

KBUC, KESO, KMBH-TV, KURV, KZSP
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
Full time Promotions Tech	1, 5, 8-10	5
Local Sales Manager	4-6, 8-10	4
Account Executive	1, 5-11	7
Account Executive	1, 5-11	6
On Air Talent Personality	1, 3, 5-6, 8, 10	1
Full time Promotions Tech	1, 5-6, 8, 10	5
Full time Promotions Tech	2-3, 5-6, 8-10	5

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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	Employee Referral	N	6
2	Former Employee Referral	N	1
3	Indeed 7501 North Capital of Texas Highway Building B Austin, Texas 78731 Phone : 800 462 5842 Url : www.indeed.com Job Online Manual Posting	N	1
4	Internal Transfer/Promotion	N	1
5	MBM Texas Valley On Air Announcements 1201 N Jackson Suite 900 McAllen, Texas 78501 Angela Pina Manual Posting	N	11
6	R Communications Career Site 1201 N Jackson Suite 900 McAllen, Texas 78501 Phone : 956 992 8895 Url : www.rcommunications.com Irene Noriega Manual Posting	N	6
7	Re-hire	N	1
8	South Texas College 3201 W Pecan McAllen, Texas 78501 Phone : 956-872-6400 Url : http://www.southtexascollege.edu Career Services Manual Posting	N	0
9	Texas Association of Broadcasters 502 E 11th St. Suite 200 Austin, Texas 78501 Phone : 512-322-0522 Url : http://www.tab.org Craig Bean Manual Posting	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	UTRGV 1201 W University Dr Edinburg, Texas 78539 Phone : 956-665-2244 Url : https://www.myinterfase.com/utrgv/employer/home.as Celia Castaneda Manual Posting	N	0
11	Walk In/Self-Referral	N	1
TOTAL INTERVIEWS OVER REPORTING PERIOD:			29

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	5/11/2017	Establishment of training programs for station personnel	Our Promotions Director participated in two workshops during this reporting designed to increase her knowledge of digital marketing, a critical component of career development and advancement within the management ranks in the broadcast industry. She participated in a Google Analytics workshop on May 11-12 and a Digital Marketing Foundation workshop on July 26-27, 2017, both in Austin, Texas.	1	Director of New Medi & Promotions
2	9/14/2017	Participation in Job Fairs	Our SEU participated in the Business Expo 2017 hosted by the McAllen Chamber of Commerce. We manned a booth during the event, interacting with interested attendees about careers in broadcasting generally and any vacancies at our stations specifically. We also promoted the event on-air.	6	Director of Sales Senior Sales Leader Senior Sales Leader Account Executive
3	12/8/2017	Establishment of training programs for station personnel	Beginning on December 8, 2017, our SEU's Senior Account Executives participated in sales management training with outside sales and management consultant, Rosemary Hernandez. Each Senior AE dedicates six hours per week to the training for a one-year period. Both Gallup Strengths Finder and S.A.M. are used to personalize the training process to each individual.	2	Senior AE Senior AE
4	12/14/2017	Participation in events or programs sponsored by educational institutions	Our SEU participated in the J.P. Lenoir elementary school career day. Our stations provided two on air hosts who discussed careers in radio, the broadcast industry and how our company operates.	2	On Air Talent On Air Talent
5	1/11/2018	Establishment of training programs for station personnel	The SEU hosted a retreat on January 11, 2018 at T Bar M in New Braunfels, TX to provide management and leadership training to our Senior Account Executives presented by outside consultant, Mark Levy.	2	Senior Account Executive Senior Account Executive Direct of New Media & Promotions Director of Sales

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6	1/31/2018	Establishment of training programs for station personnel	Beginning January 31, 2018, our SEU's Senior Account Executives participated in a sales management webinar series hosted by the Radio Advertising Bureau entitled, RAB Live Management Webinars Series The series runs through November 2018 and, during this reporting period, it took place on January 31 and March 7.	2	Senior Account Executive Senior Account Executive