

**KJMM, INC.**  
**ANNUAL EEO PUBLIC FILE REPORT**

**ANNUAL EEO PUBLIC FILE REPORT**

For the Period Beginning February 1, 2004 and Ending January 31, 2005\*

**This Report is Not Required If Unit Has Fewer Than Five Full-Time Employees.**

This Report consists of:

<u>Part 1</u>	Station Information
<u>Part 2</u>	Recruitment sources/interviewees for each full-time vacancy
<u>Part 3</u>	Recruitment initiatives

Preparer: Russell M. Perry

Signature: 

Title: President

Date: January 27, 2005

Telephone: (405) 424-4695

\*This Report, which usually covers the prior 12-month period, is to be placed in each station's public file and web site (if applicable) every year on the anniversary of the due date of the station's renewal application.

**PART I**

This Report covers the following employment unit:

<u>Call Sign</u>	<u>AM/FM</u>	<u>FACILITY ID#</u>	<u>COMMUNITY OF LICENSE</u>	<u>State</u>	<u>LMA</u>
KJMM	FM	35015	Bixby	OK	
KGTO	AM	35766	Tulsa	OK	

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of 7 full time job vacancies were filled by the employment unit.

A total of 20 persons were interviewed for all of the full-time vacancies.

**PART 2**

**FULL TIME VACANCY #1**

Job Title: On Air Personality

Date Filled: March 3, 2004

Total Number of Interviewees: 1

**Recruitment Sources:<sup>1</sup>**

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
1. Internet/Web Page	<a href="http://www.urbaninsite.com">www.urbaninsite.com</a>	Bryan Robinson	(918) 494-9886	1*

(add more sources if utilized)

**USE ADDITIONAL PAGES IF MORE THAN TWO VACANCIES WERE FILLED DURING THE PERIOD COVERED BY THIS REPORT.**

<sup>1</sup> A source with an (\*) was the source that referred the hire. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 2**

**FULL TIME VACANCY #2**

Job Title: On Air Personality

Date Filled: July 29, 2004

Total Number of Interviewees: 1

**Recruitment Sources:**<sup>2</sup>

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
1. Internet/Web Page	<u>www.urbaninsite.com</u>	Bryan Robinson	(918) 494-9886	1*

(add more sources if utilized)

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<sup>2</sup> A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 2**

**FULL TIME VACANCY #3**

Job Title: On Air Personality

Date Filled: August 31, 2004

Total Number of Interviewees: 1

**Recruitment Sources:**<sup>3</sup>

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
1. Internet/Web Page	<u>www.urbaninsite.com</u>	Bryan Robinson	(918) 494-9886	

(add more sources if utilized)

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<sup>3</sup> A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 2**

**FULL TIME VACANCY #4**

Job Title: On Air Personality

Date Filled: January 5, 2005

Total Number of Interviewees: 2

**Recruitment Sources:**<sup>4</sup>

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
1. Internet/Web Page	<u>www.urbaninsite.com</u>	Bryan Robinson	(918) 494-9886	2*

(add more sources if utilized)

**USE ADDITIONAL PAGES IF MORE THAN TWO VACANCIES WERE FILLED DURING THE PERIOD COVERED BY THIS REPORT.**

<sup>4</sup> A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 2**

**FULL TIME VACANCY #5**

Job Title: Administrative Assistant

Date Filled: November 22, 2004

Total Number of Interviewees: 4

**Recruitment Sources:**<sup>5</sup>

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
1. KJMM-FM	7038 S. Yale Ave. Suite 302 Tulsa, OK 74136	Bryan Robinson	(918) 494-9886	
2. KGTO(AM)	7038 S. Yale Ave. Suite 302 Tulsa, OK 74136	Bryan Robinson	(918) 494-9886	

(add more sources if utilized)

**USE ADDITIONAL PAGES IF MORE THAN TWO VACANCIES WERE FILLED DURING THE PERIOD COVERED BY THIS REPORT.**

<sup>5</sup> A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 2**

**FULL TIME VACANCY #6**

Job Title: Account Executive

Date Filled: April 12, 2004

Total Number of Interviewees: 5

**Recruitment Sources:**<sup>6</sup>

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
1. KJMM-FM	7038 S. Yale Ave. Suite 302 Tulsa, OK 74136	Bryan Robinson	(918) 494-9886	
2. KGTO(AM)	7038 S. Yale Ave. Suite 302 Tulsa, OK 74136	Bryan Robinson	(918) 494-9886	
3. Oklahoma Association of Broadcasters	7038 S. Yale Ave. Suite 302 Tulsa, OK 74136	Carl C. Smith	(405) 848-0771	

(add more sources if utilized)

**USE ADDITIONAL PAGES IF MORE THAN TWO VACANCIES WERE FILLED DURING THE PERIOD COVERED BY THIS REPORT.**

<sup>6</sup> A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 2**

**FULL TIME VACANCY #7**

Job Title: Account Executive

Date Filled: April 12, 2004

Total Number of Interviewees: 5

**Recruitment Sources:**<sup>7</sup>

<u>Name of Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>	<u>Number of Interviewees Referred</u>
1. KJMM-FM	7038 S. Yale Ave. Suite 302 Tulsa, OK 74136	Bryan Robinson	(918) 494-9886	
2. KGTO(AM)	7038 S. Yale Ave. Suite 302 Tulsa, OK 74136	Bryan Robinson	(918) 494-9886	
3. Internet/Web Page	<u>www.urbansite.com</u>	Bryan Robinson	(918) 494-9886	
4. Oklahoma Broadcasters Association	6520 N. Western Suite 104 Oklahoma City, OK 73116	Carl Smith	(405) 848-0771	

The following recruitment sources were utilized to fill this vacancy:

(add more sources if utilized)

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<sup>7</sup> A source with an (\*) was the source that referred the hiree. A source with an (x) was a source that requested to be contacted as job openings occur.

**PART 3**

**SUPPLEMENTAL RECRUITMENT INITIATIVES**

**ACTIVITY #1<sup>8</sup>**

Activity: Volunteer Career Cluster Teacher

Date: August 17, 2004; September 18, 2004; October 16, 2004; October 30, 2004; November 20, 2004; December 11, 2004; and, January 29, 2005

Preparer: \_\_\_\_\_

Host/Sponsor of Activity: Stan Barton and Zena Tipton with the YMCA Achievers Program at Oklahoma City University Meinders School of Business

Participating Station Personnel: Terry Monday OM/PD and Nponano Mai Kori

Description of activity and scope of station participation: Terry Monday volunteers 3 hours a month teaching broadcasting to a large group of students. He teaches on every aspect of broadcasting to better prepare the students into the work force. This class is ongoing with a different student body each session. Mr. Monday ends each class session on employment opportunities within the Perry Broadcasting Companies.

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<sup>8</sup> If participation in a recruitment activity has not been implemented during this reporting period, please indicate "none" above and add an appropriate explanation (such as, all of the station unit's recruitment activities are to be completed during another year and not the year covered by this Report).

**PART 3**

**SUPPLEMENTAL RECRUITMENT INITIATIVES**

**ACTIVITY #2<sup>9</sup>**

Activity: Speaker for "Programming Class"

Date: December 29, 2004

Preparer: \_\_\_\_\_

Host/Sponsor of Activity: Stephen Allen, Cameron University

Participating Station Personnel: Terry Monday OM/PD and Eddie Brasco MD

Description of activity and scope of station participation: Terry Monday spoke to the Programming Class at Cameron University regarding the different stages of radio. He covered education and internships. He also talked about what is appropriate and not appropriate in the broadcasting industry. Mr. Monday ended his presentation with a question and answer session and discussed the application process for employment and internship.

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<sup>9</sup> If participation in a recruitment activity has not been implemented during this reporting period, please indicate "none" above and add an appropriate explanation (such as, all of the station unit's recruitment activities are to be completed during another year and not the year covered by this Report).

**PART 3**

**SUPPLEMENTAL RECRUITMENT INITIATIVES**

**ACTIVITY #3<sup>10</sup>**

Activity: Station Tours/Information In-Service

Date: December, 2004

Preparer: \_\_\_\_\_

Host/Sponsor of Activity: Perry Broadcasting of Tulsa, Inc.

Participating Station Personnel: Bryan K. Robinson (General Manager), Aaron Bernard (Assistant PD) and LaTosha Skinner (Traffic Manager)

Description of activity and scope of station participation: Each school semester, the Tulsa School of Science and Technology (T.S.S.T.) visits the radio station for a tour of the facility. The students, grades 9 through 12, are participants in a Broadcasting Studies Class that covers aspects of radio and television broadcasting. We provide a detailed tour of the facility and the primary departments that encompass our day-to-day operations, including programming, traffic, promotions and sales.

The students are given an opportunity to ask specific questions about radio to each of the department representatives and we provide information about internships and employment within Perry Broadcasting.

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**PART 3**

**SUPPLEMENTAL RECRUITMENT INITIATIVES**

**ACTIVITY #4<sup>11</sup>**

Activity: Internship Program

Date: January – May 2004; May – August 2004

Preparer: \_\_\_\_\_

Host/Sponsor of Activity: Perry Broadcasting of Tulsa, Inc.

Participating Station Personnel: Bryan K. Robinson (General Manager), Aaron Bernard (Assistant PD) and LaTosha Skinner (Traffic Manager)

Description of activity and scope of station participation: Perry Broadcasting of Tulsa, Inc. has an internship program that offers high school and college students the opportunity to participate in an actual on-the-job experience as an intern for the radio station. In 2004, we had three interns participate in the program. One intern was from Oral Roberts University, one from Tulsa Community College and the other from the University of Oklahoma.

Each intern spent time working within the programming department completing board operations, production and promotions. Each intern also worked in the traffic department assisting with various aspects of managing commercial inventory and documentation, and in the sales department compiling marketing data, assembling presentations and assisting the Sales Manager.

One intern was eventually hired in a part-time capacity in the programming department.

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