

**KHKX(FM), KQRX(FM), KMCM(FM)
EEO PUBLIC FILE REPORT**

April 1, 2022 - March 31, 2023

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Texas Workforce Commission 3510 N Ave A Midland, Texas 79711 (432)687-3003 www.twc.state.tx.us	No	
2	Texas Association of Broadcasters 502 E. 11th Street Ste 200 Austin, Tx 78701 (512)322-9944 www.tab.org	No	1
3	Odessa American - Classifieds 222 E. 4th Street Odessa, Tx 79761 (432)333-7777 www.oaoa.com	No	
4	Midland Reporter Telegram - Classified Dept 201 E. Illinois Midland, Tx 79701 (432)682-5311 www.mywesttexas.com	No	
5	All Access Radio Site 28955 Pacific Coast Highway Ste 210 Malibu, CA 90265 (310)457-8058 (F) www.allaccess.com	No	4
6	University of Texas of Permian Basin 4901 E. University Odessa, Tx 79762 (432)522-2633 www.utpb.edu	No	
7	Employee Referrals	No	3
8	Non-employee Referrals	No	
9	Walk Ins	No	
10	Re-hire	No	
11	Internal Transfer / Promotion	No	
12	Country Aircheck Office 914 18th Ave S. 2nd Floor Nashville, TN 37212 615-320-1450 news@countryaircheck.com	No	1
13	Inside Radio PO Box 31156 Atlanta, GA 31156 (800)248-4242 www.insideradio.com	No	
14	Brazos Communciations West, LLC-KHKX-FM, KMCM-FM, Radio Stations On Air Announcements on KHKX, KMCM, 3303 N. Midkiff, Suite 115 Midland, Texas 79705 www.kicks99.net www.97gold.com www.rock951online.com	No	
15	InDeed 800-475-4361 indeed.com	No	18

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16	ZIPRecruiter 877-2521062 ziprecruiter.com	No	
17	LinkedIn linkedin.com	No	
18	All About Country 315 E. Center Avenue Lake Bluff, IL 60044	No	
19	Regional Help Wanted regionalhelpwanted.com	No	
20	JobfairsNow 432-889-9107 jobfairsnow.com	No	
21	Eventures-Former Contractor 432-889-9107 jobfairsnow.com	No	
	Total Interviews during relevant period		27

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III. RECRUITMENT INITIATIVES

	Tye of recruitment initiative (Menu selection)	Brief Description of Activity
1	Participate in Job Fair	On December 8, 2022, our SEU participated in JobFairsNow.com job fair in Odessa, Tx. Participants included Business Manager and Sr Account Executives, who discussed careers in radio with interested attendees, accepted resumes, discussed internship and part-time employment opportunities in the broadcast industry.
2	Co-Sponsor & Sponsor of Recruitment Events	SEU co-sponsored a one day recruitment event on December 8, 2022. Recruiters from various buisnesses from oil field related, law enforcement, medical and office administration were on site to interview potential hirees. The event was attended by over 350 with 60% of participants from minority groups and females.
3	Participated in recruitment initiative sponsored by education institutions focused on broadcasting careers.	Vice-President/General Manager conducted a one hour zoom class discussing effective leadership and management skills to the Media Management class at Stephen F. Austin University in colloboarationwith Communciations Chair Sherry Willford. He also discussed the path to being a radio General Manager as best practices for effective management.
4	Participate in job bank programs, internet programs and other programs designed to promote outreach generally.	SEU participate in job banks, internet programs and other programs designed to promote outreach generally. SEU is founder and sponsor of OdessaMidlandhelpwanted.com

	Type of recruitment initiative (Menu selection)	Brief Description of Activity
5	Establish training program designed to enable station personnel to acquire skills that could qualify them for higher level positions	<p>Vice-President/General Manager integrates training components into weekly meetings: Program Meetings specifically focus on improved on-air delivery, digital delivery and more effective communication and emotional connection techniques in relating with station's listeners, and critical skills necessary to advance careers in radio programming. Sales and marketing meetings focus on training designed for better managing relationships with customers, improved copy writing, client promotional brain storming in identifying steps to improve customer's business.</p> <p>Vice-President/General Manager and account executives participated in ZOOM training sessions with Texas Association of Broadcasters designed to improve prospecting, and leadership training for advancement in the broadcast industry.</p> <p>SEU integrated a digital platform with NXT Digital. Personnel attended various ZOOM training and video training sessions designed to expand their knowledge and skill sets so that they would be better prepared to sell and utilize the new digital products.</p> <p>Vice President/GM, Account Executives and Business Manager attended the Texas Association of Broadcast Convention August 3-4, 2022 in Austin, Tx. Attendees participated in workshops designed to enhance participants skills in making more effective sales presentations, improve prospecting and leadership training for advancement in the broadcast industry.</p>
6	Participate in Scholarship Programs	<p>During this reporting period, our SEU participated in the Texas Association of Broadcasters' Texas Broadcasters' Education Foundation scholarship program, which provides scholarships to students majoring in broadcast media and telecommunications. TBEF annually awards scholarships to outstanding students pursuing a degree in broadcast journalism, production or engineering at universities, colleges and technical schools across the state of Texas. Scholarships include eight \$3,000 scholarship and two \$5,000 scholarships. Our SEU helped promote the program by providing information on types and number of TBEF scholarships available during job fairs that we attended, ran on-air announcements and posted on station websites with scholarship information. Vice President/General Manager sat on the panel that reviewed and awarded the scholarships. Our SEU also contributed \$500 to the program.</p>