

FCC 397
 KFWR 95.9 KRVF 106.9 KTFW 92.1
 ANNUAL EEO PUBLIC FILE REPORT
 Covering Period April 1, 2022 - March 31, 2023

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 Hire
1	Account Executive	1,2,3,10,15,40	3
2	Account Executive	1,2,3,10,15,40	2
3	Account Executive	1,2,3,10,15,40	10
4	Account Executive	1,2,3,10,15,40	15
5	Account Executive	1, 10	open
6	Account Executive	1,2,3,10,15,40,48,16	open
7	On Air Personality KFWR	5, 16	5
8	On Air personality KTFW	5,9,16,23	16
9	On Air Personality KFWR	15, 16, 38	15
10	Program Director KRVF	5,9,23	open
11	Digital Sales Manager	15, 48	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	2
3	95.9 KFWR broadcast commercials - 115 W. 3rd St. Fort Worth TX 76102	NO	3
4	ABA - Arkansas Broadcasters Association	NO	0
5	Allaccess.com- 28955 Pacific Cast Highway Ste. 210-5 Malibu, CA 90265 – 310-457-6616	NO	16
6	American Broadcast School –712 N.Watson Ste. 200 Arlington, TX 76011- 817-695-2474	NO	0
7	Capital Professional Staffing LLC - 420 Throckmorton Ste 20, Fort Worth, TX 76102	NO	0
8	Corsicana Daily Sun-405 E. Collin Corsicana, TX 75110- 903-872-3931	NO	0
9	Country Air Check	NO	0
10	Employee Referral	NO	6
11	Ennis Daily News/Ellis County Town & Country Leader - 213 N Dallas St. Ennis TX 75110 972-875-2804	NO	0
12	Ennis Journal – 104 S. Dallas Street Ennis TX 75119, 972-872-9565	NO	0
13	Express Employment Professionals - 2501 Parkview Drive Ste #101, Fort Worth Texas 76102	NO	0
14	iHirebroadcasting	NO	0
15	Industry Referral – Other	NO	3
16	Internal	yes	7
17	Jacksboro Chamber of Commerce; 302 S. Main Street, Jacksboro Texas 76458; 940-567-2602 Office@jacksborochamber.com	NO	0
18	OAB -Oklahoma Association of Broadcasting	NO	0
19	Pronto Staffing; P O BOX 1577 Gainesville TX 76241; 817-641-5627; www.prontostaffing.com	NO	0
20	RAMP - Radio and Music Pros	NO	0
21	Randstad; 2901 Fair Drive Fort Worth Texas 76137 817-306-4530 www.randstadusa.com	NO	0
22	Rehire	NO	0
23	TAB - TX Assoc of Broadcasters-502 E. 11th Street Ste. 200 Austin, TX 78701- 512-322-9944	NO	0
24	Tarleton State University Internship Program	NO	0
25	TCU Career Fair	NO	0
26	TCU Radio Department, www.ktcu.tcu.edu, TCU Box 298020 Ft. Worth TX 76129, 817-257-7631	NO	0
27	Texas Workforce Commission 301 W. 13th Street Fort Worth TX , 76102-4699 817-336-3727	NO	0
28	Texas Workforce Commission 919 E HWY 377 Suite 8 Granbury TX 76048-1436 817-573-4282	NO	0
29	University of North Texas 1155 Union Circle, #305070 Denton, TX 76203-5017 940-369-8906	NO	0
30	University of Texas at Arlington	NO	0
31	Waxahachie Chamber of Commerce 102 YMCA Drive Waxahachie TX 75165 972-937-2390	NO	0
32	Waxahachie Daily Light – 200 W Marvin Avenue, Waxahachie TX 75165-3040 972-937-3310	NO	0
33	www.1069theranch.com	NO	0
34	www.921HankFm.com	NO	0
35	www.959theranch.com	NO	0
36	WWW.AllAboutCountry.com	NO	0
37	www.facebook.com/106.9 The Ranch	NO	0
38	WWW.facebook.com/92.1 Hank FM	NO	1
39	WWW.Facebook.com/95.9 The Ranch	NO	0
40	www.indeed.com	NO	2
41	Texas Wesleyan University; 1201 Wesleyan St, FW TX 76105	NO	0
42	Texas Womens University; 304 Administrarion Dr, Denton TX 76204	NO	0
43	Southern Methodist University; www.SMU.EDU	NO	0
44	Dallas Baptist; www.dbu.edu	NO	0
45	University of Texas at Dallas; 800 West Campbell Road, Richardson TX 75080	NO	0
46	University of Dallas; udallas.edu	NO	0
47	Tarrant County College; 300 Trinity Campus Circle, FW TX 76102	NO	0
48	WWW.Linkedin.com	NO	5
	Totals		46

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 Apr. 2021- Mar. 2023). 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.</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, continued to employ students in the community in a part-time internship basis from University of Texas at Arlington (Aug - Dec 2022) providing opportunities to acquire skills in radio broadcasting on air and promotions. The SEU mentored and trained a TCU student in Studio operations to acquire skills for a fulltime position in broadcasting. (April 2021 - May 2022)</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 April 2021 - May 2022) Through mentorship and training, Operations director trained a part time employee with no prior broadcast experience to be an on air talent and news director and become a full time morning show host (Mar 2022).</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". A manager in hiring capacity participated in Choice Career Fair (Mar. 9, 2023) at Dallas Doubletree Hotel .</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).</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 2021-March 2023 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 and May 5, 2022). Sensitivity Training for the prevention of discrimination was administered to SEU staff by the HR Specialist (September 2021 and May 4, 2022). 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>SEU/Station Activities which further disseminate Employment oppourtunities 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. Operations Director met with faculty advisor of the college radio station and students from the University of Texas Rio Grande Valley (Mar. 24, 2023) who were attending the Texas Intercollegiate Press Assoc. Conference at the Hilton. Toured SEU facilities and discussed careers in radio broadcasting.</p>