

EEO PUBLIC FILE REPORT

FOR

**KTEN-TV**

This EEO Public File Report  
February 1, 2024 to January 31, 2025

## **EEO Annual Public File Report**

### **KTEN-TV**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of KTEN. This Report will be placed in KTEN's public inspection file and posted on KTEN's website.

The information contained in this Report covers the time period ending January 31, 2025 (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 recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- \* The recruitment source that referred the hiree for each full-time vacancy;
- \* The total number of persons interviewed for each full-time vacancy; and,
- \* The total number of interviewees referred by each recruitment source used in connection with each vacancy.

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 Tiffany Humphrey at (804) 672-6565 or [business@lockwoodbroadcast.com](mailto:business@lockwoodbroadcast.com).

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## ATTACHMENT 1

### FULL-TIME VACANCY INFORMATION

<b>Position Title</b>	<b>Total No. Interviewees for the Vacancy</b>	<b>Recruitment Source of Hiree</b>	<b>Recruitment Sources Utilized (see attached list of sources)</b>
Business Manager	1	18	1-18
Production Assistant	4	14	1-17, 19
Traffic Coordinator	4	14	1-17, 20
Regional Engineer	1	20	1-17, 20, 21
Weekend Meteorologist	3	22	1-17, 20-22
Account Executive	1	18	1-18, 23
Promotion Producer	6	19	1-17, 19, 20, 23
+Production Assistant	4	14	1-17
+Production Assistant PT*	4	14	1-17
Reporter/Producer	3	14	1-17, 21

Total number of persons interviewed during the Reporting Period: **31**

**+Some of the interview pool was the same between positions of same position title, which may have resulted in a larger number of interviewee's counted than actual individuals who were interviewed.**

**\*Move to FT on January 2, 2025**



**ATTACHMENT 2****RECRUITMENT SOURCE INFORMATION**

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
<b>1</b>	<b>0</b>	<b>No</b>
<b>2</b>	<b>0</b>	<b>No</b>
<b>3</b>	<b>0</b>	<b>No</b>
<b>4</b>	<b>0</b>	<b>No</b>
<b>5</b>	<b>0</b>	<b>No</b>
<b>6</b>	<b>0</b>	<b>No</b>
<b>7</b>	<b>0</b>	<b>No</b>
<b>8</b>	<b>0</b>	<b>No</b>
<b>9</b>	<b>0</b>	<b>No</b>
<b>10</b>	<b>0</b>	<b>No</b>
<b>11</b>	<b>0</b>	<b>No</b>
<b>12</b>	<b>0</b>	<b>No</b>
<b>13</b>	<b>0</b>	<b>No</b>
<b>14</b>	<b>17</b>	<b>No</b>
<b>15</b>	<b>0</b>	<b>No</b>
<b>16</b>	<b>0</b>	<b>No</b>
<b>17</b>	<b>0</b>	<b>No</b>
<b>18</b>	<b>2</b>	<b>No</b>
<b>19</b>	<b>2</b>	<b>No</b>
<b>20</b>	<b>6</b>	<b>No</b>
<b>21</b>	<b>0</b>	<b>No</b>
<b>22</b>	<b>2</b>	<b>No</b>
<b>23</b>	<b>2</b>	<b>No</b>

**\* Note: The above table reflects information for the 31 interviewees who provided referral source information.**

## RECRUITMENT SOURCES

### Source

1. Art Institute of Dallas, 8080 Park Ln #100, Dallas, TX 75231 David B Elias - 214-812-1234
2. Austin College, 900 N. Grand Ave., Sherman, TX 75090-4400 Margie Norman - 903-813-2247
3. Cameron University, 2800 West Core, Lawton, OK 73505 Steve Adams - 580-581-2211
4. Chickasaw Nation Administration, PO Box 1548, Ada, OK 74821 Haley Ralls – 580-436-2603
5. East Central University, 1100 E 14th St., Ada, OK 74820 Dr. Donna Gough - 580-332-3388
6. NWOSU, 709 Oklahoma 14, Alva, OK 73717 Jesse Shroeder - 580-327-8599
7. Oklahoma State University, School of Journalism Broadcasting, 206 Paul Miller, Stillwater, OK 74078 Jack Hodgson – 405-744-5000
8. Rogers University, 1701 W Will Rodgers Blvd, Claremore, OK 74017 Cathie Coomer – 918-343-7777
9. Sherman Business & Professional Women, PO Box 1124, Sherman, TX 75091 Jackie Tomlinson
10. University of North Texas, PO Box 310589, Denton, TX 76203 Christine Paswan – 940-565-2000
11. University of Oklahoma, 900 Asp Ave #323, Norman, OK 73019 Heather Spencer – 405-325-0311
12. University of Central Oklahoma, 100 N. University Drive Box 196, Edmond, OK 73034 Jeff Hagy – 405-974-2000
13. Workforce Texoma, 2415 S Austin Street Ste 105, Denison, TX 75020 Jeremy Burke - 903-463-9997
14. KTEN-TV website, <http://www.kten.com/>
15. Texas Association of Broadcasters, <http://www.TAB.org>
16. Oklahoma Association of Broadcasters <http://www.OABOK.org>
17. TV Jobs [www.tvjobs.com](http://www.tvjobs.com)
18. Rehire
19. KTEN On Air Announcements 10 High Point Circle, Denison, TX 75020 Dave Tillery 903-548-4000
20. Internal Referral
21. Handshake.com <https://www.joinhandshake.com/> 225 Bush St. 12 Floor San Francisco, CA 94104 415-944-9960
22. OU College of Journalism and Mass Communication Job Fair 3/26/2024—KTEN News Director attended
23. Indeed.com, 6433 Champion Grandview Way, Building 1, Austin, TX 78750 1-800-475-4361

## ATTACHMENT 3

### MENU OPTION ACTIVITIES

KTEN-TV has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
1	Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions	<ul style="list-style-type: none"> <li>February 15, 2024: The News Director attended a job fair at Tishomingo High School.</li> <li>February 29, 2024: The News Director attended a job fair at Austin College.</li> <li>March 22, 2024: The News Director attended a job fair at the University of North Texas.</li> </ul>
5	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	<ul style="list-style-type: none"> <li>The station hosted an intern from the University of Oklahoma from May 20-August 10, 2024. The intern worked with the Meteorology department at the station to learn about weather news production.</li> <li>The station hosted an intern from the University of Oklahoma from May 15-August 10, 2024. The intern worked with the Sports department at the station to learn about sports news production.</li> <li>The station hosted an intern from the University of Oklahoma from May 10-August 5, 2024. The intern worked with the evening and nightside news crews and learned about all aspects of news production.</li> <li>The station hosted an intern from Southern Methodist University from June 4-July 25, 2024. The intern worked with the evening and nightside news crews and learned about all aspects of news production.</li> <li>The station hosted an intern from the University of North Texas from May 14-August 1, 2024. The intern worked with the evening and nightside news crews and learned about all aspects of news production and also worked with the sports department to learn about sports news production.</li> <li>The station hosted an intern from the Mississippi State from June 12-August 29, 2024. The intern worked with the Meteorology department at the station to learn about weather news production.</li> </ul>
6	Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies)	<p>KTEN created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Texas Association of Broadcasters and Oklahoma Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the year on KTEN.</p> <p>KTEN also provided a link from our website (Job Opportunities page) to the Oklahoma and Texas Association's website/job banks.</p> <p>Job Opportunities at the stations are also posted on the Oklahoma and Texas Association job banks.</p>

8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;	<ul style="list-style-type: none"> <li>• March 26, 2024: The General Manager and Station Manager attended training sessions on accessing Jim Doyle Media training for their staff and themselves. The training provides detailed programs for improving sales and training sales staff on negotiations and way to be successful in the broadcasting industry.</li> <li>• March 27, 2024: The sales staff attended the training session on accessing Jim Doyle Media training. This session focused on what is available for training through Jim Doyle media that will help the sales staff be more successful in their current and any future roles.</li> <li>• May 14, 2024: An Account Executive attended a training session with Local Broadcast Sales on the Habits of Successful Broadcast Sellers. This training trained on items such as how to create a business plan, how to talk to clients and ask them questions to get their buy in, and how to get people to read your emails.</li> <li>• July 12, 2024: An Account Executive completed a series of trainings through Jim Doyle on prospecting dentistry practitioners. This training broke down how to call on each specialty and what makes it a hot prospect.</li> <li>• August 7, 2024: The sales staff and sales managers did a Jim Doyle Media training on effective marketing. This training focused on techniques and concepts to help advertisers.</li> <li>• September 15, 2024: The Chief Meteorologist attended the NWA 49<sup>th</sup> Annual Meeting in Irving, TX. Topics from the conference include Space Weather, Aviation Weather, KPRC Digital Planning, and Pelmorex and AI.</li> <li>• October 3, 2024: An Account Executive took a Jim Doyle training course on Senior Living. The course informed the Account Executive about better strategies for selling to senior living communities.</li> <li>• October 4, 2024: An Account Executive took a Jim Doyle training course on selling to Roofers. The course informed the Account Executive about mysteries behind roofing choices that drive the industry with the expectation this knowledge will help boost selling strategies.</li> <li>• October 29, 2024: Meteorologists with KTEN participated in an integrated warning team workshop with the National Weather Service. This workshop discussed how to best communicate between offices for warnings and watches.</li> <li>• November 12, 2024: Meteorologists with KTEN participated in a media workshop with the National Weather Service. Both meteorologists learned about Dr. Cameron Nixon's findings and research on storm relative inflow impacting storm mergers and new tornado forecasting research. Additionally, climate and winter expectations were discussed.</li> </ul>
10	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	<ul style="list-style-type: none"> <li>• March 26, 2024: The News Director attended Mass Communication Job and Internship Fair with Oklahoma University College of Journalism and Mass Communication.</li> </ul>



### **Menu Option Classifications**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.