

**PERRY BROADCASTING OF LAWTON, INC.**

**AND**

**PERRY BROADCASTING OF SOUTHWEST OKLAHOMA, INC.**

**ANNUAL EEO PUBLIC FILE REPORT  
FOR EMPLOYMENT UNIT**

**KJMZ – FM**

**KKRX (AM)**

**KXCA (AM)**

**FOR THE PERIOD  
FEBRUARY 1, 2009 – JANUARY 31, 2010**

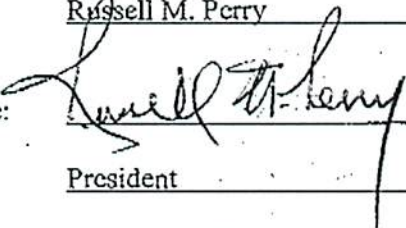
**ANNUAL EEO PUBLIC FILE REPORT**

For the Period Beginning February 1, 2009 and Ending January 31, 2010\*

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

This Report consists of:

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

Preparer: Russell M. Perry  
Signature:   
Title: President  
Date: January 27, 2010  
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 1**

This Report covers the following employment unit for Perry Broadcasting of Lawton, Inc. and Perry Broadcasting of Southwest Oklahoma, Inc.:

<u>Call Sign</u>	<u>AM/FM</u>	<u>Facility ID#</u>	<u>Community of License</u>
KJMZ	FM	35031	Cache, OK
KKRX	AM	61593	Lawton, OK
KXCA	AM	50213	Lawton, OK

**PART 2**

**FULL TIME VACANCY #1**

Job Title: Account Executive

Date Filled: January 4, 2010

Total Number of Interviewees: 5

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

The following recruitment sources were utilized to fill this vacancy:

Name of Source	Address	Contact Person	Telephone Number	Number of Interviewees Referred
Perry Publishing and Broadcasting Company Website	www.perry-pub-broadcasting.com 1528 N.E. 23rd Street Oklahoma City, OK 73111	Terrence Prince	405-601-5915	0
KJMZ-FM, KXCA-AM, KKRX(AM)	1525 SE Flowermound Rd. Lawton, OK 73501	Joy Chapman	(580) 355-1050	2 1*
KKEN-FM, KDDQ-FM, KPNS(AM)	1525 SE Flowermound Rd. Lawton, OK 73501	Joy Chapman	(580) 355-1050	2
Oklahoma Association of Broadcasters Website	www.oabok.org 6520 N. Western, Suite 104 Oklahoma City, OK 73116	-	405-848-0771	0
Walk In	1525 SE Flowermound Rd. Lawton, OK 73501	Joy Chapman	(580) 355-1050	0
Workforce Oklahoma	1711 SW 11th Street Lawton, OK 73501	LaFonda Davis	580-248-0000	0
Monster Job Link	Monster.com	Internet	-	0

One (1) full-time vacancy was hired from radio advertisement.

<sup>1</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**

**Activity:** Virtual Marketing

**Date:** February 1, 2009 through January 31, 2010

**Host/Sponsor of Activity:** www.facebook.com; www.mypace.com

**Participating Station Personnel:** Terrence Peterson (Technology Director)

**Description of activity and scope of Station Participation:**

Mr. Peterson uses “virtual marketing” in social networking sites hosted by Facebook and MySpace to recruit interns and employees.

**PART 3**

**SUPPLEMENTAL RECRUITMENT INITIATIVES**

**ACTIVITY #2**

**Activity:** Oklahoma Broadcast Education Association

**Date:** February 21, 2009

**Host/Sponsor of Activity:** OU Gaylord School of Journalism (Norman, OK)

**Participating Station Personnel:** Terry Monday, Program Director/Station Manager

**Description of activity and scope of Station Participation:**

On February 21, 2009, I participated as a judge and speaker at an annual competition to evaluate student work hosted by the Oklahoma Broadcast Education Association at The University of Oklahoma Gaylord School of Journalism in Norman, OK.

**PART 3**

**SUPPLEMENTAL RECRUITMENT INITIATIVES**

**ACTIVITY #3**

**Activity:** Meeting at University of Oklahoma

**Dates:** June 26, 2009

**Host/Sponsor of Activity:** University of Oklahoma

**Participating Station Personnel:** Terry Monday – Program Director/Station Manager)

**Description of activity and scope of Station Participation:**

I spoke with Cecile Rose, Retention Specialist, with University College/Center for Student Advancement at the University of Oklahoma. The topics discussed included assisting students and football players in the field of broadcasting through internships.