

KHKX(FM), KQRX(FM), KMCM(FM)
EEO PUBLIC FILE REPORT
April 1, 2016 - March 31, 2017

I. VACANCYLIST

See Master Recruitment Source List (MRSL) for recruitment source data

Job Title	Recruitment Sources (RS) used to fill vacancy	RS Referring Hiree
AIR-TALENT/ANNOUNCER MORNING DRIVE (KHKX)	1-5, 7-8, 16-21, 24	16
AIR-TALENT/ANNOUNCER AFTERNOON DRIVE (KHKX)	1-5, 7-8, 16-21, 24	5
SALES EXECUTIVE	1-5, 16, 19-21, 24	24
TRAFFIC DIRECTOR	1-8, 10, 14, 19-22	14

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS #	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month
1	Texas Workforce Commission 3510 N Ave A Midland, Texas 79711 (432)687-3003 www.twc.state.tx.us	No	0
2	Texas Association of Broadcasters 502 E. 11th Street Ste 200 Austin, Tx 78701 (512)322-9944 www.tab.org	No	1
3	Odessa American - Classifieds 222 E. 4th Street Odessa, Tx 79761 (432)333-7777 www.oaoa.com	No	0
4	Midland Reporter Telegram - Classified Dept 201 E. Illinois Midland, Tx 79701 (432)682-5311 www.mywesttexas.com	No	2
5	All Access Radio Site 28955 Pacific Coast Highway Ste 210 Malibu, CA 90265 (310)457-8058 (F) www.allaccess.com	No	3
6	Midland College 3600 N. Garfield Midland, Tx 79705 (432)685-4764 www.midlland.edu	No	0
7	University of Texas of Permian Basin 4901 E. University Odessa, Tx 79762 (432)522-2633 www.utpb.edu	No	0
8	Odessa College - Gloria Rangel 201 W. University Odessa, Tx 79764 (432)335-6433 grangel@odessa.edu	No	0
9	Midland High School 906 W. Illinois Midland, Tx 79701 (432)6859-1170	No	0
10	Employee Referrals	No	2
11	Non-employee Referrals	No	0

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12	Walk Ins	No	0
13	Re-hire	No	0
14	Internal Transfer / Promotion	No	1
15	Job Fairs	No	0
16	Shane Media 2500 Tanglewilde Ste 106 Houston, Texas 77063-2123 Pam Shane	No	2
17	Country Aircheck Office 914 18th Ave S. 2nd Floor Nashville, TN 37212 615-320-1450 news@countryaircheck.com	No	1
18	Inside Radio PO Box 31156 Atlanta, GA 31156 (800)248-4242 www.insideradio.com	No	0
19	KICKS99.1 / Brazos Communciations West, LLC Radio station website 3303 N. Midkiff, Suite 115 Midland, Texas 79705 www.kick99.net/employment	No	0
20	Rock 95.1 / Brazos Communciations West, LLC Radio station website 3303 N. Midkiff, Suite 115 Midland, Texas 79705 www.rock951online.com/employment	No	0
21	97Gold / Brazos Communciations West, LLC Radio station website 3303 N. Midkiff, Suite 115 Midland, Texas 79705 www.97gold.com/employment	No	0
22	Brazos Communications West, LLC Radio Stations On Air Announcements on KHKX, KMCM, 3303 N. Midkiff, Suite 115 Midland, Texas 79705	No	1
23	All About Country 315 E. Center Avenue Lake Bluff, IL 60044 www.allaboutcountry.com	No	0
24	LinkedIn 2029 Stierlin Cy Mountain View, CA www.linkedin.com	No	2
	Total Interviewees during relevant period		15

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III. RECRUITMENT INITIATIVES

	Type of recruitment initiative (Menu selection)	Brief Description of Activity
1	Participate Job Fair	<p>On April 13, 2016, our SEU participated in Eventures Career Fair in San Angelo. Station participants included our Sr Account Executive, who discussed careers in radio with interested attendees, accepted resumes, discussed internship and employment opportunities in the broadcast industry.</p> <p>On June 8, 2017, our SEU participated in Eventures Career Fair in Odessa. Station participants included our Business Manager and two senior Account Executives who discussed careers in radio with interested attendees, accepted resumes, discussed internship and employment opportunities in the broadcast industry.</p> <p>On December 8, 2017, our SEU participated in Eventures Job Fair in Odessa, Texas. Station participants included our General Manager, Business Manager and Senior Account Executives who discussed careers in radio with interested attendees, accepted resumes, discussed Texas Broadcast Education Foundation broadcast scholarships, internships, and employment opportunities in the broadcast industry.</p> <p>On February 16, 2017, our SEU participated in Eventures Pecos Job Fair in Pecos, Texas. Station participants included our Business Manager and Account Executive</p> <p>On March 27, 2017, our SEU participated in Odessa College Job Fair in Odessa, Texas. Station participants included our Business Manager, General Manager and Account Executives and discussed Texas Broadcast Education Foundation broadcast scholarships, internships, and employment opportunities in the broadcast industry.</p>

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3	Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	<p>SEU sent our Vice President/General Manager and all Account Executives to attend the Texas Association of Broadcast Convention August 2016 in Austin. Attendees participated in workshops designed to enhance participants' skills in making more effective sales presentations, improved prospecting, and leadership training for advancement in the broadcast industry.</p> <p>Vice-President/General Manager integrates training components into weekly meetings: *Program Meetings specifically focus on improved on-air delivery, more effective communication and emotional connection techniques in relating with station's listeners, and critical skills necessary to advance careers in radio programming. *Sales and marketing meetings focus on training designed for better managing relationships with customers, improved copy writing, client promotional brain storming in identifying steps to improve customer's business.</p>
4	Participate in Scholarship Programs	<p>During this reporting period, our SEU participated in the to the Texas Association of Broadcasters' Texas Broadcasters' Education Foundation scholarship program, which provides scholarships to students majoring in broadcast media and telecommunications. TBEF annually awards scholarships to outstanding students pursuing a degree in broadcast journalism, production or engineering at universities, colleges and technical schools across the state of Texas. Scholarships include eight \$3,000 scholarship and two \$5,000 scholarships. Our SEU helped promote the program by providing information on types and number of TBEF scholarships available during job fairs that we attended, ran on-air announcements with scholarship information, and supported the program with a financial contribution.</p>
5	Participation in job bank and/or internet programs to promote outreach generally	<p>SEU is a founding partner of local job site, RegionalHelpWanted.com, with Suddenlink Cable System, which we continue to promote daily on-air and on stations websites.</p>
6	Internship	<p>During this reporting period, SEU partnered with University of Texas of the Permian Basin to create an internship with UTPB's broadcasting department to enable the university students to create and produce a weekly radio sports show that covers all sports at UTPB. It is aired weekly year round on KQRX-FM. The students have learned interviewing, editing, and final show production. The students work regularly with the SEU's Operations Manager to get critical feedback and instruction on all aspects of the shows production.</p>

