

FCC 397
KFWR 95.9 KRVF 106.9 KTFW 92.1
ANNUAL EEO PUBLIC FILE REPORT
Covering Period April 1, 2019 - March 31, 2020

Station Employment Unit includes: KFWR-FM / KRVF-FM / KTFW-FM Jacksboro, Kerens, Glen Rose, 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	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
1	Administrative Assistant	16, 17, 20, 27, 40	27
2	Account Executive	4, 5, 16-20, 23	23
3	Account Executive	4, 5, 17-20	5
4	Account Executive	4, 5, 17-20, 32	32
5	Program Director/PM Drive	6, 8, 17, 20, 35-39	8
6	Program Director/PM Drive	6, 8, 17, 20, 32, 35-39	32
7	Morning Show CoHost	6, 8, 17, 20, 35, 37-39	8
8	Account Executive	9, 10, 17, 20	17

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	Number of Interviewees Referred by RS this period:
1	University of North Texas 1155 Union Circle, #305070 Denton, TX 76203-5017 940-369-8906	NO	
2	American Broadcast School –712 N.Watson Ste. 200 Arlington, TX 76011- 817-695-2474	NO	
3	Corsicana Daily Sun-405 E. Collin Corsicana, TX 75110- 903-872-3931	NO	
4	95.9 KFWR broadcast commercials - 115 W. 3rd St. Fort Worth TX 76102	NO	2
5	www.959theranch.com	NO	3
6	TAB - TX Assoc of Broadcasters-502 E. 11th Street Ste. 200 Austin, TX 78701- 512-322-9944	NO	3
7	Waxahachie Daily Light – 200 W Marvin Avenue, Waxahachie TX 75165-3040 972-937-3310	NO	
8	Allaccess.com- 28955 Pacific Cast Highway Ste. 210-5 Malibu, CA 90265 – 310-457-6616	NO	5
9	106.9 KRVF broadcast commercials - 214 N. Main St. Corsicana, TX 75110 903-874-8884	NO	1
10	www.1069theranch.com	NO	1
11	Ennis Journal – 104 S. Dallas Street Ennis TX 75119. 972-872-9565	NO	
12	WWW.AllAboutCountry.com	NO	
13	Waxahachie Chamber of Commerce 102 YMCA Drive Waxahachie TX 75165 972-937-2390	NO	
14	Texas Workforce Commission 301 W. 13th Street Fort Worth TX , 76102-4699 817-336-3727	NO	
15	Texas Workforce Commission 919 E HWY 377 Suite 8 Granbury TX 76048-1436 817-573-4282	NO	1
16	TCU Radio Department, www.tcu.tcu.edu, TCU Box 298020 Ft. Worth TX 76129, 817-257-7631	NO	1
17	Industry Referral – Other	NO	1
18	92.1 HANK FM broadcast commercials - 403 Temple Hall Hwy, Suite 8, Granbury TX 76049 817-	NO	1
19	www.921HankFm.com	NO	1
20	Employee Referral	NO	3
21	Jacksboro Chamber of Commerce; 302 S. Main Street, Jacksboro Texas 76458; 940-567-2602 Office@jacksborochamber.com	NO	
22	Pronto Staffing; P O BOX 1577 Gainesville TX 76241; 817-641-5627; www.prontostaffing.com	NO	
23	Rehire	NO	1
24	WWW.Facebook.com/95.9 The Ranch	NO	
25	www.facebook.com/106.9 The Ranch	NO	
26	WWW.facebook.com/92.1 Hank FM	NO	
27	Express Employment Professionals - 2501 Parkview Drive Ste #101, Fort Worth Texas 76102	NO	4
28	Capital Professional Staffing LLC - 420 Throckmorton Ste 20, Fort Worth, TX 76102	NO	
29	Ennis Daily News/Ellis County Town & Country Leader - 213 N Dallas St., Ennis TX 75119 972-875-3801	NO	
30	TCU Career Fair	NO	
31	www.indeed.com	NO	
32	Internal Promotion	NO	3
33	Tarleton State University Internship Program	NO	
34	University of Texas at Arlington	NO	
35	RAMP - Radio and Music Pros	NO	1
36	iHirebroadcasting	NO	0
37	OAB -Oklahoma Association of Broadcasting	NO	0
38	ABA - Arkansas Broadcasters Association	NO	0
39	Country Air Check	NO	1
40	Randstad; 2901 Fair Drive Fort Worth Texas 76137 817-306-4530 www.randstadusa.com	NO	1
	Totals		34

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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>SEU enrolled in P1 Learning Curriculum based training with topics in management & supervision, business skills, HR compliance, leadership, sales & customer service. Personnel with management and non-management responsibility participate in online sessions in both group and individual settings weekly, monthly and throughout the year. Enables them to acquire skills that could qualify them for higher level positions (ongoing 2019-2020). SEU president / general manager enrolled in The Advisory Board, and sustains a consistent program designed for leadership, development and growth of management personnel (ongoing monthly). Five sales reps, General Sales Manager, Chief Engineer and GM attended Texas Association of Broadcasters conference and training sessions (Aug 2019) 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>SEU hosted the Alliance for Women in Media Student Tour of 29 students & professionals (March 6, 2020). Students from University of Texas-Arlington, Texas A&M, University of North Texas, Baylor, and others 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. SEU with management & hiring responsibility participated in hosting two educational events at the radio stations (Sept 13, 2019 and March 6, 2020) for Texas Wesleyan University Communications students interested in a career in media and broadcasting. SEU president/general manager, morning show host and specials events Director actively participated in Media Professionals Networking Night at Texas Christian University event (Nov. 12, 2019) focused on careers in media for TCU students. Advised students on careers in radio.</p>
<p>Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination</p>	<p>SEU key managers with leadership roles and responsibility in hiring decisions received additional training from an HR specialist from Risk Control Services, including methods of ensuring equal employment opportunity and preventing discrimination (April 4, 2019). Sensitivity Training for the prevention of discrimination was administered to SEU staff by the HR specialist (April 4, 2019). All staff was required to sign a roster for proof of attendance. Updated written policies were delivered to all managers and staff in SEU and further training was administered by HR Specialist ensuring EEO and preventing discrimination (May 13, 2019). SEU president / 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. (on going)</p>
<p>Established an internship program</p>	<p>Established an internship program with TCU student (January - March 2020 cut short due to Covid-19) to assist a student to acquire skills needed for employment within broadcast industry. Internship program with student from Northstar School Arlington (Nov - Dec 2019)</p>