

EEO PUBLIC FILE REPORT
SMG – ALEXANDRIA, LLC
February 1, 2021 to January 31, 2022

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

Recruitment Sources			
Source	Contact	Address	Phone
Broadcast Radio ads	Mike Downhour	201 Johnston Street, Suite 502, Alexandria, LA 71301	318-487-1035
Louisiana College	Normand Miller	1140 College Drive, Pineville, LA 71359	318-487-7420
Northwestern State University	L. Jackson	175 Sam Sibley Drive, Natchitoches, LA 71457	318-357-6011
Indeed.com	Gena Mitchell	Indeed.com	918-492-2660
Allaccess.com	Bob Thornton	Allaccess.com	918-492-2660
Facebook.com	Mike Downhour	Facebook.com/stephensmediagrouppineville.com	318-487-1035
Career Eco	Gena Mitchell	www.appjoinhandshake.com	918-492-2660
Virtual Career	Steve Dennis		918-492-2660
Fair & Job Boards	Mike Downhour		318-487-1035

Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
		Program Director	4/19/2021	Allaccess.com
		Broadcast radio ads	0	0
		LinkedIn	2	1
			Total: 7	1
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
		Account Executive	7/6/2021	Broadcast radio ads
		Facebook.com	1	
			Total: 4	1
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
		Account Executive	11/8/2021	Louisiana College
		Facebook.com	1	
		Broadcast radio ads	1	
		Northwestern State Univ.	1	
		Career Eco	0	
			Total: 5	1
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired

Account Executive	12/21/2021	Facebook.com	2	1
		Broadcast radio ads	2	0
		Career Eco	0	
		Total:	4	1

Menu Options			
Date	Menu Number	Total Complete	Description
02/01/2021 – 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.
10/28/21	1	.25	Attended the AAC Career Fair via CareerEco Virtual Events. 11 AAC Universities were a part of this Career Fair and over 400 students registered. We had Account Executive; On-Air, & Web Development positions posted with opportunities in Oklahoma & Louisiana Markets.
02/01/21 to 12/31/21	9	1	Established Sales Mentorship Program that meets weekly that mentor sales and management on sales, promotions, and education on products. This program allows the members to be able to share their expertise and ideas across other markets and experience mentoring other team members to find growth and development opportunities.
10/01/2021 - 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: 2.50			

* Non-owned station programmed via time brokerage agreement