

KHKX(FM), KQRX(FM), KMCM(FM)

EEO PUBLIC FILE REPORT

April 1, 2024 - March 31, 2025

I. VACANCY LIST

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

Job Title	Recruitment Sources (RS) used to fill vacancy	RS Referring Hiree
MEDIA SOLUTIONS SPECIALIST	2, 6, 14	6
TRAFFIC COORDINATOR	3, 9, 7, 14	14

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Texas Workforce Commission 3510 N Ave A Midland, Texas 79711 (432)219-8301 www.twc.state.tx.us	No	
2	Texas Association of Broadcasters 502 E. 11th Street Ste 200 Austin, Tx 78701 (512)322-9944 www.tab.org	No	
3	Odessa American - Classifieds 222 E. 4th Street Odessa, Tx 79761 (432)333-7777 www.oaoa.com nbarras@themonitor.com	No	1
4	Midland Reporter Telegram - Classified Dept 201 E. Illinois Midland, Tx 79701 (432)682-5311 www.mywesttexas.com	No	
5	University of Texas of Permian Basin 4901 E. University Odessa, Tx 79762 (432)522-2633 www.utpb.edu	No	
6	Employee Referrals	No	2
7	Non-employee Referrals	No	
8	Walk Ins	No	
9	Re-hire	No	
10	Internal Transfer / Promotion	No	
11	Country Aircheck Office 914 18th Ave S. 2nd Floor Nashville, TN 37212 615-320-1450 news@countryaircheck.com	No	
12	Inside Radio PO Box 31156 Atlanta, GA 31156 (800)248-4242 www.insideradio.com	No	
13	Brazos Communciations West, LLC-KHKX-FM, KMCM-FM, Radio Stations On Air Announcements on KHKX, KMCM, 3303 N. Midkiff, Suite 115 Midland, Texas 79705 www.kicks99.net www.97gold.com www.rock951online.com	No	2
14	InDeed 800-475-4361 indeed.com	No	6

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16	ZIPRecruiter 877-2521062 ziprecruiter.com	No	
17	LinkedIn linkedin.com	No	
18	All About Country 315 E. Center Avenue Lake Bluff, IL 60044	No	
19	Regional Help Wanted regionalthelpwanted.com	No	
20	JobfairsNow 432-889-9107 jobfairsnow.com	No	
21	Eventures-Former Contractor 432-889-9107 jobfairsnow.com	No	
	Total Interviews during relevant period		11

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III. RECRUITMENT INITIATIVES

	Tye of recruitment initiatve (Menu selection)	Brief Description of Activity
1	Participate in job bank programs, internet programs and other programs designed to promote outreach generally.	SEU participate in job banks, internet programs and other programs designed to promote outreach generally.
2	Participated in station Intership program	During this reporting period, SEU created an internship program to enable student(s) to create content and various online promotions. Student(s) work regulary with the SEU's Operations Manager to get critical feedback and instruction on all aspects content and show production.
3	Establish training program designed to enable station personnel to acquire skills that could qualify them for higher level positions	<p>Vice-President/General Manager integrates training components into weekly meetings: Program Meetings specifically focus on improved on-air delivery, digital delivery and 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> <p>Vice-President/General Manager and account executives participated in ZOOM training sessions with Texas Association of Broadcasters designed to improve prospecting, and leadership training for advancement in the broadcast industry.</p> <p>SEU integrated a digital platform with 44i Digital. Personnel attended various ZOOM training and video training sessions designed to expand their knowledge and skill sets so that they would be better prepared to sell and utilize the new digital products.</p> <p>Vice President/GM, Account Exectives and Business Manager attended the Texas Association of Broadcast Convention August 7-9, 2024 in Austin, Tx. Attendees participated in workshops designed to enhance participannts skills in making more effective sales presentations, improve prospecting and leadership training for advancement in the broadcast industry.</p>

	Type of recruitment initiative (Menu selection)	Brief Description of Activity
4	Participate in Scholarship Programs	<p>During this reporting period, our SEU participated in 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 and posted on station websites with scholarship information. Vice President/General Manager sat on the panel that reviewed and awarded the scholarships. Our SEU also contributed \$500 to the program.</p>
5	TAB Scholarship Judging Panel/TBEF Committee	<p>Vice-President General Manager serves on the selection committee for the TAB Scholarshp Awards as well as the TBEF committee so he is able to recruit and identify potential candidates to join the radio industry after graduation. He examines applications and determines the winners for the annual group of ten scholarships .</p>