

KLAK(FM), KMAD-FM, KMKT(FM)
EEO PUBLIC FILE REPORT
April 1, 2017-March 31, 2018

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	1-4, 6-7, 23, 35, 43	3
Promotions Manager	1-4, 6-7, 23, 35, 43	43

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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	KMKT Website www.931kmkt.com	No	0
2	KLAK Website www.975klak.com	No	2
3	Word-of-Mouth Referral	No	6
4	All Access Website www.allaccess.com	No	0
5	Allen Chamber 210 West McDermott Drive, Allen, TX 75013 Contact: Angel Wood Phone: 972-727-5585	No	0
6	Alpha Media Career Website www.alphamediausa.com/careers	No	2
7	Indeed Website www.indeed.com	No	3
8	Asian American Chamber of Commerce 11171 Harry Hines Blvd., Suite 115, Dallas, TX 75229 Contact: Lisa Vongthackdy Phone: 972-241-8250 Fax: 972-241-8270	No	0
9	Austin College 900 N Grand Ave., Sherman, TX 75090 Contact: Career Services Phone: 903-813-2000	No	0
10	Career Resources Center 3001 S Congress, Austin, TX 78704 Contact: Kathy Amber Fax: 512-448-8549	No	0
11	Celina Chamber 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	Choctaw Career Development PO Box 1210, Durant, OK 74701 Contact: Kelli Ostman Phone: 866-933-2260 Fax: 580-920-1514 Email: kostman@choctawnation.com	No	0
13	Collin College 2800 E Spring Creek Parkway, Plano, TX 75074 Contact: Dr Mary McCrae Phone: 972-881-5790	No	0
14	Concordia University 3400 IH 35 North, Austin, TX 78705 Contact: Leslie Brunson Phone: 512-486-1199 Email: Leslie.Brunson@concordia.edu	No	0
15	Dallas Black Chamber of Commerce 2838 MLK Jr. Blvd., Dallas, TX 75215 Contact: Carmen Humble Phone: 214-421-5200 Fax: 214-421-5510 Email: chum@dbcc.org	No	0
16	Denison Chamber 313 W Woodard, Denison, TX 75020 Contact: Career Services Phone: 903-465-1551	No	0
17	East Central University 1100 East 14 th Street, Ada, OK 74820 Contact: Dale Hayden Phone: 580-310-5252 Fax: 580-310-5484 Email: dhayden@mailclerk.ecok.edu	No	0
18	East Texas Baptist University 1209 North Grove Street, Marshall, TX 75670 Contact: Debbie Rogers Phone: 903-935-7963 Fax: 903-938-1705 Email: drogers@etbu.edu	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
19	Frisco Chamber of Commerce Frisco, Texas Contact: Career Services Phone: 972-335-9522	No	0
20	Grayson Co College 6101 Grayson Drive, Denison, TX 75020 Contact: Gretchen Huff Phone: 903-415-2544 Email: huffg@grayson.edu	No	0
21	Kiamichi Technology Center 810 Waldron Road, Durant, OK 74701 Contact: Jennifer Davis Phone: 580-924-7081 Fax: 580-924-2790 Email: jdavis@ktc.edu	No	0
22	Lamar University PO Box 10012, Beaumont, TX 77710 Contact: Quincy Martin Phone: 409-880-8879 Fax: 409-880-8881	No	0
23	KMAD Website www.madrock1025.com	No	0
24	McKinney Chamber of Commerce 2150 S Central Expressway #150, McKinney, TX 75070 Contact: Career Service Phone: 972-542-0163	No	0
25	McKinney N. Central Texas Workforce 1701 W Eldorado Parkway, McKinney, TX 75069 Contact: Jerry Geissinger Phone: 972-542-3381 Fax: 972-548-8173	No	0
26	Melissa Chamber of Commerce 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	Native American Journalist Association 3359 36 th Avenue South, Minneapolis, MN 55406 Contact: Referral Director Phone: 612-729-9244 Fax: 612-729-9373	No	0
28	North Texas Jobs Corp 1701 N Church Street, McKinney, TX 75069 Contact: Richard Abbott Phone: 972-542-2623 Fax: 214-547-7700	No	0
29	Oklahoma Association of Broadcasters 6520 N Western, Suite 104, Oklahoma City, OK 73116 Contact: Nancy Struby Phone: 405-848-0771 Email: struby@aobok.org	No	0
30	Panola College 1109 W Panola Street, Carthage, TX 75633 Contact: Suzan Bailey Fax: 903-693-5588	No	0
31	OnAirJobs.com PO Box 541157, Houston, TX 77254 Contact: Todd Nelson Fax: 801-697-6657 Email: todd@onairjobs.com	No	0
32	Plano Chamber of Commerce 1200 E 15 th Street, Plano, TX 75074 Contact: Sue Rackers Phone: 972-434-7547	No	0
33	Sherman Chamber of Commerce 307 Wet Washington Street, #100, Sherman, TX 75090 Contact: Eddie Brown Phone: 903-893-1184	No	0
34	Southeastern Oklahoma University 1405 North 4 th , Durant, OK 74701 Contact: Scott Hensley Phone: 580-745-2270 Fax: 580-745-7486	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
35	Texas Association of Broadcasters 502 East 11 th Street, Suite 200, Austin, TX 78701 Contact: Craig Bean Phone: 512-332-9944 Fax: 512-332-0522 Email: craig@tab.org	No	0
36	Texas A&M Commerce PO Box 3011, Commerce, TX 75429 Contact: Keith McFarland Phone: 903-886-5014 Fax: 903-886-5010	No	0
37	Texas College 2404 N Grand Ave., Tyler, TX 75702 Contact: Gloria Hackney Phone: 903-593-8311 Fax: 903-592-2342	No	0
38	Texas State University 601 University Drive, San Marcos, TX 78666 Contact: Lisa Vallejo Phone: 512-245-2645 Fax: 512-245-3993	No	0
39	Texas Tech University PO Box 45006, Lubbock, TX 79409 Contact: David Kraus Phone: 806-742-2210 Fax: 806-742-2474	No	0
40	University of North Texas PO Box 310589, Denton, TX 76203 Contact: Alan Albarran Phone: 940-565-2537 Fax: 940-369-7838	No	0
41	The Ohio Center for Broadcasting 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	The Hispanic Chamber of Commerce 823 Congress Ave., Austin, TX 78701 Contact: Claudia Olivares Phone: 52-476-7502 Fax: 512-476-6417	No	0
43	On-Air Announcements (<i>one or more SEU stations</i>)	No	1
44	Urban League of Austin 1825 E 28 ½ Street, Austin, TX 78722 Contact: Herman Lessard Phone: 512-478-7176 Fax: 512-478-1239	No	0
45	Workforce Solutions Texoma 5904 Texoma Parkway, Sherman, TX 75090 Contact: Bob Rhoden Phone: 903-957-7408 Email: bob.rhoden@wfstexoma.org	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			14

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event sponsored by or on behalf of an educational institution relating to careers in broadcasting	On April 27, 2017, our SEU participated in the MISD Career Expo sponsored by the McKinney ISD, which took place in the McKinney Boyd High School. SEU participants included our Market Manager, who occupied the Alpha Media booth and spoke with MISD High School Students about career opportunities in broadcasting with an emphasis on sales as well as job openings within the SEU. High School students from all 3 McKinney High Schools attended this event.
2	Participate in event sponsored by or on behalf of an educational institution relating to careers in broadcasting	On August 14, 2017, 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.
3	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 25, 2017, our Sales Manager presented the \$500 scholarship to the deserving recipient at the Denison High School Annual Senior Scholarship Awards Program.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
4	Internship Program	<p>During this reporting period, our SEU hosted two student interns majoring in journalism/communication at the University of Oklahoma and Texas A&M University. Between May 15, 2017 and August 31, 2017, the interns, supervised by our Operations and Promotions Managers, received practical training and experience in radio broadcasting. The interns “shadowed” members of our Promotions, On-Air, Traffic, Business and Sales departments, which provided them with the experience needed to assist the Promotions department with preparations for one of the SEU’s big, annual promotions.</p>
5	Participate in Job Fair	<p>On October 17, 2017, our SEU participated in the Fall Recruitment Day sponsored by Austin College Career Services, which took place on the Austin College Wright Campus Center. SEU participants included our Market Manager, who occupied the Alpha Media booth and spoke with Austin College Students about career opportunities in broadcasting with an emphasis on sales as well as job openings within the SEU. Applications were accepted during the event.</p>
6	Participate in Job Fair	<p>On March 6, 2018, our SEU participated in the Career Fair 2018 sponsored by Austin College, which was held in the Wright Campus Career Center. SEU participants included our Promotions Manager, Sales Manager and KMKT Program Director, 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.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Participate in Job Fair	On March 15, 2018, our SEU participated in the Career Fest Job Fair & Career Exploration event sponsored by Southeastern Oklahoma State University, Choctaw Nation, Big Lots, Cardinal Glass, Choctaw Casino & Resort Durant, Oklahoma Works, Southern Workforce Board and Kiamichi Technology Centers, which took place at the Bloomer Sullivan Arena in Durant Oklahoma. SEU participants included our Operations Manager and Promotions 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.
8	Participate in Job Fair	On March 27, 2018, our SEU participated in the 2018 Collin College Job Fair, which took place at the Spring Creek Campus in Collin County Community College. SEU participants included our Market and Promotions Managers, 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.
9	Participate in event sponsored by or on behalf of a community organization	On January 18, 2018, 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.
10	Management-level training addressing equal employment opportunity and preventing discrimination	On August 24, 2017, our SEU's Business Manager 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."