

EEO PUBLIC FILE REPORT

SMG-ALEXANDRIA, LLC

Dates: 2/1/2023-1/31/2024

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
KLAA-FM	8166	Tioga, LA	KEZP-FM	51078	Bunkie, LA
KBKK-FM	86913	Ball, LA	KEDG-FM*	86925	Pineville, LA

Recruitment Sources			
Source	Contact	Address	Phone
Walk-Ins/Radio Ads/Rehires	Brian Landrum Tony Driskill	201 Johnston Street, Suite 502, Alexandria, LA 71301	318-487-1035
LinkedIn	Gena Mitchell	www.linkedin.com	918-492-2660
Indeed.com	Tony Driskill Gena Mitchell, HR	www.indeed.com	318-487-1035 918-492-2660
Allaccess.com Radioonline.com Corp Jobs Email	David Stephens Gena Mitchell	www.Allaccess.com www.radio-online.com jobs@smgnational.com	918-492-2660
Career Eco Job Boards & Career Fairs	Gena Mitchell	www.careereco.com	918-492-2660

Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
Market Manager	06/05/23	LinkedIn	2	0
		All Access	1	1
		Radio Online	1	0
		Total:	4	1
Position Filled Account Executive (Sales)	03/16/23	Radio Ads/Walk-ins/Call-ins	2	1
		Indeed	1	0
		CareerEco Career Fair/Job Board	2	0
		Total:	5	1
Position Filled: Account Executive (Sales)	08/09/23	Indeed	1	1
		Radio Ads/Walk-in/Call-ins	4	0
		Career Eco Career Fair/Job Boards	2	0
		Total:	7	1
Position Filled Account Executive (Sales)	08/09/23	Indeed	0	0
		Radio Ads	5	1
		CareerEco Career Fair / Job	2	0

		Boards		
			Total: 7	1

Menu Options			
Date	Menu Number	Total Complete	Description
02/01/2023 – Ongoing	9	1	Established Station Mentorship Program by creating Format Captains that mentor staff on on-air, programming, promotions, and other duties in their respective format. This program allows the Format Captains to be able to share their expertise and experience mentoring team members to find growth and development opportunities and acquire new skills.
03/15/23	1	.25	Participated in the Career Eco Career Fair where Students from Universities across the US that are considered HBCU & Minority Serving Institutions participated in a virtual career fair open to students and alumni interested in career opportunities. 229 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Positions and On-Air Opportunities.
03/22/23	1	.25	Participated in the Career Eco Career Fair where 10 Big 12 Schools were participating in a virtual career fair open to students and graduates of the participating universities. 911 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales and On-Air positions
04/05/23	1	.25	Participated in the Career Eco Career Fair where 29 SEC & ACC Schools Participating in a virtual career fair open to students and alumni of the participating universities. 2280 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales & On-Air positions
05/19/23, 05/26/23, & 06/02/23	8	1	Sales, On-Air/Programming, and Management participated in a 3 Part Training lead by David Stephens on the AI Tool Chat GPT where use of the AI in the Industry was discussed. How to use AI, when to use AI, what to watch for when using AI for content creation and ads as well as easily creating emails.

06/07/23,06/16/23,06/21/23, 06/27/23,06/28/23	8	1	Sales, Programming, and Management took part in a 5-Part training workshop provided by Nielsen to learn more about Tapscan, Nielsen Ratings Data, Retail Spending Power Data, and Scarborough Consumer Data so they understand their stations and listener bases and were instructed on how and how not to use this data.
09/20/23, 09/22/23, 09/27/23, 10/02/23, 10/05/23, 10/09/23	8	1	Sales and Management took part in several training workshops presented by Vendasta designed to assist the sales team provide more opportunities and services to their clients.
10/26/23	1	.25	Participated in the Career Eco Career Fair for 14 AAC Universities open to Students and alumni of the participating universities. 406 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Position & On-Air Positions.
02/01/23 - Ongoing	6	.25	Participated in the Career Eco Job Bank with ongoing Full Time & Part Time jobs posted, Account Executive & On-Air. This online job board & virtual event platform is free to jobseekers & students.
Total Menu Options Completed:		5.25	

** Non-owned station programmed via time brokerage agreement*