

Exhibit 1(b) – 2004 EEO Public File Report

KKPS-FM/KVLY-FM/KFRQ-FM/KNVO-FM – McAllen, Texas

See Attached

# FCC - EEO PUBLIC FILE INSPECTION REPORT

Job Titles of All Full-Time Vacancies Throughout Year

Station: \_ KFRQ, KPLY, KKPS, KNVO-FM  
4/2/03-4/1/04

	Job Title	Vacancy Date
1	Account Executive	Open
2	Promotions Asst	Open
3	DJ's	Open
4	Promotions Asst	7/1/03
5	Receptionist	8/25/03
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KFRQ, KVLV, KKPS, KNVO-FM

[illegible]

**ENTRAVISION.COM  
JOB POSTING FORM**

**Date Posted:** 5/19/03

**Location/Market (City, State):** McAllen, TX

**Media (Station Call Letters and Channel):** McAllen Radio (KKPS, KVLV, KFRQ, KNVO-FM)

**Company Division:** Radio

**Job Type (i.e. Part-Time, Full-Time):** Full Time

**Job Title:** Account Executive

**Job Description/Responsibilities:** Responsibilities include sales of radio advertising time; collection of monies from clients that are past due and from those that are required to prepay; and proper filling out of production and time orders. Additional responsibility include aiding in the production of advertising spots and scripts and insuring their timely and accurate completion.

**Job Requirements/Qualifications:** Qualified candidates should have a year of sales experience in the broadcast industry (or comparable sales experience.) Strong organizational and communication skills are required. Spanish language skills, verbal and written, are a plus.

**Salary:** Based on experience

**Controller's Email:** switte@entravision.com

**Division HR Email (except TV):**

*Posted  
5/19 - 5/21*

# FCC - EEO PUBLIC FILE INSPECTION REPORT

Source That Filled Position

Station: \_\_\_\_\_ KFRQ, KVLV, KKPS, KNVO-FM

Job Title	Source That Filled Position
1 Account Executive	Walk In Application
2 Account Executive	Referral-Job posting
3 DJ	Referral-Job posting
4 DJ	Referral-Job posting
5 Receptionist	Referral-Job posting
6 DJ	Referral-Job posting
7 DJ	Referral-Job posting
8 DJ	Referral-Job posting
9 IT Tech	Referral-Job posting
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# FCC - EEO PUBLIC FILE INSPECTION REPORT

Number of Person(s) Interviewed and Number Referred by a Recruitment Source

Station: \_ KFRQ, KVLY, KKPS,  
KNVO-FM

Job Title	Number of Person(s) Interviewed	From the number of person(s) interviewed, how many were referred by recruitment source?
1 Account Executive	11	6
2 DJ	10	0
3 Receptionist	9	2
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# FCC - EEO PUBLIC FILE INSPECTION REPORT

List and Provide a Brief Description of Prong 3 (Menu Options Implemented) Throughout Year

Station: \_\_\_\_\_ KFRQ, KVLV, KKPS,  
KNVO-FM

Job Title	Menu Option Chosen	Description
1 Various	vii	Hispanic Scholarship Fund
2 Various	xiv	Internet Training for Equal Employment Opportunity and preventing discrimination
3		
4 Various	xvi	Station tours given throughout the year
5 On-Air (DJ)	x	Talent Show at Theodore Roosevelt Elementary School
6 Various	iv	Career Day at Marcell Elementary School
7 Various	iv	Career Day at Valley View Jr HS
8 Various	iv	Career Day at Miller Jordan Middle School
9 Various	iv	Career Day at La Union Elementary School
10 Various	iv	Career Day at Ann Richards Middle School
11 Various	x	Volleyball with faculty at PSJA High School
12 Various	xvi	Back to School Fashion School
13 Various	iv	Career Day-Roosevelt Elementary
14 Various	v	On-going Internships
15 Account Executive	viii	Sales Training Program
16 Various	x	To Dos A Leer Program
17 Various	xvi	VAMOS (Valley Alliance of Mentors for Opportunities and Scholarships
18		Dress for Success program
19 Various	xvi	
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## MEMORANDUM

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**To:** General Managers  
**From:** Alex LaBrie, Vice President, Human Resources  
**Date:** May 5, 2004  
**Re:** FCC EEO Rules Revision

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The Federal Communications Commission has adopted revised rules and policies effective on March 10, 2003. The new FCC EEO rules are based on the former "Option A".

The following is a summary of the new FCC three-pronged rules for the broadcasters equal employment opportunity compliance:

1. Prong 1 – Wide Dissemination of Information About Job Openings
    - (a) Information concerning each full-time (defined as 30 hours or more per week) job vacancy must be widely disseminated in the "community".
    - (b) It is permitted to rely upon reasonably current employment applications on file, where the applications received were the product of a vacancy-specific recruitment.
    - (c) The same recruitment sources need not be used for every hire.
    - (d) Broadcasters are allowed to engage in joint recruitment efforts.
    - (e) Recruitment for internal promotions is not required, nor is recruitment required for temporary employees.
    - (f) Word-of-mouth recruitment is allowed, as long as word-of-mouth recruitment practices are not the sole method of recruitment and all members of the public have an opportunity to compete for available jobs.
  2. Prong 2 – Notice to Recruitment Organizations
    - (a) Notice of each full-time job vacancy must be provided to recruitment organizations that have requested such notice.
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(b) Broadcasters are expected to make reasonable efforts to publicize the notification requirements so that qualifying groups are able to learn of the new procedure.

(c) Broadcasters' obligation to notify recruitment sources that request notice of vacancies is intended to be a supplement to, not a substitute for, broadcasters' "core, non-delegable" obligation to widely disseminate information concerning all job vacancies.

### 3. Prong 3 – "Menu" Activities

(a) The "Prong 3" activities are designed to go beyond the normal recruitment activities directed at filling particular vacancies, so as to encourage outreach to persons who may not be aware of the opportunities available in broadcasting or have not yet acquired the experience to compete for current vacancies.

(b) The FCC offers 16 "specific menu options" (the last one of which is a "catch-all" option) from which broadcasters may choose to complete their four activity requirements during each two-year period.

(i) participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;

(ii) hosting of at least one job fair;

(iii) co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;

(iv) participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;

(v) establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;

(vi) participation in job banks, Internet programs, and other programs designed to promote outreach generally (*i.e.*, that are not primarily directed to providing notification of specific job vacancies);

(vii) participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;

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- (viii) establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
  - (ix) establishment of a mentoring program for station personnel;
  - (x) participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
  - (xi) sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
  - (xii) listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
  - (xiii) provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
  - (xiv) provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
  - (xv) provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions; and
  - (xvi) participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.
- (c) How to determine compliance: For example, a requirement can be fulfilled by, during a two-year period, hosting one job fair, establishing an internship program, participating in a scholarship program, and co-sponsoring one job fair with an organization in the business and professional community whose membership includes participation of minorities and women.
- (d) It is permitted to perform menu options on a joint basis, either with other broadcasters, organizations such as state broadcaster associations, or with a corporate licensee's corporate headquarters. A station seeking credit for a menu option performed on a joint basis must have "meaningful involvement" in the activity. It is not sufficient for the station to lend it's name or provide money.
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- (e) Maintenance of scholarship program by a corporate licensee: It is reasonable for a corporate licensee to establish a scholarship program for those "employment units" it owns.
- (f) Mentoring, internships, or training programs administered by a corporate licensee: employment units of the licensee could claim credit for such a program.

### Entravision's Responsibility

Stations must collect all material used to comply with the requirements of Prongs 1,2,3. The following is a list of what each station must collect: (i) job title listings of all full-time job vacancies filled; (ii) a listing of the name, address, contact person and phone number of each recruitment source used to fill

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the vacancy (including, if applicable, organizations entitled to notification, which should be separately identified); (iii) dated copies of all ads, bulletins, letters, faxes, e-mails, etc. announcing vacancies; and (iv) documentation demonstrating performance of the Prong 3 menu options.

All documentation must be placed in the station's public file, on the anniversary date of the deadline for the filing the station's license renewal application, an annual "EEO Public File Report". Attached is sample spreadsheet that will help you maintain and organize the above stated requirements.

These filings must be placed in the public Inspection beginning on the dates below for the respective states. Please have the file in our Corporate Santa Monica office two weeks prior to your station's due date.

FILING DATES	
States	Filing Dates
Arizona	June 1
California	August 1
Colorado	December 1
Connecticut	December 1
Florida	October 1
Illinois	August 1
Nevada	June 1
New Mexico	June 1
Texas	April 1
Maryland	June 1

## **2004 COMMUNITY FOLDER**

### **KFRQ**

**2004**

JAN 30<sup>TH</sup> AMERICAN DIABETES ASSOCIATION – FUND RAISER (Big Al/Charlie)

### **KKPS**

**2003**

05/14/03 – Ann Richards Middle School – Career Day (Eloy Lozano)

05/15/03 – Valley View Jr. High School – Career Day (Hiram Almaguer)

05/16/03 – Miller Jordan Middle School- Career Day (Eloy Lozano)

05/20/03 – Marcell Elementary School – Career Day (Eloy Lozano)

### **KNVO**

**2004**

MARCH 19<sup>TH</sup> BLOOD DRIVE – SUNRISE MALL-(Raul Oscar Gomez)

### **KVLY**

**2003**

05/15/03 – PSJA High School-Volley Ball Game (Alex, Lilly & Mike)

05/16/03 – La Union Elementary – Career Day (Lilly Lopez)

5/26/03 - Theodore Roosevelt Elementary –Talent Show (Alex, Lilly & Mike)

**2004**

FEB 13<sup>TH</sup> CAREER DAY – ROOSEVELT ELEM-(Mike Billescas)

MAR 5<sup>TH</sup> HEALTH AWARENESS RALLY – MILAM ELEM.-(Alex Duran / Mike Billescas)

MAR 27<sup>TH</sup> LITERACY AWARENESS – PHARR LITERACY CENTER-(JJ Montana)