

EEO PUBLIC FILE REPORT

FOR

KOCO-TV

This EEO Public File Report
Covers the One-Year Period
Ending on January 31, 2022

** Amended as of May 2, 2022 **

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, 2021 (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
Account Executive Open Date: 4/10/2019 Hire Date: 7/6/2021	1-11, 14-15, 17-20, 24-31, 35-48, 50-53	9
Account Executive Open Date: 4/10/2019 Hire Date: 8/9/2021	1-11, 14-15, 17-20, 24-31, 35-48, 50-53	9
Sales Account Associate-Entry Level Open Date: 1/15/2020 Hire Date: 7/6/2021	1-11, 15, 17-18, 20, 24-30, 35-53	9
National Sales Assistant Open Date: 11/10/2020 Hire Date: 7/12/2021	3-6, 8-11, 18, 23, 25, 27-30, 33, 35-48, 50-51, 53	33
Weekend AM Meteorologist Open Date: 2/12/2021 Hire Date: 6/14/2021	1-3, 5-11, 15, 18, 24-30, 35-48, 50, 53	9
General Assignment Reporter Open Date: 5/4/2021 Hire Date: 7/6/2021	2-3, 5-6, 8-11, 18, 24-30, 35-50, 53	26
General Assignment Reporter Open Date: 5/4/2021 Hire Date: 9/30/2021	2-3, 5-6, 8-11, 18, 24-30, 35-50, 53	9
General Assignment Reporter Open Date: 5/4/2021 Hire Date: 12/31/2021	2-3, 5-6, 8-11, 18, 24-30, 35-50, 53	9
Producer Open Date: 5/19/2021 Hire Date: 8/9/2021	3, 5-11, 15, 18, 24-25, 27-30, 35-50, 53	9
Producer Open Date: 5/19/2021 Hire Date: 9/20/2021	3, 5-11, 15, 18, 24-25, 27-30, 35-50, 53	9
Digital Media Manager Open Date: 6/23/2021 Hire Date: 10/17/2021	3, 5-11, 14-15, 18, 24-25, 27-29, 35-44, 46-50, 53	14
Editor Open Date: 7/6/2021 Hire Date: 8/16/2021	3, 5-6, 8-12, 15, 18, 24-25, 27-29, 35- 43, 46-50, 53	9
Master Control Operator Open Date: 7/8/2021 Hire Date: 8/1/2021	3, 5-6, 8, 10-11, 14-15, 18, 24-25, 27- 29, 35-44, 46-50, 53	14
Photographer Open Date: 7/12/2021 Hire Date: 8/1/2021	3, 5-6, 8, 10-11, 13, 15, 18, 24-25, 27- 29, 32, 35-39, 41-44, 46-50, 53	13

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Multimedia Journalist Open Date: 7/16/2021 Hire Date: 8/2/2021	2-3, 5-6, 8, 10-11, 15, 18, 22, 24-25, 27-29, 35-50, 53	22
Local Sales Assistant Open Date: 7/22/2021 Hire Date: 8/23/2021	3, 5-6, 8-11, 15, 18, 24-25, 27-29, 33, 35-37, 39, 41-43, 46-50, 53	33
Assignment Editor Open Date: 7/28/2021 Hire Date: 11/29/2021	3, 5-6, 8-11, 18, 20, 24-25, 27-29, 35-37, 39, 41-44, 46-50, 53	9
Assignment Editor Open Date: 7/28/2021 Hire Date: 11/29/2021	3, 5-6, 8-11, 18, 20, 24-25, 27-29, 35-37, 39, 41-44, 46-50, 53	9
Producer Open Date: 8/4/2021 Hire Date: 1/17/2022	3, 5-6, 8-11, 15, 18, 24-25, 27-29, 35-44, 46-50, 53	9
Digital Editor Open Date: 8/10/2021 Hire Date: 10/12/2021	3, 5-6, 8-11, 18, 20, 24-29, 35, 37, 39-44, 46-50, 53	9
Assistant Creative Services Director Open Date: 8/11/2021 Hire Date: 1/3/2022	3, 5-6, 8-11, 15-16, 18, 24-25, 27-29, 35-44, 46-50, 53	16
National Sales Manager Open Date: 9/10/2021 Hire Date: 12/13/2021	3, 5-6, 8-11, 14-15, 18, 21, 24-25, 27-29, 35-44, 46-50, 53	14
Sports Anchor Reporter Open Date: 10/13/2021 Hire Date: 1/10/2022	2-3, 5-6, 8-11, 13, 18, 24-25, 27-29, 34-50, 53	13

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

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 : http://radioschool.com/contactus.htm 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 : http://www.bia.gov/groups/webteam/documents/intera Email : ilcpa@bia.gov 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 : http://careers.hearsttelevision.com/ HTV Careers	N	45
10	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com/ Email : bille@michaelsmedia.com 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	1
13	Current Employee - Transfer/Promotion	N	2
14	Current Employee/Internal Promotion	N	4

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Dale Rogers Training Center 2501 N. Utah Ave. Oklahoma City, Oklahoma 73107 Phone : 405-946-4489 Url : http://www.drct.org/contact_us.htm Email : dalerogers@drct.org Fax : 1-405-943-9710 Career Services	N	0
16	Dolan Media Management 3 North Court St Frederick, Maryland 21701 Phone : 301-668-1511 Career Services Manual Posting	N	6
17	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
18	Francis Tuttle Vo-Tech 12777 N. Rockwell Ave. Oklahoma City, Oklahoma 73142 Phone : 405-717-4195 Url : http://www.francistuttle.edu/careerServices/default Kathy Hart Manual Posting	Y	0
19	Glassdoor 353 Sacramento Street San Francisco, California 94111 Career Services	N	1
20	Indeed.com 17764 Broad Street Stamford, Connecticut 06901 Phone : 1-800-475-4361 Url : www.indeed.com Career Services Manual Posting	N	7
21	Internal Candidate	N	1
22	Internship Program	N	1
23	Job posting on internet	N	1

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24	Journalism Jobs 72 Plaza Drive 2nd Floor Berkeley, California 94705 Phone : 510-653-1251 Url : www.journalismjobs.com Email : contact@journalismjobs.com Dan Rohn	N	0
25	Langston University 216 Sanford Hall 307W Langston, Oklahoma 73050 Phone : 405-466-3244 Url : http://www.lunet.edu/ Email : lonnie.johnson@langston.edu Fax : 1-405-466-2931 Lonnie Johnson Jr	Y	0
26	LinkedIn 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Url : https://www.linkedin.com/job Career Services Manual Posting	N	8
27	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	1
28	Medialine P. O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : http://www.medialine.com/jobsubmit.htm Email : medialine@medialine.com Career Services	N	0
29	Metro Tech 1900 Springlake Drive Oklahoma City, Oklahoma 73111 Phone : 405-595-4804 Url : http://www.metrotech.edu/student_services/student_ Email : mike.shelton@metrotech.edu Fax : 1-405-424-4010 Mike Shelton	Y	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
30	Moore-Norman Technical Center 4701 12th Avenue NW IT Building Norman, Oklahoma 73069 Phone : 405-208-5194 Url : http://mntechnology.com/student-resources/employe Email : jared.williams@mntc.edu Jared Williams Prong 2 Ended Date: 6/11/2021	N	0
31	National Association of Hispanic Journalists 1000 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Url : http://www.nahj.org/category/nahj-jobs/ Career Services Manual Posting	N	0
32	National Press Photographers Association 120 Hooper Street Athens, Georgia 30602-3018 Phone : (919) 237-1782 Url : https://nppa.org/ Akili Ramsess Manual Posting	N	0
33	Neese Personnel 2709 W. I-44 Service Road Oklahoma City, Oklahoma 73112 Phone : 405-942-8551 Url : https://workwithneese.com/ Email : kim@workwithneese.com Kim Neese	N	5
34	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Dainne Siekmann Manual Posting	N	0

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35	Oklahoma Association of Broadcasters 6520 N. Western Ste. 104 Oklahoma City, Oklahoma 73116 Phone : 405-848-0771 Url : http://www.oabok.org/JobBank/Employers/jobpost.asp Susan Sundholm Manual Posting	N	0
36	Oklahoma City Community College 7777 South May Avenue Oklahoma City, Oklahoma 73159 Phone : 405-682-7519 Url : http://www.collegecentral.com/occc/Career Services Manual Posting	N	0
37	Oklahoma City University 2501 N. Blackwelder Oklahoma City, Oklahoma 73106 Phone : 405-208-5171 Url : http://www.okcu.edu/services/career/ Josh Waddell Manual Posting	N	0
38	Oklahoma State University 360 Student Union Stillwater, Oklahoma 74078 Phone : 405-744-5253 Url : http://www.hireosugrads.com/2/Home.aspx Philip Goodwin Manual Posting	N	0
39	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 513-683-5020 Robert Walker Manual Posting	N	0
40	Rose State College 6420 SE 15th Street Midwest City, Oklahoma 73110 Phone : 405-733-7488 Url : http://www.rose.edu/students/stuserv/career.asp Email : careercoach@rose.edu Fax : 1-405-733-7586 C Freeman	N	0

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41	Southern Nazarene University 6729 NW 39th Expy Bethany, Oklahoma 73008 Phone : 405-717-6296 Url : http://www.snu.edu/career-counseling Email : career@snu.edu Fax : 1-405-717-6286 Career Services	N	0
42	Southwestern Oklahoma State University 100 Campus Drive Weatherford, Oklahoma 73096 Phone : 580-774-3233 Url : http://www.swosu.edu/careers/ Tiffany Hawkins Manual Posting	N	0
43	Texas A&M University 230 Reed McDonald College Station, Texas 77843 Phone : 979-845-5139 Url : http://careercenter.tamu.edu/ Paula Moses Manual Posting	N	0
44	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0
45	TVJobs.com P. O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com/cgi-bin/jobs2/users/login.cg Career Services Manual Posting	N	1
46	University of Central Oklahoma 100 North University Drive Edmond, Oklahoma 73034 Phone : 405-974-3346 Url : http://broncho2.uco.edu/careers/ Beth Adele Manual Posting	N	0

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47	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
48	University of Nebraska 147 Andersen Hall Lincoln, Nebraska 68588-0131 Phone : 402-472-5768 Url : unl.edu Email : ralloway1@unl.edu Fax : 1-402-472-8403 Rick Alloway	N	0
49	University of North Texas 1155 Union Circle Denton, Texas 76201 Phone : (940) 565-2105 Career Services Manual Posting	N	0
50	University of Oklahoma 900 Asp Avenue Norman, Oklahoma 73019 Phone : 405-325-1974 Url : http://www.ou.edu/career/ Bette Scott Manual Posting	Y	0
51	Urban League 3900 N. Martin Luther King Oklahoma City, Oklahoma 73111 Phone : 405-424-5243 Url : http://www.urbanleagueok.org/jobsandtraining.htm Email : obrothers@urbanleagueok.org Fax : 1-405-424-3382 Ollivett Brothers	Y	0
52	Vatterott College 3737 N. Portland Oklahoma City, Oklahoma 73112 Phone : 405-945-0088 Url : http://www.vatterott-college.info/index.php Career Services 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
53	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			84

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	3/1/2021	Listing of each upper-level category opening in a job bank or newsletter	The station lists all upper-level vacancies with the Oklahoma Association of Broadcasters (who pass through the listings to a number of organizations whose membership include substantial numbers of women and minorities).	4	News Director Director of Engineering Creative Services Director General Sales Manager
2	3/1/2021	Establishment of an intern program designed to assist members of the community	During the Spring 2021 academic term, the station sponsored 6 interns who received college credit for their internship. During the virtual internship students worked in News and Engineering learning all aspects of getting a newscast on the air. Students were from Langston University, Tulsa University, The University of Oklahoma and University of Central Oklahoma.	3	News Director Director of Engineering Assistant Chief Engineer
3	3/1/2021	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.	3	General Sales Manager Local Sales Manager Digital Sales Manager
4	3/4/2021	Participation in events or programs sponsored by educational institutions	Shawnda Adams, KOCO News Director, spoke with approximately 20 students from the University of Oklahoma Journalism Department. Students were able to learn what each functional area does to put a newscast on the air and gain insight into the various employment opportunities within a Television station.	1	News Director

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	3/10/2021	Participation in Job Fairs	Damon Lane, Chief Meteorologist, spoke with approximately 10 students at the University of Oklahoma Meteorology Job Fair. Michael Armstrong, Field Meteorologist, also spoke with 5 students. Students were able to learn what goes into putting a weather newscast on the air and gain insight into the various employment opportunities in Meteorology within a Television station.	3	News Director Chief Meteorologist Field Meteorologist
6	5/2/2021	Establishment of an intern program designed to assist members of the community	During the Summer 2021 academic term, the station sponsored 5 interns who received college credit for their internship. During the virtual internship students worked in News and Engineering learning all aspects of getting a newscast on the air. Students were from Langston University, Denver and The University of Oklahoma.	4	News Director Director of Engineering Assistant Chief Engineer Chief Photographer
7	8/18/2021	Participation in Job Fairs	Shawnda Adams, News Director, attended the NABJ Virtual Hiring Booth speaking with attendees about employment opportunities in the Broadcasting industry and in News.	1	News Director
8	8/24/2021	Participation in events or programs sponsored by educational institutions	Shawnda Adams, News Director, spoke to the University of Oklahoma producing class. Twenty students were in attendance learning about employment opportunities in the Broadcasting industry and what role Producers play in getting the news on air.	1	News Director
9	8/31/2021	Participation in events or programs sponsored by educational institutions	Caitlin Davis, Producer, spoke to students in a producing class at Oklahoma University. About twenty students were in attendance. Caitlin discussed her job in the broadcast industry, including ways to find and develop news stories for newscasts.	1	Executive Producer

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
10	9/1/2021	Participation in scholarship programs	"Free Ride" Scholarship Program. A \$25,000 scholarship and a new 2022 Honda Civic LX Sedan were awarded to the winner. The program also awards (4) \$5,000 scholarships to four of the graduating seniors by KOCO and the sponsors. KOCO also hosts a banquet naming the winner. The program is open to all residents, 18 years or older and who maintain a 3.25 GPA during high school. The station promotes and produces news stories on the students and the scholarship program on both its TV and Digital platforms. Students are nominated for the scholarship via a KOCO website and a panel of judges select the winners.	3	General Sales Manager Local Sales Manager Digital Sales Manager
11	Ongoing Event	Participation in events or programs sponsored by educational institutions	Shawnda Adams, News Director, was invited by the University of Central Oklahoma to review Journalism students final projects. She also visited with the students about the various employment opportunities in the broadcast industry.	1	News Director