

FCC 397
KFWR 95.9 KRVF 106.9 KTFW 92.1
ANNUAL EEO PUBLIC FILE REPORT
 Covering Period April 1, 2018 - March 31, 2019

Station Employment Unit includes: KFWR-FM / KRVF-FM / KTFW-FM / KXPB-FM Jacksboro, Kerens, Glen Rose, Scotland, TX

Contact Information for SEU: LKCM Radio Group, 115 W. 3rd St., Fort Worth, TX 76102
 817-332-0959

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

	Job Title	Date Hired	Station	Recruitment Source referring hiree
1	Account Executive	7/2/18	KTFW	20
2	Account Executive	8/1/18	KTFW	33
3	Morning Show Co-Host	8/20/18	KRVF	17
4	Morning Show Co-Host	8/20/18	KTFW	23
5	Afternoon Drive	11/5/18	KTFW	17
6	Account Executive	11/12/18	KTFW	20
7	Account Executive	11/12/18	KTFW	20
8	Administrative Assistant	open	KFWR	open
9	Account Executive	open	KRVF	open
10	Program Director / Mid-Day	open	KFWR	open

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Full time positions for which this RS utilized:	Number of Interviewees Referred by RS this period:
1	University of North Texas 1155 Union Circle, #305070 Denton, TX 76203-5017 940-369-8906		
2	American Broadcast School -712 N.Watson Ste. 200 Arlington, TX 76011-817-695-2474		
3	Corsicana Daily Sun-405 E. Collin Corsicana, TX 75110- 903-872-3931		
4	95.9 KFWR broadcast commercials - 115 W. 3rd St. Fort Worth TX 76102	2	1
5	www.959theranch.com	4	1
6	TAB - TX Assoc of Broadcasters-502 E. 11th Street Ste. 200 Austin, TX 78701-512-322-9944	1	1
7	Waxahachie Daily Light - 200 W Marvin Avenue, Waxahachie TX 75165-3040 972-937-3310		
8	Allaccess.com- 28955 Pacific Cast Highway Ste. 210-5 Malibu, CA 90265 - 310-457-6616	2	4
9	106.9 KRVF broadcast commercials - 214 N. Main St. Corsicana, TX 75110 903-874-8884	1	2
10	www.1069theranch.com		
11	Ennis Journal - 104 S. Dallas Street Ennis TX 75119, 972-872-9565		
12	WWW.AllAboutCountry.com		
13	Waxahachie Chamber of Commerce 102 YMCA Drive Waxahachie TX 75165 972-937-2390		
14	Texas Workforce Commission 301 W. 13th Street Fort Worth TX , 76102-4699 817-336-3727		
15	Texas Workforce Commission 919 E HWY 377 Suite 8 Granbury TX 76048-1436 817-573-4282		
16	TCU Radio Department, www.ktcu.tcu.edu, TCU Box 298020 Ft. Worth TX 76129, 817-257-7631		
17	Industry Referral - Other	3	12
18	92.1 HANK FM broadcast commercials - 403 Temple Hall Hwy, Suite 8, Granbury TX 76049 817-573-9339	2	2
19	www.921HankFm.com		
20	Employee Referral	3	6
21	Jacksboro Chamber of Commerce; 302 S. Main Street, Jacksboro Texas 76458; 940-567-2602 Office@jacksborochamber.com		
22	Pronto Staffing; P O BOX 1577 Gainesville TX 76241; 817-641-5627; www.prontostaffing.com		
23	Rehire	1	1
24	WWW.Facebook.com/95.9 The Ranch		
25	www.facebook.com/106.9 The Ranch		
26	WWW.facebook.com/92.1 Hank FM		
27	Express Employment Professionals - 2501 Parkview Drive Ste #101, Fort Worth Texas 76102	1	3
28	Capital Professional Staffing LLC - 420 Throckmorton Ste 20, Fort Worth, TX 76102		
29	Ennis Daily News/Ellis County Town & Country Leader - 213 N Dallas St., Ennis TX 75119 972-875-3801		
30	TCU Career Fair		
31	www.indeed.com		
32	Internal Promotion		
33	Tarleton State University Internship Program	1	1
34	University of Texas at Arlington		
35	RAMP - Radio and Music Pros		
36	iHirebroadcasting		
37	OAB -Oklahoma Association of Broadcasting		
38	ABA - Arkansas Broadcasters Association		
39	Country Air Check	3	9
	Totals	24	43

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III. RECRUITMENT INITIATIVES

Type of Recruitment Initiative	Brief Description of Activity
<p>Training designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>Engineer attended two days of seminars and workshops at the TAB conference to expand knowledge and experience in multiple facets of radio operations (Aug 2017). Full day of RAB training to 7 sales reps which can help provide both sales and management skills (Oct 2017). Station Management enrolled in The Advisory Board, and maintains a program designed for sustained leadership, development and growth of management personnel. (monthly). Two sales reps and sales manager attended TAB conference and training sessions (Aug 2018) to expand knowledge and experience in multiple facets of radio.</p>
<p>Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>KFWR and KTFW twice (2) hosted the Student Media Tour on March 2, 2018 and March 1, 2019. Students from University of Texas-Arlington, Texas A&M, Baylor, University of North Texas, Stephen F. Austin, and Baylor, majoring in broadcast, marketing, journalism, advertising, and strategic communications, received "education outside the classroom". Managers and experienced station personnel shared career advice and insights on entry-level jobs. Promotions Director twice (2) participated in TCU Fall Career Fair Sept 13, 2017 and Sept 13, 2018. Spoke with dozens of interested college students. Forte Jr High students met with station personnel and management for a career day field trip to learn about radio careers on May 19, 2017. The president/general manager and the operations director of SEU both actively participated in Media Professionals Networking Night at Texas Christian University, an event on November 12, 2018 focused on careers in media for TCU students. SEU with management & hiring responsibility participated twice in hosting two (2) educational events at the radio stations on Oct. 26, 2018 and Feb. 15, 2019 for Texas Wesleyan University students Freshman through Senior interested in a career in media and broadcasting.</p>
<p>Participation in job fairs</p>	<p>SEU personnel with responsibility in hiring decisions actively participated in two (2) Fall Career & Intern Expos Sept. 13, 2017 and Sept. 13, 2018 at Texas Christian University. The SEU also actively participated in two (2) Diversity Employment Day Career Fair with the aim to recruit, promote and reaffirm commitment to diversity in the workplace on both March 21, 2018 and October 25, 2017. Participated in the Fort Worth Independent School District Career & Technical Education Hiring Fair 2018, Thursday, June 7, 2018 at the Will Rogers Memorial Center Exhibits Hall.</p>
<p>Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination</p>	<p>HR / Business manager participated in seminar hosted by Pillsbury, Winthrop, Shaw, Pittman March 2018 on harassment & discrimination and CoAdvantage webinars preventing workplace bullying Oct 2017. On March 25, 2019, all managers with responsibility in hiring decisions received and completed training from an HR specialist from Risk Control Services, including methods of ensuring equal employment opportunity and preventing discrimination. Also, on Mar. 25, 2019, all staff received Sensitivity Training for the prevention of discrimination. General Manager subscribes to and actively participates in The Alternative Board, a local advisory group that includes on occasion topics of EEO and preventing discrimination.</p>
<p>Established an internship program</p>	<p>Established an internship program with Tarleton State University May - July 2018 to assist a student to acquire skills needed for broadcast employment. After 90 days of internship student was hired into full-time broadcast career.</p>