40-48	12
Account Executive Open Date: 4/10/2019 Hire Date: 9/1/2019	1-13, 15-18, 20-21, 23-27, 29-31, 33- 37, 39-48	12
Producer Open Date: 5/10/2019 Hire Date: 5/27/2019	2-11, 13, 15-16, 18, 20-21, 23-27, 29- 31, 33-37, 39-48	45
Assignment Editor Open Date: 5/30/2019 Hire Date: 9/3/2019	2-11, 13, 15-16, 18, 20-27, 29-31, 33- 37, 39-48	22
Sales Account Associate- Entry Level Open Date: 5/30/2019 Hire Date: 9/3/2019	1-11, 13-16, 19-21, 23-27, 29-31, 33- 37, 39-48	9

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Digital Sales Manager Open Date: 5/31/2019 Hire Date: 12/2/2019	1-11, 13, 15-16, 19-31, 33-37, 39-48	9
News Director Open Date: 8/22/2019 Hire Date: 9/17/2019	2-4, 6-13, 15-16, 19-21, 23-27, 29-31, 33-37, 39-48	12
AM Meteorologist Open Date: 8/23/2019 Hire Date: 9/24/2019	2-12, 15-16, 20-21, 23-27, 29-31, 33- 37, 39-48	12
Assistant News Director Open Date: 9/20/2019 Hire Date: 11/4/2019	2-12, 15-16, 19-21, 23-27, 29-31, 33- 37, 39-48	12
Photographer Open Date: 10/17/2019 Hire Date: 10/27/2019	2-13, 15-16, 19-21, 23-31, 33-37, 39-48	12

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 4349 E. Colter Str. Phoenix, Arizona 85018 Phone : 602-954-8373 Email : slizik@602communications.com Sandy Lizik	N	0
2	AAJA 5th 3rd Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Career Services Manual Posting	N	0
3	American Broadcasting School 4511 SE 29th Street Oklahoma City, Oklahoma 73115 Phone : 405-672-6511 Url : <a href="http://radioschool.com/contactus.htm">http://radioschool.com/contactus.htm</a> Email : glenda@radioschool.com Fax : 1-405-672-7751 Career Services	Y	0
4	ANEW Job and Career Placement Services 630 N. Bath Ave. Oklahoma City, Oklahoma 73117 Phone : 405-973-6965 Email : sarafiaf@yahoo.com Career Services	Y	0
5	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
6	Baylor University 1 Bear Place #97036 Waco, Texas 76798 Phone : 2547108665 Jarrod Mathis Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Bureau of Indian Affairs P. O. Box 309 Anadarko, Oklahoma 73005 Phone : 405-247-6677 Url : <a href="http://www.bia.gov/groups/webteam/documents/intera">http://www.bia.gov/groups/webteam/documents/intera</a> Email : <a href="mailto:ilcpa@bia.gov">ilcpa@bia.gov</a> Fax : 1-405-247-3942 Dan Deerinwater	N	0
8	Cameron University 2800 West Gore Blvd Lawton, Oklahoma 73505 Phone : 501-378-3400 Career Services Manual Posting	Y	0
9	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : 1-704-348-8000 Url : <a href="http://careers.hearsttelevision.com/">http://careers.hearsttelevision.com/</a> HTV Careers Manual Posting	N	42
10	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com/">http://www.collectivetalent.com/</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Michael Bille	N	0
11	Columbia University 2950 Broadway New York, New York 10027 Phone : 212-954-4922 Ernest Sotomayor Manual Posting	N	0
12	Current Employee	N	11
13	Dale Rogers Training Center 2501 N. Utah Ave. Oklahoma City, Oklahoma 73107 Phone : 405-946-4489 Url : <a href="http://www.drhc.org/contact_us.htm">http://www.drhc.org/contact_us.htm</a> Email : <a href="mailto:dalerogers@drhc.org">dalerogers@drhc.org</a> Fax : 1-405-943-9710 Career Services	N	0

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14	Employee Referral	N	10
15	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
16	Francis Tuttle Vo-Tech 12777 N. Rockwell Ave. Oklahoma City, Oklahoma 73142 Phone : 405-717-4195 Url : <a href="http://www.francistuttle.edu/careerServices/default">http://www.francistuttle.edu/careerServices/default</a> Kathy Hart Manual Posting	Y	0
17	Glassdoor 353 Sacramento Street San Francisco, California 94111 Career Services	N	1
18	Indeed.com 17764 Broad Street Stamford, Connecticut 06901 Phone : 1-800-475-4361 Url : <a href="http://www.indeed.com">www.indeed.com</a> Career Services Manual Posting	N	14
19	International Association of Administrative Professionals 300 Johnny Bench Drive Oklahoma City, Oklahoma 73101 Phone : 405-831-8943 Url : <a href="http://www.iaap-oklahomacity.org/IAAPHQ/OklahomaCi">http://www.iaap-oklahomacity.org/IAAPHQ/OklahomaCi</a> Email : <a href="mailto:tammy.ash@sonicdrivein.com">tammy.ash@sonicdrivein.com</a> Fax : 1-816-891-9118 Tammy Ash	N	0
20	Journalism Jobs 72 Plaza Drive 2nd Floor Berkeley, California 94705 Phone : 510-653-1251 Url : <a href="http://www.journalismjobs.com">www.journalismjobs.com</a> Email : <a href="mailto:contact@journalismjobs.com">contact@journalismjobs.com</a> Dan Rohn	N	0

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<b>RS Number</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>
21	Langston University 216 Sanford Hall 307W Langston, Oklahoma 73050 Phone : 405-466-3244 Url : <a href="http://www.lunet.edu/">http://www.lunet.edu/</a> Email : <a href="mailto:lonnie.johnson@langston.edu">lonnie.johnson@langston.edu</a> Fax : 1-405-466-2931 Lonnie Johnson Jr	Y	0
22	LinkedIn 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Url : <a href="https://www.linkedin.com/job">https://www.linkedin.com/job</a> Career Services Manual Posting	N	6
23	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	1
24	Medialine P. O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : <a href="http://www.medialine.com/jobsubmit.htm">http://www.medialine.com/jobsubmit.htm</a> Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Career Services	N	0
25	Metro Tech 1900 Springlake Drive Oklahoma City, Oklahoma 73111 Phone : 405-595-4804 Url : <a href="http://www.metrotech.edu/student_services/student_">http://www.metrotech.edu/student_</a> Email : <a href="mailto:mike.shelton@metrotech.edu">mike.shelton@metrotech.edu</a> Fax : 1-405-424-4010 Mike Shelton	Y	0



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26	Moore-Norman Technical Center 4701 12th Avenue NW IT Building Norman, Oklahoma 73069 Phone : 405-208-5194 Url : <a href="http://mntechnology.com/student-resources/employe">http://mntechnology.com/student-resources/employe</a> Email : <a href="mailto:jared.williams@mntc.edu">jared.williams@mntc.edu</a> Jared Williams	Y	0
27	National Association of Hispanic Journalists 1000 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Url : <a href="http://www.nahj.org/category/nahj-jobs/">http://www.nahj.org/category/nahj-jobs/</a> Career Services Manual Posting	N	0
28	National Press Photographers Association 120 Hooper Street Athens, Georgia 30602-3018 Phone : (919) 237-1782 Url : <a href="https://nppa.org/">https://nppa.org/</a> Akili Ramsess Manual Posting	N	0
29	Oklahoma Association of Broadcasters 6520 N. Western Ste. 104 Oklahoma City, Oklahoma 73116 Phone : 405-848-0771 Url : <a href="http://www.oabok.org/JobBank/Employers/jobpost.asp">http://www.oabok.org/JobBank/Employers/jobpost.asp</a> Susan Sundholm Manual Posting	N	0
30	Oklahoma City Community College 7777 South May Avenue Oklahoma City, Oklahoma 73159 Phone : 405-682-7519 Url : <a href="http://www.collegecentral.com/occc/">http://www.collegecentral.com/occc/</a> Career Services Manual Posting	N	0

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31	Oklahoma City University 2501 N. Blackwelder Oklahoma City, Oklahoma 73106 Phone : 405-208-5171 Url : <a href="http://www.okcu.edu/services/career/">http://www.okcu.edu/services/career/</a> Josh Waddell Manual Posting	N	0
32	Oklahoma State Employment Security Commission PO Box 52003 Oklahoma City, Oklahoma 73152 Phone : 405-557-7100 Url : <a href="http://www.ok.gov/oesc_web/Career_Services">http://www.ok.gov/oesc_web/Career_Services</a> Manual Posting	N	0
33	Oklahoma State University 360 Student Union Stillwater, Oklahoma 74078 Phone : 405-744-5253 Url : <a href="http://www.hireosugrads.com/2/Home.aspx">http://www.hireosugrads.com/2/Home.aspx</a> Philip Goodwin Manual Posting	N	0
34	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 513-683-5020 Robert Walker Manual Posting	N	0
35	Rose State College 6420 SE 15th Street Midwest City, Oklahoma 73110 Phone : 405-733-7488 Url : <a href="http://www.rose.edu/students/stuserv/career.asp">http://www.rose.edu/students/stuserv/career.asp</a> Email : <a href="mailto:careercoach@rose.edu">careercoach@rose.edu</a> Fax : 1-405-733-7586 C Freeman	N	0
36	Southern Nazarene University 6729 NW 39th Expy Bethany, Oklahoma 73008 Phone : 405-717-6296 Url : <a href="http://www.snu.edu/career-counseling">http://www.snu.edu/career-counseling</a> Email : <a href="mailto:career@snu.edu">career@snu.edu</a> Fax : 1-405-717-6286 Career Services	N	0

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37	Southwestern Oklahoma State University 100 Campus Drive Weatherford, Oklahoma 73096 Phone : 580-774-3233 Url : <a href="http://www.swosu.edu/careers/">http://www.swosu.edu/careers/</a> Tiffany Hawkins Manual Posting	N	0
38	Talent Dynamics 600 Las Colinas Blvd. Ste. 100 Irving, Texas 75039 Phone : 214-640-3139 Url : <a href="http://www.talentedynamics.com/contact.cfm">http://www.talentedynamics.com/contact.cfm</a> Email : <a href="mailto:hedding@talentedynamics.com">hedding@talentedynamics.com</a> Fax : 1-214-951-9610 Christina Hedding	N	6
39	Texas A&M University 230 Reed McDonald College Station, Texas 77843 Phone : 979-845-5139 Url : <a href="http://careercenter.tamu.edu/">http://careercenter.tamu.edu/</a> Paula Moses Manual Posting	N	0
40	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
41	TVJobs.com P. O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : <a href="http://www.tvjobs.com/cgi-bin/jobs2/users/login.cg">http://www.tvjobs.com/cgi-bin/jobs2/users/login.cg</a> Career Services Manual Posting	N	1
42	University of Central Oklahoma 100 North University Drive Edmond, Oklahoma 73034 Phone : 405-974-3346 Url : <a href="http://broncho2.uco.edu/careers/">http://broncho2.uco.edu/careers/</a> Beth Adele Manual Posting	N	0

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43	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : <a href="http://colorado.edu/">http://colorado.edu/</a> Christine Mahoney Manual Posting	Y	0
44	University of Nebraska 147 Andersen Hall Lincoln, Nebraska 68588-0131 Phone : 402-472-5768 Url : <a href="http://unl.edu">unl.edu</a> Email : <a href="mailto:ralloway1@unl.edu">ralloway1@unl.edu</a> Fax : 1-402-472-8403 Rick Alloway	N	0
45	University of Oklahoma 900 Asp Avenue Norman, Oklahoma 73019 Phone : 405-325-1974 Url : <a href="http://www.ou.edu/career/">http://www.ou.edu/career/</a> Bette Scott Manual Posting	Y	2
46	Urban League 3900 N. Martin Luther King Oklahoma City, Oklahoma 73111 Phone : 405-424-5243 Url : <a href="http://www.urbanleagueok.org/jobsandtraining.htm">http://www.urbanleagueok.org/jobsandtraining.htm</a> Email : <a href="mailto:jsimpson@urbanleagueok.org">jsimpson@urbanleagueok.org</a> Fax : 1-405-424-3382 Jermaine Simpson	Y	0
47	Vatterott College 3737 N. Portland Oklahoma City, Oklahoma 73112 Phone : 405-945-0088 Url : <a href="http://www.vatterott-college.info/index.php">http://www.vatterott-college.info/index.php</a> Career Services Manual Posting	N	0

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48	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>94</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	2/3/2019	Listing of each upper-level category opening in a job bank or newsletter	The station lists all upper-level vacancies with the Oklahoma Media Group and the Oklahoma Association of Broadcasters (who pass through the listings to a number of organizations whose membership include substantial numbers of women and minorities).	3	News Director President & General Manager General Sales Manager
2	3/12/2019	Participation in events or programs sponsored by educational institutions	Students from University of Central Oklahoma Mass Communications Department visited the station and met with the President & General Manager and News Director. Students were able to tour the TV Station and see how each area functions to put a newscast on the air and gain insight into the various employment opportunities within a Television station.	2	President & General Manager News Director
3	4/4/2019	Participation in Job Fairs	Booth at OAB (Oklahoma Association of Broadcasters) Education Foundation's Student Day Career Fair. Students from colleges throughout Oklahoma attended the event. Every department from the station was represented. Students visited with various department heads regarding the opportunities available within the broadcasting industry. Received substantial interest in our Intern Program.	4	News Director General Sales Manager Director of Engineering Creative Services Manager

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	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
4	4/29/2019	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role. During 2019 2 Sales Account Associates were hired through this program.	3	President & General Manager General Sales Manager Local Sales Manager
5	5/1/2019	Participation in scholarship programs	"Free Ride" Scholarship Program. A \$25,000 scholarship and a new 2018 Chevy Cruze were awarded to the winner this year. The program also awards (4) \$5,000 scholarships to four of the graduating seniors. The program is open to all residents, 18 years or older and who maintain a 3.25 GPA during high school. The station promotes the scholarship program on both its TV and Digital platforms. Students are nominated for the scholarship and a panel of judges select the winners.	4	President & General Manager General Sales Manager Local Sales Manager Digital Media Manager
6	6/12/2019	Establishment of an intern program designed to assist members of the community	During the Spring 2019 academic term, the station sponsored 2 interns who received college credit for their internships. The students worked in News, Engineering and Creative Services.	3	News Director Director of Engineering Creative Services Manager
7	8/1/2019	Establishment of an intern program designed to assist members of the community	During the Fall 2019 academic term, the station sponsored 1 intern who received college credit for their internship. The student worked in Engineering learning all aspects of getting a newscast on the air.	2	Director of Engineering Assistant Chief Engineer

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8	9/25/2019	Participation in Job Fairs	Booth at Langston University Fall 2019 Career Fair - visited with students about opportunities in the broadcasting field and our internship program.	4	President & General Manager Director of Engineering General Sales Manager Executive Administrative Assistant
9	10/9/2019	Participation in events sponsored by community groups	Shawnda Adams, News Director spoke at the Oklahoma Association of Broadcasters College Journalism Conference. Fifty students were in attendance learning about employment opportunities in Broadcasting covering politics.	1	News Director
10	10/15/2019	Participation in Job Fairs	Booth at University of Oklahoma Journalism and Mass Communications Career and Internship Fair. Students from the University attend the event and visit with various department leaders regarding opportunities available with the station and also within the broadcasting industry. Students can also apply for the internship program at the station.	4	General Sales Manager Digital Media Manager Asst Chief Engineer Business Manager