

July 8, 2005

EEO Staff
Policy Division
Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: Station KKPS(FM)
Brownsville, Texas
FIN: 56483
RESPONSE TO EEO AUDIT REQUEST OF JUNE 10, 2005

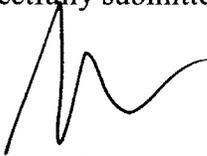
Dear Sir:

This office represents Entravision Holdings, LLC ("Entravision"), the licensee of Station KKPS(FM), Brownsville, Texas.

On behalf of Entravision, we are transmitting herewith its response to the June 10, 2005 EEO Audit Request concerning KKPS.

Should there be any questions in regard hereto, please communicate with the undersigned.

Respectfully submitted,



Barry A. Friedman

Enclosure

cc: Mr. Walter F. Ulloa
Mr. Larry Safir (FOR PUBLIC INSPECTION FILE)

Barry.Friedman@ThompsonHine.com Phone 202.973.2789 Fax 202.331.8330



ENTRAVISION COMMUNICATIONS CORPORATION 2425 Olympic Blvd. Suite 6000 West Santa Monica, CA 90404 T 310.447.3870 F 310.447.3899

July 8, 2005

EEO Staff
Policy Division
Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Station KKPS(FM)
Brownsville, Texas
FIN: 56483
RESPONSE TO EEO AUDIT NOTICE

Dear Sir:

Entravision Holdings, LLC ("Entravision"), the licensee of Station KKPS(FM), Brownsville, Texas, is hereby responding to the Commission's EEO Audit Notice, dated June 10, 2005, in connection with the operation of KKKPS. In response thereto, Entravision wishes to report the following, requested information concerning KKPS to the Commission.

In that the employment unit containing KKPS consists of more than five full-time employees, Entravision is providing the Audit Data requested by the Commission in the Audit Notice.

Entravision also wishes to note that KKPS is part of an employment unit that Holdings maintains in the McAllen-Brownsville-Harlingen, Texas radio market. The employment unit includes KKPS and the following commonly-owned radio stations: KNVO-FM, Port Isabel, Texas (FIN: 40680), KFRQ(FM), Harlingen, Texas (FIN: 56484), and KVLV(FM), Edinburg, Texas (FIN: 67188).

Should there be any questions in regard hereto, please communicate with Entravision's communications counsel: Barry A. Friedman, Thompson Hine LLP, Suite 800, 1920 N Street, N.W., Washington, D.C. 20554

Respectfully submitted,

Walter F. Ulloa
Chairman and Chief Executive Officer

Station KKPS(FM)
Brownsville, Texas

EXHIBIT 3(a)

ATTACHED ARE THE EMPLOYMENT UNIT'S 2004 AND 2005 PUBLIC FILE REPORTS

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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FCC - EEO PUBLIC FILE INSPECTION REPORT

Source That Filled Position

Station: _____ KFRQ, KPLY, 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
10	
11	
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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

Job Titles of All Full-Time Vacancies Throughout Year

Station: KFRQ, KPLY, KKPS, KNVO-FM
4/2/04-4/1/05

	Job Title	Vacancy Date
1	Account Executive	Open
2	Promotions Asst	Open
3	DJ's	Open
4	Graphics	6/1/04
5	Janitor	10/1/04
6	Sales Asst	2/1/05
7	Accounting Asst	3/7/05
8	Marketing Research	3/15/05
9		
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FCC - EEO PUBLIC FILE INSPECTION REPORT

Source That Filled Position

Station: _____ KFRQ, KPLY, KKPS, KNVO-FM

	Job Title	Source That Filled Position
1	Account Executive	Walk In Application
2	Account Executive	Referral-Job posting
3	Accounting Asst	Division Transfer
4	Janitor	Referral-Job posting
5	Graphics	Walk In Application
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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	7	2
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, KVLY, KKPS,
KNVO-FM

Job Title	Menu Option Chosen	Description
1	Various	Hispanic Scholarship Fund
2	Various	Internet Training for Equal Employment Opportunity
3		and preventing discrimination
4	Various	Station tours given throughout the year
5	Various	Career Day-Monte Alto Elementary
6	Various	Hispanic Engineering, Science & Technology Week
7	Various	School Lunch Program-Valley View Jr High
8	Various	Career Day-A Perez Elementary
9	Various	Career Day-Harlingen HS
10	Various	Career Day- San Benito HS
11	Various	Taks Test Rally-Napper Elementary
12	Various	Taks Test Rally-Leo J Leo Elementary
13	Various	Taks Test Rally-Buckner Elementary
14	Various	Career Day-Donna HS
15	Various	Taks Test Rally-Rayburn Elementary
16	Various	Taks Test Rally- Roosevelt Elementary
17	Various	Taks pep Rally and Career Day-Roosevelt Elementary
18	Various	Taks pep Rally and Career Day-Palmer Elementary
19	Various	On-going Internships
20	Account Executive	Sales Training Program
21	Various	To Dos A Leer Program
22	Various	VAMOS (Valley Alliance of Mentors for Opportunities and Scholarships
23		Dress for Success program
24	Various	
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Station KKPS(FM)
Brownsville, Texas

EXHIBIT 3(b)

ATTACHED ARE THE COMMUNICATIONS USED BY THE EMPLOYMENT UNIT TO SOLICIT NEW EMPLOYEES AND A SUPPLEMENTARY STATEMENT DETAILING WHY THE EMPLOYMENT UNIT'S PRIMARY METHODS OF LOCATING NEW EMPLOYEES ARE UNSOLICITED RESUMES, WALK-IN APPLICATIONS AND WORD-OF-MOUTH INFORMATION

**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 - 5/27*

**Internal Posting
JOB POSTING FORM**

Date Posted: 5/19/04

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):

**ENTRAVISION.COM
JOB POSTING FORM**

Date Posted: 5/19/04

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):

**Internal Posting
JOB POSTING FORM**

Date Posted: 3/01/05

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: Marketing Research

Job Description/Responsibilities: Responsibilities include assisting sales department of local radio stations; preparation of monthly sale's presentations; designing custom reports and giveaway promotions. Research radio market statistical information.

Job Requirements/Qualifications: Qualified candidates should have a year of marketing research experience, preferably in the broadcast industry. Strong computer skills are required. 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):

**ENTRAVISION.COM
JOB POSTING FORM**

Date Posted: 3/01/05

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: Marketing Research

Job Description/Responsibilities: Responsibilities include assisting sales department of local radio stations; preparation of monthly sale's presentations; designing custom reports and giveaway promotions. Research radio market statistical information.

Job Requirements/Qualifications: Qualified candidates should have a year of marketing research experience, preferrably in the broadcast industry. Strong computer skills are required. 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):

**Internal Job Posting
JOB POSTING FORM**

Date Posted: 3/1/05

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: Accounting Assistant

Job Description/Responsibilities: Responsibilities include preparation of the Daily Sales Report, entering cash receipts into the A/R system, and entering bills into the AP system. Additionally, this position prints weekly invoices for mailing to our vendors and handles all customer inquiries. This position is also responsible for ordering supplies; as well as, assisting the Controller with other duties as assigned.

Job Requirements/Qualifications: Qualified candidates should have a year of accounting or other related experience, preferably in the broadcast industry. 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):

SUPPLEMENTARY STATEMENT

Entravision Holdings, LLC wishes to inform the Commission that it receives a significant number of unsolicited resumes through the mail and that individuals come to its studios and fill out employment questionnaires. These resumes and questionnaires form a pool from which Entravision solicits new employees when a vacancy occurs. Entravision has found that individuals who have contacted the Station tend to be ready, willing and able to commence employment at the Station and reflect the heavily Hispanic workforce found both in the Rio Grande Valley and at the Station. In addition, "word of mouth" hiring is a well-accepted practice of hiring in the Rio Grande Valley and allows Entravision to reach Latinos, through its own Latino employees, who might not otherwise look for positions using the English-language media and English-language sources.

Station KKPS(FM)
Brownsville, Texas

EXHIBIT 3(c)

ATTACHED ARE DOCUMENTATION DEALING WITH RECRUITMENT INITIATIVES
UNDERTAKEN BY THE EMPLOYMENT UNIT WHICH INFORMATION INCLUDES THE
NAMES OF THE STATION PERSONNEL INVOLVED IN THE INITIATIVES.

2004 COMMUNITY FOLDER

KFRQ

2004

JAN 30TH 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 19TH 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 13TH CAREER DAY – ROOSEVELT ELEM-(Mike Billescas)

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

MAR 27TH LITERACY AWARENESS – PHARR LITERACY CENTER-(JJ Montana)

2005 – COMMUNITY FOLDER

KFRQ

2004

MAY 20TH CAREER DAY – MONTE ALTO ELEM – (Stacey Taylor)
JULY 25TH BOYS & GIRLS CLUB EDINBURG – FUND RAISER-(Charlie Corona)
OCT. 2ND HISPANIC ENG.SCIENCE & TECHNOLOGY WEEK- (Keith West)
OCT. 24TH HEALTH FAIR – HEALTH AWARENESS-(Keith West)

2005

FEB 4TH AMERICAN DIABETES ASSOCIATION – FUNDRAISER(Big Al & Charlie)
FEB 18TH CHARITY – CARWASH(Jeff Dewitt)

KKPS

2004

MAY 13TH SCHOOL LUNCH PROGRAM –VALLEY VIEW JR. HIGH-(Hiram Almaguer)
OCT. 24TH HEALTH FAIR – HEALTH AWARENESS-(Isaac Hernandez)
OCT. 2ND HISPANIC ENG.SCIENCE & TECHNOLOGY WEEK-(Eloy Lozano)
OCT. 27TH CAREER DAY – A. PEREZ ELEM-(Eloy Lozano/Isaac Hernandez)
OCT. 29TH CAREER DAY – HARLINGEN HIGH SCHOOL-(Eloy Lozano/Isaac Hernandez)
OCT. 29TH CAREER DAY – SAN BENITO HIGH SCHOOL-(Isaac Hernandez)
NOV. 11TH TAKS TEST RALLY – NAPPER ELEM-(Eloy Lozano)
NOV. 11TH TAKS TEST RALLY – LEO J. LEO ELEM-(Eloy Lozano/Isaac Hernandez)
NOV. 11TH TAKS TEST RALLY –BUCKNER ELEM-(Eloy Lozano/Isaac Hernandez)
NOV. 21ST BLOOD DRIVE – AMERICAN RED CROSS-(Isaac Hernandez)
NOV. 23RD CAREER DAY – DONNA HIGH SCHOOL-Eloy Lozano/Isaac Hernandez)
DEC. 3RD RAMON AYALA'S POSADA – CHARITY FOR NEEDY IN MEXICO-(Isaac Hernandez)
DEC. 17TH FOOD DRIVE – GRAHAM CENTRAL STATION-(Brandon Hernandez)

2005

FEB 21ST TAKS PEP RALLY / CAREER DAY(Isaac Hernandez)

KVLY

2004

APRIL 23RD TAKS PEP RALLY – RAYBURN ELEM-(Alex Duran)
MAY 25TH TAKS PEP RALLY – ROOSEVELT ELEM-(Mike Billescas)
JUNE 11TH HEALTH AWARENESS RALLY – GOOD SAMARITAN-(Stacey Taylor)
OCT. 2ND HISPANIC ENG.SCIENCE & TECHNOLOGY WEEK-(JJ Montana)
OCT. 22ND UNITED WAY – CLOTHING DRIVE FOR THE NEEDY-(Iris Hinojosa)
OCT. 24TH HEALTH FAIR – HEALTH AWARENESS-(Alex Duran/Mike Billescas)
NOV 22ND FEAST OF SHARING – FEED THE NEEDY-(Mike Billescas)
DEC. 17TH FOOD DRIVE – GRAHAM CENTRAL STATION-(Mike Billescas)
DEC 18TH VALLEY AIDS COUNCIL – AIDS FUND RAISER-(Mike Billescas)

2005

JAN 19TH HEALTH AWARENESS FAIR(Mike Billescas)
FEB 5TH HEALTH AWARENESS – COMMUNITY 10K RUN(Mike B.)
FEB 12TH McALLEN BOYS & GIRLS CLUB – FUNDRAISER(Alex Mike & Stacy)
FEB 17TH CAREER DAY / TAKS PEP RALLY – PALMER ELEM.(JJ Montana)
FEB 21ST TAKS PEP RALLY / CAREER DAY – ROOSEVELT ELEM.(Isaac Hernandez)

KNVO

2004

APRIL 15TH CAN FOOD DRIVE – SUNRISE MALL-(raul Oscar Gomez)
OCT. 2ND HISPANIC ENG.SCIENCE & TECHNOLOGY WEEK-(Miriam Martinez)
OCT. 24TH HEALTH FAIR – HEALTH AWARENESS-(Miriam Martinez)
NOV 21ST BLOOD DRIVE – AMERICAN RED CROSS-(Manny Lopez)

DEC 11TH TOY DRIVE – BROADWAY HARDWARE-(Raul Arrechiga)

DEC 3RD RAMON AYALA'S POSADA – CHARITY FOR NEEDY IN MEXICO-(Miriam Martinez)

Hole-in-one prizes



Win!
a MILLION DOLLARS
HOLE-IN-ONE SHOOT-OUT

*Closest to the pin winner on par 3
*One per Diamond Sponsors



VAMOS
Valley Alliance of Mentors
for Opportunities & Scholarships

The mission of VAMOS is to provide financial support in the form of renewable scholarships to deserving Hispanic students of Hidalgo County for the purpose of completing a post-secondary education.



We would like to acknowledge and thank last year's golf tournament sponsors.

2004 Diamond Sponsors

Diamond Sponsors

Gold Sponsors

WIN!
a MILLION DOLLARS
HOLE-IN-ONE SHOOT-OUT

VAMOS
Valley Alliance of Mentors
for Opportunities & Scholarships

Win!

Saturday March 6, 2005
TIERRA SANTA
GOLF CLUB & COMMUNITY
1901 club de Amistad
Weslaco TX 78596

Station KKPS(FM)
Brownsville, Texas

EXHIBIT 3(d)

THERE ARE NO PENDING OR RESOLVED COMPLAINTS FILED DURING THE
CURRENT LICENSE TERM BEFORE ANY BODY HAVING COMPETENT
JURISDICTION UNDER FEDERAL, STATE, TERRITORIAL OR LOCAL LAW,
ALLEGING UNLAWFUL DISCRIMINATION IN THE EMPLOYMENT PRACTICES OF
THE EMPLOYMENT UNIT ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL
ORIGIN OR SEX.

Station KKPS(FM)
Brownsville, Texas

EXHIBIT 3(e)

ATTACHED IS A STATEMENT DEALING WITH THE RESPONSIBILITIES OF EACH LEVEL OF MANAGEMENT TO ENSURE ENFORCEMENT OF THE EMPLOYMENT UNIT'S EEO POLICIES AND CONTAINS A DESCRIPTION OF HOW THE EMPLOYMENT UNIT HAS INFORMED EMPLOYEES AND JOB APPLICANTS OF ITS EEO POLICIES AND PROGRAM.

The Responsibilities of each level of management to ensure enforcement of EEO policies:

President of the Radio Division Jeffery Liberman

Oversees the operations and policies of the Radio Division of the Company.

Vice President/Human Resources Alex LaBrie

Annually reviews the EEO policy of the Company. Notifies all General Managers of any new changes and requirements for EEO compliance. Annually, distributes Company handbooks to be reviewed and acknowledged by all current employees, which include the Company EEO policy.

Vice President/General Manager Larry Safir

Distributes all EEO policies and handbooks received from the Vice President/Human Resources to the Controller. Responsible for the Stations' direct EEO compliance and hiring decisions.

Controller Sherry Witte

Administers EEO policy by providing EEO information to the Stations' personnel and obtains written verification from each employee that they have acknowledge receipt of the Company's policy. Prepares the annual EEO Report for the Public File. Places job postings for open positions, both internally and externally, ensuring that potential applicants are equally considered.

How EEO information is disseminated:

As indicated above, the Company has an employee handbook that contains its EEO policies and is provided to each employee of the Stations. In the case of any advertising or other external employment communications, the Stations indicate that they comply with EEO requirements.

Station KKPS(FM)
Brownsville, Texas

EXHIBIT 3(f)

**ATTACHED IS A STATEMENT DEALING WITH THE EMPLOYMENT UNIT'S EFFORTS
TO ANALYZE ITS EEO RECRUITMENT PROGRAM TO ENSURE THAT IT IS
EFFECTIVE AND ADDRESS ANY PROBLEMS FOUND AS A RESULT.**

The Employment Unit's recruitment and employment policies are reviewed annually by the Company's Vice President for Human Resources who is experienced in EEO compliance. This annual analysis serves to ensure that all efforts are expended to target the best candidates for the Stations' open positions.

Station KKPS(FM)
Brownsville, Texas

EXHIBIT 3(g)

ATTACHED IS A DESCRIPTION OF THE EMPLOYMENT UNIT'S EFFORTS TO ANALZE PERIODICALLY MEASURES TAKEN TO EXAMINE PAY, BENEFITS, SENIORITY PRACTICES, PROMOTIONS, AND SELECTION TECHNIQUES AND TESTS TO ENSURE THAT THEY PROVIDE EQUAL OPPORTUNITY AND DO NOT HAVE A DISCRIMINATORY EFFECT.

THE EMPLOYMENT UNIT DOES NOT HAVE A UNION AGREEMENT.

A senior level review is undertaken by the Company's Vice President for Human Resources as to compensation policies of the Company. The Company has established a policy for all employees to receive a fixed annual salary increase. Any raise, higher or lower than the fixed level, is granted by management of the Employment Unit based on the employee's performance. An annual review is done each year to encourage communication between employees and management. It is during this review process that employees discuss their overall job performance with management, including areas that need improvement and areas where they excel. The Stations' General Manager is charged with ensuring that the employment and promotion policies of the Stations do not have a discriminatory effect and this is, in turn, reviewed by the Company's Vice President for Human Resources.

Station KKPS(FM)
Brownsville, Texas

EXHIBIT 3(h)

NOT APPLICABLE

Station KKPS(FM)
Brownsville, Texas

EXHIBIT 4

NOT APPLICABLE