

**KGNC(AM), KGNC-FM, KXGL(FM), KVWE (FM)  
EEO PUBLIC FILE REPORT**

**April 1, 2020-March 31, 2021**

**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, 7, 9, 10	10
Content Director/on air personality	1-3, 7-8, 10	10

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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	<b>Alpha Media Career Website</b> www.alphamediausa.com/careers	No	6
2	<b>Amarillo College (KACV-TV/FM)</b> Contact: Dr. Paul Matney P. O. Box 447 Amarillo, TX 79178 806.371.5222	No	0
3	<b>Texas Association of Broadcasters</b> Ann Arnold Center 502 E. 11 <sup>th</sup> Street, Suite 200 Austin, TX 512.322.9944	No	1
4	<b>Amarillo Hispanic Chamber of Commerce</b> 5725 W Amarillo Blvd Amarillo, TX 79106 806.379.8800	No	0
5	<b>Texas Employment Commission</b> 1206 W 7 <sup>th</sup> Amarillo, TX 79106 806.372.5521 ext 0314		
6	<b>West Texas A&amp;M University</b> Communications Department Contact: Trudy L. Hanson P. O. Box 747 Canyon, TX 79016 806.651-2000	No	0
7	<b>Indeed Website</b> (automated posting from Alpha careers website) www.indeed.com	No	9
8	<b>All Access Website</b> www.allaccess.com	No	0
9	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	No	2
10	<b>Walk-In/Referral</b>	No	2
11	<b>Word-of-Mouth Referral</b>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	<b>LinkedIn</b> www.linkedin.com	No	0
13	<b>SEU Job Fairs</b>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			20

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Management-level training addressing equal employment opportunity and preventing discrimination	On April 7, 2020, our SEU's Business Manager hosted a training meeting with SEU's Operations Manager, Program Directors, the Promotions Manager as well as the Market Manager regarding compliance with the FCC's EEO rules, reviewing information prepared by outside communications counsel for Alpha Media. Assignments were given to employees, including review and expansion of SEU's recruitment list, internship recruitment and job fair participation.
<b>2</b>	Mentorship Program	In May 2020 the SEU's part time Board Operator expressed an interest in engineering. The SEU's Engineer set up a training program to assist him in learning the skills required for AM/FM Engineering which continues today. The Board operator shadows the SEU's Engineer up to 20 hours per week, learning the FCC rules for Chief Operators, transmitter monitoring and other practices.
<b>3</b>	Management-level training addressing equal employment opportunity and preventing discrimination	Between the dates of March 12, 2021 and March 15, 2021, the SEU's Market Manager and Business Manager participated in ThinkHR training program provided by Alpha Media entitled, "EEO and Lawful Hiring" enforcing good hiring practices and non-discrimination.
<b>4</b>	Participate in Job Fair	On March 15, 2021, our SEU participated in the Diversity Virtual Hiring Event hosted by Hirex. SEU participants included our Market Manager and Operations Manager, who spoke about the SEU's open positions and answered questions submitted live on line. The Operations Manager discussed career opportunities and diversity in broadcasting with an emphasis on sales.