

FCC 397
KFWR 95.9 KRUF 106.9 KTFW 92.1
ANNUAL EEO PUBLIC FILE REPORT
Covering Period April 1, 2021 - March 31, 2022

Station Employment Unit includes: KFWR-FM / KRUF-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	Account Executive	1,2,3,10,15,23,28	OPEN
2	Morning Show Host KFWR	5, 9, 10, 18, 23, 16, 39	16
3	Morning Show Host KFWR	5, 9, 10, 18, 23, 16, 39	OPEN
4	Program Director KTFW	4,5,9,10,14,15, 18,20,23,26	15
5	Evening Show Host KFWR	5, 9, 10, 18, 23, 16, 39	OPEN

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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	106.9 KRVF broadcast commercials - 214 N. Main St. Corsicana, TX 75110 903-874-8884	NO	1
2	92.1 HANK FM broadcast commercials - 403 Temple Hall Hwy, Suite 8, Granbury TX 76049 817-573-9339	NO	1
3	95.9 KFWR broadcast commercials - 115 W. 3rd St. Fort Worth TX 76102	NO	1
4	ABA - Arkansas Broadcasters Association	NO	
5	Allaccess.com- 28955 Pacific Cast Highway Ste. 210-5 Malibu, CA 90265 – 310-457-6616	NO	4
6	American Broadcast School –712 N.Watson Ste. 200 Arlington, TX 76011- 817-695-2474	NO	
7	Capital Professional Staffing LLC - 420 Throckmorton Ste 20, Fort Worth, TX 76102	NO	
8	Corsicana Daily Sun-405 E. Collin Corsicana, TX 75110- 903-872-3931	NO	
9	Country Air Check	NO	
10	Employee Referral	NO	9
11	Ennis Daily News/Ellis County Town & Country Leader - 213 N Dallas St., Ennis TX 75119 972-	NO	
12	Ennis Journal – 104 S. Dallas Street Ennis TX 75119, 972-872-9565	NO	
13	Express Employment Professionals - 2501 Parkview Drive Ste #101, Fort Worth Texas 76102	NO	
14	iHirebroadcasting	NO	
15	Industry Referral – Other	NO	3
16	Internal	yes	3
17	Jacksboro Chamber of Commerce; 302 S. Main Street, Jacksboro Texas 76458; 940-567-2602 Office@jacksborochamber.com	NO	
18	OAB -Oklahoma Association of Broadcasting	NO	0
19	Pronto Staffing; P O BOX 1577 Gainesville TX 76241; 817-841-5627; www.prntostaffing.com	NO	
20	RAMP - Radio and Music Pros	NO	
21	Randstad; 2901 Fair Drive Fort Worth Texas 76137 817-306-4530 www.randstadusa.com	NO	
22	Rehire	NO	
23	TAB - TX Assoc of Broadcasters-502 E. 11th Street Ste. 200 Austin, TX 78701- 512-322-9944	NO	3
24	Tarleton State University Internship Program	NO	
25	TCU Career Fair	NO	
26	TCU Radio Department, www.ktcu.tcu.edu , TCU.Box.298020.Ft.Worth.TX.76129 , 817-257-7631	NO	
27	Texas Workforce Commission 301 W. 13th Street Fort Worth TX , 76102-4699 817-336-3727	NO	
28	Texas Workforce Commission 919 E HWY 377 Suite 8 Granbury TX 76048-1436 817-573-4282	NO	1
29	University of North Texas 1155 Union Circle, #305070 Denton, TX 76203-5017 940-369-8906	NO	
30	University of Texas at Arlington	NO	
31	Waxahachie Chamber of Commerce 102 YMCA Drive Waxahachie TX 75165 972-937-2390	NO	
32	Waxahachie Daily Light – 200 W Marvin Avenue, Waxahachie TX 75165-3040 972-937-3310	NO	
33	www.1069theranch.com	NO	
34	www.921HankFm.com	NO	
35	www.959theranch.com	NO	
36	WWW.AllAboutCountry.com	NO	
37	www.facebook.com/106.9 The Ranch	NO	
38	WWW.facebook.com/92.1 Hank FM	NO	
39	WWW.Facebook.com/95.9 The Ranch	NO	4
40	www.indeed.com	NO	
41	Texas Wesleyan University; 1201 Wesleyan St, FW TX 76105	NO	
42	Texas Womans University; 304 Administrarion Dr, Denton TX 76204	NO	
43	Southern Methodist University; www.SMU.EDU	NO	
44	Dallas Baptist; www.dbu.edu	NO	
45	University of Texas at Dallas; 800 West Campbell Road, Richardson TX 75080	NO	
46	University of Dallas; udallas.edu	NO	
47	Tarrant County College; 300 Trinity Campus Circle, FW TX 76102	NO	
	Totals		30

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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>ESTABLISHMENT OF TRAINING PROGRAMS: SEU continues 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 2020-2022). Chief Engineer, Assistant Engineer, and SEU President/GM attended Texas Association of Broadcasters conference and training sessions (Aug 2021) to expand knowledge and experience in multiple facets of radio. SEU President/GM serves on area board, Visit Fort Worth, and sustains a consistent program designed for leadership, development, and growth of management personnel (ongoing monthly).</p>
<p>Maintained an Internship Program</p>	<p>Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. The SEU, on an ongoing basis (Nov. 2020 - March 2022), continued to employ students in the community in a part-time paid internship basis from local Universities such as Tarleton State University, University of North Texas, and University of Texas at Arlington providing opportunities to acquire skills in radio promotions, sales and engineering.</p>
<p>Established a Mentorship Program for Station Personnel</p>	<p>Established a Mentorship Program for Station Personnel: The SEU's Chief Engineer and Promotions Director began a training and mentorship program for a part-time Midwestern State University student interested in radio broadcast engineering and promotions (ongoing since January 2021)</p>
<p>Participation in JOB FAIRS by station personnel.</p>	<p>PARTICIPATION IN JOB FAIRS BY STATION PERSONEL: SEU co-sponsored Southwire Company Job Fair, a diversified company located in the community, on site (June 5, 2021). SEU attended on-site, the Tarrant County College NE Spring Job Fair, (March 10, 2022) to recruit radio personnel. SEU participated as a media sponsor of the 22nd Annual Diversity Employment Day Career Fair and Roundtables (March 14, 2022), supporting diversity recruitment initiatives, and "Getting America Back to Work in 2022".</p>
<p>Participation in Job Banks, Internet Programs, and other programs designed to promote Outreach</p>	<p>Participation in Job Banks, Internet Programs, and other programs designed to promote Outreach: The SEU promoted online the WFISD Job Fair (April 2021). The SEU was a media sponsor for the National Virtual Career Fair for Veterans online Job Fair (May 2020).</p>
<p>Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination</p>	<p>Provision of Training to Management Level Personnel to Ensure Equal Employment Opportunity and Preventing Harassment: HR / Business Manager participates in seminars hosted by Guardian, Mineral/Think HR, Higginbotham and Risk Control Services with HR credits, in an ongoing initiative for continued education on Equal Employment Opportunity and preventing discrimination and harassment, effective onboarding, and development; (April 2020-March 2022 ongoing). SEU key managers with leadership roles and responsibility in hiring decisions received additional training from Risk Control Services HR Specialist, including methods of ensuring equal employment opportunity and preventing discrimination (April 8, 2021). Sensitivity Training for the prevention of discrimination was administered to SEU staff by the HR Specialist (March 2021 and September 2021). All Hiring Personnel and staff were required to participate and take a quiz during the presentation.</p>
<p>Established an internship program</p>	<p>ESTABLISHMENT OF an INTERNSHIP PROGRAM: Hiring Manager met with Tarleton State University (Feb. 2022) to establish an internship program designed to acquire skills needed for broadcast employment in Sales, Programing, Engineering, and Promotions.</p>
<p>Maintained an Internship Program</p>	<p>Maintained an internship program: The SEU continues to mentor and train a TCU student in Studio operations to acquire skills for a fulltime position in broadcasting. (ongoing July 2020 - March 2022)</p>
<p>SEU/Station Activities which further disseminate Employment opportunities in broadcasting</p>	<p>SEU/Station Activities which further disseminate Employment opportunities in broadcasting: Senior Sales Executive along with a promotional team attended the Decatur Business Expo (March 31, 2022), making available employment opportunities to those attending that otherwise did not know employment opportunities were available.</p>