

FCC 397
KFWR 95.9 KRWF 106.9 KTFW 92.1
ANNUAL EEO PUBLIC FILE REPORT
Covering Period April 1, 2023- March 31, 2024

Station Employment Unit includes: KFWR-FM / KRWF-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	1,2,3,10,15,28,35,40	15
2	Account Executive	1,2,3,10,15,28,35,40	10
3	Account Executive	1,2,3,10,15,28,35,40	15
4	Account Executive	1,2,3,10,15,28,35,40	40
5	Account Executive	1,2,3,10,15,16,28,35,40	16
6	Account Executive	1,2,3,10,15,16,23, 28,35,40	16
7	Sales Assistant	16, 3, 28	16
8	On Air Personality KFWR	22, 23, 39	22
9	Digital Sales Manager	48, 15, 40	48
10	Promotions Coordinator	16,34,35,40	16
11	Social Media Specialist	3,16,24,26,29,30,34,35,40,42,43,45,49,50	16
12	Account Executive	1,2,3,10,15,28,35,40	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	3
3	95.9 KFWR broadcast commercials - 115 W. 3rd St. Fort Worth TX 76102	NO	4
4	ABA - Arkansas Broadcasters Association	NO	0
5	Allaccess.com- 28955 Pacific Cast Highway Ste. 210-5 Malibu, CA 90265 – 310-457-6616	NO	0
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	yes	9
11	Ennis Daily News/Ellis County Town & Country Leader - 213 N Dallas St., Ennis TX 75119 972-875-3801	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	yes	3
16	Internal	yes	8
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	yes	2
23	TAB - TX Assoc of Broadcasters-502 E. 11th Street Ste. 200 Austin, TX 78701- 512-322-9944	NO	4
24	Tarleton State University Internship Program	NO	0
25	TCU Career Fair	NO	0
26	TCU Radio Department, www.tcu.edu , TCU Box 298020 Ft. Worth TX 76129, 817-257-7631	NO	1
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	1
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	2
36	WWW.AllAboutCountry.com	NO	0
37	www.facebook.com/106.9TheRanch	NO	0
38	WWW.facebook.com/92.1HankFM	NO	0
39	WWW.Facebook.com/95.9TheRanch	NO	3
40	www.indeed.com	yes	6
41	Texas Wesleyan University; 1201 Wesleyan St, FW TX 76105	NO	0
42	Texas Womans 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	yes	11
49	WWW.utah.edu; 201 Presidents' Cir, Salt Lake City UT 84112	NO	0
50	Http://ACU.edu ; 1600 Campus Court Abilene TX 79601	NO	0
	Totals		58

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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 Apr. 2023- Mar. 2024). Chief Engineer, Assistant Engineer, and SEU President/GM attended Texas Association of Broadcasters conference and training sessions (Aug 2023) 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 employed students in the community in a part-time internship basis from University of North Texas (May-July 2023), Texas Christian University (Oct 2023 - present), and Texas A&M University (June - August 2023) providing opportunities to acquire skills in radio broadcasting on air and promotions.</p>
<p>Established a Mentorship Program for Station Personnel</p>	<p>Established a Mentorship Program for Station Personnel: The SEU's Promotions Director began a training and mentorship program for part-time promotion associates (ongoing Apr 2023) ultimately leading to full-time positions as promotions coordinator (Feb 2024), full-time sales assistant (Dec 2023), full-time sales executive (Aug 2023) and another full-time sales executive (Jul 2023). Through mentorship and training, Operations director and Program Director trained part-time employee with no prior broadcast experience to be an on air talent (Summer 2023).</p>
<p>Participation in JOB FAIRS by station personnel.</p>	<p>PARTICIPATION IN JOB FAIRS BY STATION PERSONEL: SEU management level personnel (Promotions Director) participated in Arlington Job Fair (4/27/2023) promoting careers in broadcast business.</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 subscribed to and promoted multiple positions through Indeed online and LinkedIn job bank.</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 Promoting Diversity, Equity and Inclusion: HR / Business Manager participates in seminars hosted by Mineral, 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; (June 2023, Feb. & Mar. 2024). 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 (June 9, 2023 & Feb 2024). Sensitivity Training for the prevention of discrimination was administered to SEU staff by the HR Specialist (February 2024). 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, Programming, Engineering, and Promotions.</p>
<p>Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>SEU hosted the Student Media Tour (March 1, 2024). Approximately 25 students from schools such as 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.</p>