

KLLL-FM, KMMX(FM), KONE(FM), KBTE(FM)
EEO PUBLIC FILE REPORT
April 1, 2016-March 31, 2017

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
Account Executive	1-11, 13-18	18
Account Executive	1-4, 6-17	17
Account Executive	1-7, 9-17	4
Receptionist	1-7, 9-16	1
Traffic Coordinator	1-7, 9-16	1

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Indeed Website www.indeed.com	No	11
2	Internal Posting	No	0
3	Lubbock Christian University 5601 19 th Street Lubbock, TX 79407 www.lcu.edu/resources-services/career	No	0
4	All Access Website www.allaccess.com	No	1
5	South Plains College 1401 College Avenue Levelland, TX 79336 www.collegecentral.com/southplainscollege	No	0
6	Texas Tech University PO Box 45006 Lubbock, TX 79409 Phone: 806-742-2210 http://www.depts.ttu.edu/careercenter/hiredraiders.php Contact: Barbara Pittman	No	0
7	Texas Workforce 101 E 15 th Street, Rm 651 Austin, TX 78778 www.workintexas.com Contact: L Margarite Moten	No	0
8	Craig’s List Website www.lubbock.craigslist.org	No	0
9	South Plains College 1401 College Avenue Levelland, TX 79336	No	0
10	Lubbock Christian College 5601 19 th Street Lubbock, TX 79407	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
11	Greater Dallas Asian American Chamber of Commerce 1402 N. Corinth Street, Suite 1070 Dallas, TX 75215	No	0
12	Texas Tech University PO Box 45006 Lubbock, TX 79409	No	0
13	Dallas Black Chamber of Commerce 2838 MLK Boulevard Dallas, TX 75215	No	0
14	Houston Minority Business Enterprises Center 410 Pierce Street, Suite229 Houston, TX 77002	No	0
15	Hispanic Chamber of Commerce 1327 N. Main Street Fort Worth, TX 76106	No	0
16	Wayland Baptist University 1900 W. 7 th Street, #667 Lubbock, TX 79072	No	0
17	Word-of-Mouth Referral	No	6
18	Internal Transfer/Promotion	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			19

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Management-level training regarding equal employment opportunity and preventing discrimination	On April 14 and May 10, 2016, our SEU’s Market, Business, Operations, Sales and Programming Managers took part in a training webinar presented by Alpha’s FCC counsel, Wiley Rein LLP, regarding compliance with the FCC’s EEO rules entitled, “The FCC’s Equal Employment Opportunity Rules: The Nuts & Bolts for Alpha Media.”
2	Internship Program	<p>Our SEU hosts an internship program that offers students an opportunity to gain hands-on experience in radio broadcasting under the tutelage of knowledgeable and skilled professionals. During this reporting period we hosted four (4) student interns as follows:</p> <ul style="list-style-type: none"> • (2) Texas Tech University-Fall 2016 semester; • (1) Texas Tech University-Spring 2017 semester; • (1) South Plains College-Spring 2017 semester. <p>These interns were supervised by our Program Director, who exposed the students to all departments and, depending on their interest, had them observe and assist a particular department. All learned how to operate the board, write stories for station websites, assist with remote broadcasts and the annual Children’s Miracle Network Radiothon. Some “shadowed” members of the sales team and helped create sample sales packages, some worked in production and learned how to create commercial spots, and one assisted members of our sports station staff with the Rockin’ Pre-game show.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
3	Participate in Job Fair	<p>On March 13, 2017, our SEU hosted an open house at our studios in Lubbock, during which our Sales, Operations and Business Managers, greeted job seekers and talked with them about Alpha Media, careers in broadcasting with an emphasis on sales, and employment opportunities within the SEU. This event was promoted on all SEU stations.</p>
4	Mentoring Program	<p>During this reporting period, our SEU offered training and mentoring to assist our Sales Manager in advancing his career. Our SEU's Market Manager provided guidance and instruction with the expectation of developing a future market manager as well as a future leader for industry. The employee received hands-on experience and shadowed the market manager to gain new skills well outside the scope of his assigned duties. The program included daily meetings and telephone consultations to identify and teach coaching and managerial skills, build and implement sales initiatives and instill a better understanding of the radio business in general and its value to the communities it serves.</p>