

**KLAK(FM), KMAD-FM, KMKT(FM)**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2016-March 31, 2017<sup>1</sup>**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1-3, 5-12, 14-16, 18, 20-21, 23-27, 29, 31, 33-45	23
Account Executive	1-3, 5-12, 14-16, 18, 20-21, 23-27, 29, 31, 33-45	3
Account Executive	1-4, 6-7, 16, 19, 29, 32, 35, 43	3
Account Executive	1-4, 6-7, 16, 19, 29, 32, 35, 43	7

---

<sup>1</sup> This Report was revised in July 2017 to address reporting issues.

**KLAK(FM), KMAD-FM, KMKT(FM)  
EEO PUBLIC FILE REPORT  
April 1, 2016 -March 31, 2017**

**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	<b>KMKT Website</b> <a href="http://www.931kmkt.com">www.931kmkt.com</a>	No	2
2	<b>KLAK Website</b> <a href="http://www.975klak.com">www.975klak.com</a>	No	2
3	<b>Word-of-Mouth Referral</b>	No	10
4	<b>All Access Website</b> <a href="http://www.allaccess.com">www.allaccess.com</a>	No	0
5	<b>Allen Chamber</b> 210 West McDermott Drive, Allen, TX 75013 Contact: Angel Wood Phone: 972-727-5585	No	0
6	<b>Alpha Media Career Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	No	0
7	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	No	9
8	<b>Asian American Chamber of Commerce</b> 11171 Harry Hines Blvd., Suite 115, Dallas, TX 75229 Contact: Lisa Vongthackdy Phone: 972-241-8250 Fax: 972-241-8270	No	0
9	<b>Austin College</b> 900 N Grand Ave., Sherman, TX 75090 Contact: Career Services Phone: 903-813-2000	No	0
10	<b>Career Resources Center</b> 3001 S Congress, Austin, TX 78704 Contact: Kathy Amber Fax: 512-448-8549	No	0
11	<b>Celina Chamber</b> 201 Preston Road, Celina, TX 75009 Contact: Career Service Phone: 972-382-3300	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	<b>Choctaw Career Development</b> PO Box 1210, Durant, OK 74701 Contact: Kelli Ostman Phone: 866-933-2260 Fax: 580-920-1514 Email: <a href="mailto:kostman@choctawnation.com">kostman@choctawnation.com</a>	No	0
13	<b>Collin College</b> 2800 E Spring Creek Parkway, Plano, TX 75074 Contact: Dr Mary McCrae Phone: 972-881-5790	No	0
14	<b>Concordia University</b> 3400 IH 35 North, Austin, TX 78705 Contact: Leslie Brunson Phone: 512-486-1199 Email: <a href="mailto:Leslie.Brunson@concordia.edu">Leslie.Brunson@concordia.edu</a>	No	0
15	<b>Dallas Black Chamber of Commerce</b> 2838 MLK Jr. Blvd., Dallas, TX 75215 Contact: Carmen Humble Phone: 214-421-5200 Fax: 214-421-5510 Email: <a href="mailto:chum@dbcc.org">chum@dbcc.org</a>	No	0
16	<b>Denison Chamber</b> 313 W Woodard, Denison, TX 75020 Contact: Career Services Phone: 903-465-1551	No	0
17	<b>East Central University</b> 1100 East 14 <sup>th</sup> Street, Ada, OK 74820 Contact: Dale Hayden Phone: 580-310-5252 Fax: 580-310-5484 Email: <a href="mailto:dhayden@mailclerk.ecok.edu">dhayden@mailclerk.ecok.edu</a>	No	0
18	<b>East Texas Baptist University</b> 1209 North Grove Street, Marshall, TX 75670 Contact: Debbie Rogers Phone: 903-935-7963 Fax: 903-938-1705 Email: <a href="mailto:drogers@etbu.edu">drogers@etbu.edu</a>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	<b>Frisco Chamber of Commerce</b> Frisco, Texas Contact: Career Services Phone: 972-335-9522	No	0
20	<b>Grayson Co College</b> 6101 Grayson Drive, Denison, TX 75020 Contact: Gretchen Huff Phone: 903-415-2544 Email: <a href="mailto:huffg@grayson.edu">huffg@grayson.edu</a>	No	0
21	<b>Kiamichi Technology Center</b> 810 Waldron Road, Durant, OK 74701 Contact: Jennifer Davis Phone: 580-924-7081 Fax: 580-924-2790 Email: <a href="mailto:jdavis@ktc.edu">jdavis@ktc.edu</a>	No	0
22	<b>Lamar University</b> PO Box 10012, Beaumont, TX 77710 Contact: Quincy Martin Phone: 409-880-8879 Fax: 409-880-8881	No	0
23	<b>KMAD Website</b> <a href="http://www.madrock1025.com">www.madrock1025.com</a>	No	2
24	<b>McKinney Chamber of Commerce</b> 2150 S Central Expressway #150, McKinney, TX 75070 Contact: Career Service Phone: 972-542-0163	No	1
25	<b>McKinney N. Central Texas Workforce</b> 1701 W Eldorado Parkway, McKinney, TX 75069 Contact: Jerry Geissinger Phone: 972-542-3381 Fax: 972-548-8173	No	0
26	<b>Melissa Chamber of Commerce</b> PO Box 121, Melissa, TX 75424 Contact: Carolyn Spurgin Phone: 972-837-4277	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	<b>Native American Journalist Association</b> 3359 36 <sup>th</sup> Avenue South, Minneapolis, MN 55406 Contact: Referral Director Phone: 612-729-9244 Fax: 612-729-9373	No	0
28	<b>North Texas Jobs Corp</b> 1701 N Church Street, McKinney, TX 75069 Contact: Richard Abbott Phone: 972-542-2623 Fax: 214-547-7700	No	0
29	<b>Oklahoma Association of Broadcasters</b> 6520 N Western, Suite 104, Oklahoma City, OK 73116 Contact: Nancy Struby Phone: 405-848-0771 Email: <a href="mailto:struby@aobok.org">struby@aobok.org</a>	No	0
30	<b>Panola College</b> 1109 W Panola Street, Carthage, TX 75633 Contact: Suzan Bailey Fax: 903-693-5588	No	0
31	<b>OnAirJobs.com</b> PO Box 541157, Houston, TX 77254 Contact: Todd Nelson Fax: 801-697-6657 Email: <a href="mailto:todd@onairjobs.com">todd@onairjobs.com</a>	No	0
32	<b>Plano Chamber of Commerce</b> 1200 E 15 <sup>th</sup> Street, Plano, TX 75074 Contact: Sue Rackers Phone: 972-434-7547	No	0
33	<b>Sherman Chamber of Commerce</b> 307 Wet Washington Street, #100, Sherman, TX 75090 Contact: Eddie Brown Phone: 903-893-1184	No	0
34	<b>Southeastern Oklahoma University</b> 1405 North 4 <sup>th</sup> , Durant, OK 74701 Contact: Scott Hensley Phone: 580-745-2270 Fax: 580-745-7486	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
35	<b>Texas Association of Broadcasters</b> 502 East 11 <sup>th</sup> Street, Suite 200, Austin, TX 78701 Contact: Craig Bean Phone: 512-332-9944 Fax: 512-332-0522 Email: <a href="mailto:craig@tab.org">craig@tab.org</a>	No	0
36	<b>Texas A&amp;M Commerce</b> PO Box 3011, Commerce, TX 75429 Contact: Keith McFarland Phone: 903-886-5014 Fax: 903-886-5010	No	0
37	<b>Texas College</b> 2404 N Grand Ave., Tyler, TX 75702 Contact: Gloria Hackney Phone: 903-593-8311 Fax: 903-592-2342	No	0
38	<b>Texas State University</b> 601 University Drive, San Marcos, TX 78666 Contact: Lisa Vallejo Phone: 512-245-2645 Fax: 512-245-3993	No	0
39	<b>Texas Tech University</b> PO Box 45006, Lubbock, TX 79409 Contact: David Kraus Phone: 806-742-2210 Fax: 806-742-2474	No	0
40	<b>University of North Texas</b> PO Box 310589, Denton, TX 76203 Contact: Alan Albarran Phone: 940-565-2537 Fax: 940-369-7838	No	0
41	<b>The Ohio Center for Broadcasting</b> 900 Sweet Valley Drive, Valley View, TX 78701 Contact: Gary James Phone: 216-447-9117 Fax: 216-642-9232	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
42	<b>The Hispanic Chamber of Commerce</b> 823 Congress Ave., Austin, TX 78701 Contact: Claudia Olivares Phone: 52-476-7502 Fax: 512-476-6417	No	0
43	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	No	0
44	<b>Urban League of Austin</b> 1825 E 28 ½ Street, Austin, TX 78722 Contact: Herman Lessard Phone: 512-478-7176 Fax: 512-478-1239	No	0
45	<b>Workforce Solutions Texoma</b> 5904 Texoma Parkway, Sherman, TX 75090 Contact: Bob Rhoden Phone: 903-957-7408 Email: <a href="mailto:bob.rhoden@wfstexoma.org">bob.rhoden@wfstexoma.org</a>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			26

**KLAK(FM), KMAD-FM, KMKT(FM)**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2016 -March 31, 2017**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Participate in event sponsored by or on behalf of an educational institution relating to careers in broadcasting	On August 16, 2016, our SEU participated in the Sherman ISD Partners Fair, which took place at Sherman High School. SEU participants included our Promotions Manager who occupied the Alpha Media booth and spoke with and answered questions from seniors in attendance about careers in broadcasting, with an emphasis on promotions, as well as internships and job opportunities with the SEU. Informational hand-outs were distributed to interested students. Approximately 500 seniors attended this event.
<b>2</b>	Participate in Scholarship Program	Station KMKT(FM) awards a \$500 scholarship annually to a senior at Denison High School who excels academically and whose studies are focused on radio/journalism. Station KMKT ran announcements on air promoting this scholarship and made applications available to high school seniors. The Station’s Market Manager evaluated the applications, recommended candidates for the list of finalists and voted for the scholarship recipient. On May 26, 2016, our Market Manager presented the \$500 scholarship to the deserving recipient.
<b>3</b>	Internship Program	During this reporting period, our SEU hosted one student intern majoring in journalism at Austin College. Between May 9, 2016 and August 31, 2016, this intern, supervised by our Promotions Manager, received practical training and experience in radio broadcasting. The intern “shadowed” members of our Promotions, On-Air, Traffic, Business and Sales departments, which provided her with the experience needed to assist the Promotions department with preparations for one of the SEU’s big, annual promotions.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
4	Participate in Job Fair	On January 19, 2017, our SEU participated in the 2017 Texoma Career Fair sponsored by the City of Sherman in conjunction with the Sherman Economic Development Organization, which took place in the Sherman Municipal Ballroom. SEU participants included our Market Manager, who occupied the Alpha Media booth and spoke with attendees about career opportunities in broadcasting with an emphasis on sales as well as job openings within the SEU. Applications from interested job seekers were collected.
5	Participate in Job Fair	On August 11, 2016, our SEU participated in the 2016 Sales and Manufacturing Career Fair sponsored by the Sherman Economic Development Organization in conjunction with Douglas Distributing, Emerson/Fisher and Tyson Foods, which was held in the Sherman Municipal Ballroom. SEU participants included our Market Manager and an On-Air Personality, who occupied the Alpha Media booth and spoke with attendees about career opportunities in broadcasting with an emphasis on sales as well as job openings within the SEU. Applications from interested job seekers were collected.
6	Participate in Job Fair	On June 28, 2016, our SEU participated in the 2016 Manufacturing Career Fair sponsored by Workforce Solutions Texoma, which took place at the Hilton Garden Inn in Denison, Texas. SEU participants included our Market Manager, who occupied the Alpha Media booth and spoke with attendees about career opportunities in broadcasting with an emphasis on sales as well as job openings within the SEU. Applications from interested job seekers were collected.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
7	Participate in event sponsored by or on behalf of a community organization relating to careers in broadcastings	On April 13, 2016, a group of juniors from the Denison Youth Leadership Academy toured our facilities lead by our SEU's Operations Manager and one of our Program Directors, during which they talked about how radio stations operate and the opportunities available for a future career in broadcasting. As part of the tour, several of the students were interviewed on the air and so they could see how production equipment is operated during a live broadcast.
8	Participate in event sponsored by or on behalf of a community organization relating to careers in broadcasting	On November 2, 2016, our SEU hosted Girl Scouts from McKinney, Prosper and Frisco, Texas, for a tour of our facilities. Our Promotions Manager conducted the tour, during which she talked about how radio stations operate as staff members demonstrated how the broadcasting equipment works. She also discussed the opportunities available for a future career in broadcasting and answered questions from the Scouts.
9	Participate in Job Fair	On November 10, 2016, Station KLAK(FM) participated in the North Central Texas Workforce Solutions, "Hiring Red, White & You!" job fair held at held at the Dr. Pepper Arena in Frisco, Texas. SEU participants included our Production Director, occupied the Alpha Media booth and spoke with attendees about career opportunities in broadcasting with an emphasis on sales as well as job openings within the SEU. Applications from interested job seekers were collected.
10	Participate in event sponsored by or on behalf of a community organization	On February 13, 2017, Station KMKT(FM) hosted members of Girl Scout Troop 4733, Bonham, Texas, for a tour of the studio. One of our On-Air Personalities conducted the tour, during which he talked about how radio stations operate and the opportunities available for a future career in broadcasting. Before concluding the visit, he interviewed several of the Troop members on the air.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>11</b>	Management-level training addressing equal employment opportunity and preventing discrimination	On May 10, 2016, our SEU’s General, Sales, Operations, Business and Promotions Managers, as well as our Program Director participated in an interactive 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.”