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Washington, DC 20006  
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December 6, 2023

**VIA POSTING TO FCC ONLINE PUBLIC INSPECTION FILE**

**wiley.law**

Elizabeth E. Goldin  
Assistant Chief, Investigations & Hearings Division  
Enforcement Bureau  
Federal Communications Commission

Re: **Response to Broadcast EEO Audit Letter  
Alpha Media Licensee, LLC  
KTLH, Hallsville, Texas  
Facility ID No. 198622**

Dear Ms. Goldin:

On behalf of Alpha Media Licensee, LLC, licensee of the above referenced broadcast station in the Tyler-Longview, Texas station employment unit ("SEU"), the undersigned submits the SEU's response to your letter of October 30, 2023 concerning compliance with the Commission's Equal Employment Opportunity rules, 47 C.F.R. § 73.2080. In accordance with your request, this submission consists of a sworn statement by Bill McElveen, Regional President, with copies of documentation responsive to your inquiry.

Should any questions arise concerning this submission, kindly contact the undersigned.

Respectfully submitted,

/s/ Joan Stewart

Joan Stewart  
*Counsel to Alpha Media Licensee, LLC*

cc: *EB-EEO@fcc.gov*

## DECLARATION OF BILL MCELVEEN, REGIONAL PRESIDENT

I, Bill McElveen, hereby declare as follows:

1. I am a Regional President for Alpha Media Licensee LLC (“Alpha”), the licensee of KTLH, Hallsville, TX (FID 198622), which is part of a station employment unit based in Tyler-Longview, Texas and which includes KYKX, Longview, Texas (FID 54844), KOOI, Jacksonville, Texas (FID 70740), KKUS, Tyler, Texas (FID 68651) and KOYE, Frankston, Texas (FID 70387) (the “SEU” or “Unit”). This Statement and relevant attachments are being submitted in response to the October 30, 2023 letter of Elizabeth E. Goldin, Assistant Chief, Investigations & Hearings Division of the Commission’s Enforcement Bureau, concerning a random audit of EEO compliance (the “EEO Audit Letter”).
2. This SEU employs five or more full-time employees as the term is defined in the broadcast EEO rule of the Federal Communication Commission (“FCC” or the “Commission”), 47 C.F.R. § 73.2080(e)(1).
3. In response to Question 2(b)(i) of the EEO Audit Letter, the SEU’s two most recent EEO Public File Reports, as described in 47 C.F.R. § 73.2080(c)(6), are appended at Attachment A.
4. In response to Question 2(b)(ii) of the EEO Audit Letter, the web addresses of the stations in this SEU are as follows: theranch.fm (KKUS(FM)), 1065jackfm (KOOI(FM)), lainvasora.fm (KOYE(FM) and (KTLH(FM)), kykx1057.com (KYKX(FM)). A copy of the current EEO Public File Report is included on or linked to each of these websites.
5. In response to Question 2(b)(iii), the date of each full-time hire listed in the SEU’s above-referenced EEO Public File Reports, in accordance with 47 C.F.R. § 73.2080(c)(5)(vi), is included in the internal business records appended at Attachment B. Further, the licensee acknowledges that it is required to retain records to document its outreach to the recruitment sources used to fill its full-time positions pursuant to 47 C.F.R. § 73.2080(c)(5)(iii), including the recruitment reflected in the above EEO Public File Reports. However, pursuant to the EEO Audit Letter, only one such job notice per position is included at Attachment B.
6. In response to Question 2(b)(iv) of the EEO Audit Letter, the internal business records appended at Attachment B also provide data concerning (a) the total number of interviewees for each vacancy and (b) the referral source for each interviewee for each full-time vacancy filled during the period covered by the above EEO Public File Reports.
7. In response to Question 2(b)(v) of the EEO Audit Letter, documentation concerning the Unit’s performance of four points worth of recruitment initiative activity during the period covered by the above EEO Public File Reports and as described in § 73.2080(c)(2) is appended at Attachment C with participating personnel noted therein. This SEU employs a total of 16 full-time employees and at least one of our stations is located in a market with a population of more than 250,000. Accordingly, the SEU is required to perform at least four points worth of recruitment initiative activity during each two-year period measured from the date the stations in the SEU are required to file license renewal applications.

8. In response to Question 2(b)(vi) of the EEO Audit Letter, the licensee affirms that it is not aware of any complaints alleging unlawful discrimination in the employment practices of the stations in this SEU based on race, color, religion, national origin or sex filed before a body with jurisdiction under federal, state, territorial or local law during the current license term.

9. In response to Question 2(b)(vii) of the EEO Audit Letter, the licensee affirms that Alpha has disseminated copies of the “EEO Basics Binder,” a comprehensive manual on FCC EEO compliance authored by Alpha’s communications counsel, Wiley Rein LLP. It includes advice on how SEUs are to engage in broad recruitment for job vacancies, undertake recruitment initiatives and provides sample forms for collecting and maintaining the necessary recruitment records. Alpha also provides online training webinars on FCC EEO compliance to its stations at periodic times throughout the year. Additionally, Alpha uses a software program to provide additional training on preventing discrimination and harassment as well as ways to increase diversity and inclusion. Alpha’s Human Resources department also issues compliance reminders and encourages additional outreach where necessary.

At the local level, this SEU strives to broaden our full time vacancy outreach as well as monthly audits of EEO files and recruitment initiatives to ensure compliance. This SEU’s compliance efforts include identifying our efforts to afford equal employment opportunities to employees and applicants through statements disseminated in job applications and posted in conspicuous areas within the workplace. This SEU’s employment practices are the ultimate responsibility of Robin Fuller, the SEU’s business manager, working in conjunction with in-house counsel at our corporate headquarters and, when applicable, outside employment and labor counsel.

10. In response to Question 2(b)(viii) of the EEO Audit Letter, the SEU understands that it must periodically analyze the effectiveness of its EEO recruitment program by reviewing the productivity of sources on its recruitment list and the outcome of its recruitment initiatives. This SEU communicates with recruitment sources on effectiveness and response of applicants, assists existing sources in recruitment strategies to broaden outreach and networks with organizations interested in local workforce/employment issues.

11. In response to Question 2(b)(ix) of the EEO Audit Letter, this SEU strives to comply with all federal, state and/or local laws regarding pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect.

Dated: December 6, 2023

[SIGNATURE PAGE FOLLOWS]

**SIGNATURE PAGE TO  
DECLARATION OF BILL MCELVEEN, REGIONAL PRESIDENT**

As of the date set forth above, I hereby declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge, information and belief.

*William J. McElveen*

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Bill McElveen

**ATTACHMENT A**

**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021-March 31, 2022<sup>1</sup>**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1, 2, 4-10, 12	12

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<sup>1</sup> This report was revised in November 2023 to address a reporting issue.

**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)  
EEO PUBLIC FILE REPORT  
April 1, 2021-March 31, 2022**

**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<b>University of Texas at Tyler</b> 3900 University Boulevard Tyler, Texas 75799 Torma Brooks 903-565-5581 <a href="mailto:tbrooks@uttyler.edu">tbrooks@uttyler.edu</a>	N	1
2	<b>Tyler Junior College Career Services</b> 1327 South Baxter Avenue Tyler, Texas 75701 903-510-2200 Kim Harden <a href="mailto:khar@tjc.edu">khar@tjc.edu</a>	N	1
3	<b>Texas College</b> 2404 North Grand Avenue Tyler, Texas 75702 903-593-8311 X 2201 <a href="mailto:lbowie@texascollege.edu">lbowie@texascollege.edu</a>	N	0
4	<b>Le Tourneau University Career Services</b> <a href="https://www.collegecentral.com/letu/">https://www.collegecentral.com/letu/</a>	N	0
5	<b>Texas Association of Broadcasters</b> <a href="http://www.tab.org">www.tab.org</a>	N	0
6	<b>Alpha Media Career Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	0
7	<b>Station Website Postings</b> ( <i>navigation link to Alpha Media Career website</i> )	N	1
8	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	0
9	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	N	0
10	<b>Alpha Media Job Fair</b> ( <i>see Section III</i> )	N	0
11	<b>Longview News Journal</b> Joshua K Hart <a href="mailto:jhart@news-journal.com">jhart@news-journal.com</a>	N	0
12	<b>Internal Posting</b>	N	2
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			5

**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021-March 31, 2022**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Host Job Fair	On August 11, 2021 our SEU hosted a job fair at the Hilton Garden Inn in Longview, Texas. Our SEU solicited local exhibitors, organized logistics, and promoted the event on-air and online. Our SEU also participated as a local employer. SEU participants included our Director of Sales as well as our Local Sales and Business Managers, who spoke with attendees about career opportunities in radio as well as job openings in sales and programming within the SEU.
<b>2</b>	Host Job Fair	On November 10, 2021 our SEU hosted a job fair. Our SEU solicited local exhibitors, organized logistics, and promoted the event on-air and online. Our SEU also participated as a local employer. SEU participants included our Director of Sales as well as our Local Sales and Business Managers, who spoke with attendees about career opportunities in radio as well as job openings in sales and programming within the SEU.
<b>3</b>	Management-level training addressing equal employment opportunity and preventing discriminations	In October 2021, our SEU’s Market, Business, Sales, and Program Managers participated in ThinkHR training programs provided by Alpha Media entitled, “Preventing Employment Discrimination,” “Harassment Prevention of US Managers,” and Preventing Bullying and Violence.”



**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2022-March 31, 2023**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1, 2, 4-10, 12	8
Program/Content Director	5, 6, 8-10, 12	12

**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(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 Reporting Period
1	<b>University of Texas at Tyler</b> 3900 University Boulevard Tyler, Texas 75799 Torma Brooks 903-565-5581 <a href="mailto:tbrooks@uttyler.edu">tbrooks@uttyler.edu</a>	N	0
2	<b>Tyler Junior College Career Services</b> 1327 South Baxter Avenue Tyler, Texas 75701 903-510-2200 Kim Harden <a href="mailto:khar@tjc.edu">khar@tjc.edu</a>	N	0
3	<b>Texas College</b> 2404 North Grand Avenue Tyler, Texas 75702 903-593-8311 X 2201 <a href="mailto:lbowie@texascollege.edu">lbowie@texascollege.edu</a>	N	0
4	<b>Le Tourneau University Career Services</b> <a href="https://www.collegecentral.com/letu/">https://www.collegecentral.com/letu/</a>	N	0
5	<b>Texas Association of Broadcasters</b> <a href="http://www.tab.org">www.tab.org</a>	N	0
6	<b>Alpha Media Career Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	0
7	<b>Station Website Postings</b> ( <i>navigation link to Alpha Media Career website</i> )	N	1
8	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	5
9	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	N	0
10	<b>Alpha Media Job Fair</b> ( <i>see Section III</i> )	N	0
11	<b>Longview News Journal</b> Joshua K Hart <a href="mailto:jhart@news-journal.com">jhart@news-journal.com</a>	N	0
12	<b>Internal Posting</b>	N	2
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			8

**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2021-March 31, 2022**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Attend Job Fair	On February 9, 2023 our SEU attended a job fair at the Express Employment Professionals in Longview, Texas. Our SEU solicited local exhibitors and promoted the event on-air and online. Our SEU also participated as a local employer. SEU participants included our General Sales Manager who spoke with attendees about career opportunities in radio as well as job openings in sales within the SEU.
<b>2</b>	Host Job Fair	On August 19, 2022 our SEU hosted a job fair. Our SEU solicited local exhibitors, organized logistics, and promoted the event on-air and online. Our SEU also participated as a local employer. SEU participants included our Director of Sales as well as our Local Sales Manager, who spoke with attendees about career opportunities in radio as well as job openings in sales and programming within the SEU.
<b>3</b>	Internship	Beginning June 23, 2022 our SEU hosted an internship for a local high school student. During this time, the intern, supervised by the Director of Sales, learned programming, board operation, and other related radio jobs.

**ATTACHMENT B**

**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**

**VACANCY DATA FORM**

<b>Full-Time Job Title:</b> Account Executive	<b>Date Filled:</b> 08/02/2021
<b>Recruitment Source (“RS”) Referring Hiree:</b> Internal Posting	<b>Total Number of Interviewees:</b> 5

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
1	<b>University of Texas at Tyler</b> 3900 University Boulevard Tyler, Texas 75799 Torma Brooks 903-565-5581 <a href="mailto:tbrooks@uttyler.edu">tbrooks@uttyler.edu</a>	N	1
2	<b>Tyler Junior College Career Services</b> 1327 South Baxter Avenue Tyler, Texas 75701 903-510-2200 Kim Harden <a href="mailto:khar@tjc.edu">khar@tjc.edu</a>	N	1
4	<b>Le Tourneau University Career Services</b> <a href="https://www.collegecentral.com/letu/">https://www.collegecentral.com/letu/</a>	N	0
5	<b>Texas Association of Broadcasters</b> <a href="http://www.tab.org">www.tab.org</a>	N	0
6	<b>Alpha Media Career Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	0
7	<b>Station Website Postings</b> ( <i>navigation link to Alpha Media Career website</i> )	N	1
8	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	0
9	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	N	0
10	<b>Alpha Media Job Fair</b> ( <i>see Section III</i> )	N	0
12	<b>Internal Posting</b>	N	2



Robin Fuller <robin.fuller@alphamediausa.com>

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## RE: Job Opening

1 message

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**Meadows, Kay** <KayMeadows@letu.edu>  
To: "Smetak, Robin" <robin.smetak@alphamediausa.com>

Thu, May 27, 2021 at 9:56 AM

Yes, I would be glad to post your job opening on LeTourneau's online board.

Thank you,

Kay Meadows  
Career Services Secretary  
LeTourneau University  
903-233-4467

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**From:** Smetak, Robin [mailto:[robin.smetak@alphamediausa.com](mailto:robin.smetak@alphamediausa.com)]  
**Sent:** Thursday, May 27, 2021 9:17 AM  
**To:** Meadows, Kay <[KayMeadows@letu.edu](mailto:KayMeadows@letu.edu)>  
**Subject:** Job Opening

Hi Kay:

I understand you are the contact for job posting. Please post this position on your job boards. If you are not the correct person to contact, could you please point me in the right direction?

Thank you!



**ALPHAMEDIA**  
LIVE, LOCAL, USA

**Alpha Media – East Texas** is seeking a full-time Account Executive who has a proven record of building and maintaining ongoing relationships with existing clients through the entire sales cycle. The ideal candidate must possess proven business development and sales experience, be a self-starter that is able to work with clients to meet marketing objectives, and sell the value of Alpha Media local radio and digital brands.

Alpha Media is a diverse multimedia company sharing your favorite music, sports and news across a variety of platforms. Whether it's on your phone, desktop, tablet, Alexa, Google Home or in your car, our stations will enhance your journey. We hire and retain top talent who are unique, innovative and vibrant. We believe in creating progressive products, world-class events, and building strong relationships in our communities.

Headquartered in Portland, Oregon, Alpha Media operates multiple radio stations across the United States covering all formats.

**Responsibilities of this position may include the following:**

- Sell radio and digital advertising.
- Successfully uncover and close new, non-radio advertisers utilizing plans comprised of local spot and/or digital/non-spot revenue areas.
- Understand digital marketing including mobile and programmatic digital advertising.
- Ensure that company initiatives and tools provided are used and maximized.
- Participate in weekly sales meetings and training sessions.
- Negotiate direct and agency business.
- Input client orders and copy using company provided software.
- Ensure attainment of monthly, quarterly and annual local + NTR + digital budget goals.

**Requirements of this position include the following:**

- A minimum two years' sales experience.
- A proven track record delivering strong and consistent sales growth while consistently exceeding revenue targets.
- Strong written and oral communication skills.
- Ability to thrive in a fast-paced, high-growth, rapidly changing culture and environment.
- The role requires an enthusiastic and hardworking person who exudes passion for Alpha Media's unique platform and value proposition.
- This position requires a fully insured personal vehicle and valid driver's license.

**Preference may be given to candidates who have the above experience plus the following:**

- Experience building strategic presentations and dynamically presenting them to clients.
- Experience and knowledge of Microsoft Office programs.
- Bachelor's Degree in a related field.



**ALPHAMEDIA**  
LIVE , LOCAL , USA

Alpha values **Integrity, a Can Do Attitude, Passion, Competitiveness, Creativity** and embraces that work can be **FUN**. If these qualities are important to you and you feel you check off the qualities we are looking for submit your cover letter and resume ASAP by visiting [www.alphamediausa.com/careers](http://www.alphamediausa.com/careers).

Alpha Media is an equal opportunity employer and participates in E-Verify.



**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**

**VACANCY DATA FORM**

<b>Full-Time Job Title:</b> Account Executive	<b>Date Filled:</b> 08/22/2022
<b>Recruitment Source (“RS”) Referring Hiree:</b> Indeed Website	<b>Total Number of Interviewees:</b> 5

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
1	<b>University of Texas at Tyler</b> 3900 University Boulevard Tyler, Texas 75799 Torma Brooks 903-565-5581 <a href="mailto:tbrooks@uttyler.edu">tbrooks@uttyler.edu</a>	N	0
2	<b>Tyler Junior College Career Services</b> 1327 South Baxter Avenue Tyler, Texas 75701 903-510-2200 Kim Harden <a href="mailto:khar@tjc.edu">khar@tjc.edu</a>	N	0
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5	<b>Texas Association of Broadcasters</b> <a href="http://www.tab.org">www.tab.org</a>	N	0
6	<b>Alpha Media Career Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	0
7	<b>Station Website Postings</b> ( <i>navigation link to Alpha Media Career website</i> )	N	1
8	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	3
9	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	N	0
10	<b>Alpha Media Job Fair</b> ( <i>see Section III</i> )	N	0
12	<b>Internal Posting</b>	N	1



Robin Fuller <robin.fuller@alphamediausa.com>

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## Job opening

1 message

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**Robin Smetak** <robin.smetak@alphamediausa.com>  
To: "tbrooks@uttyler.com" <tbrooks@uttyler.com>

Thu, May 19, 2022 at 10:39 AM

Hi Tonna:

Please post the attached position opening on your job board.

Thank you,

Robin Smetak  
Regional Business Manager | Alpha Media East Texas and Jackson  
Office (903) 581-9966 | Direct (903) 590-1908



**ALPHAMEDIA**  
LIVE, LOCAL, USA

**Alpha Media – East Texas** is seeking a full-time Account Executive who has a proven record of building and maintaining ongoing relationships with existing clients through the entire sales cycle. The ideal candidate must possess proven business development and sales experience, be a self-starter that is able to work with clients to meet marketing objectives, and sell the value of Alpha Media local radio and digital brands.

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- Understand digital marketing including mobile and programmatic digital advertising.
- Ensure that company initiatives and tools provided are used and maximized.
- Participate in weekly sales meetings and training sessions.
- Negotiate direct and agency business.
- Input client orders and copy using company provided software.
- Ensure attainment of monthly, quarterly and annual local + NTR + digital budget goals.

**Requirements of this position include the following:**

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- A proven track record delivering strong and consistent sales growth while consistently exceeding revenue targets.
- Strong written and oral communication skills.
- Ability to thrive in a fast-paced, high-growth, rapidly changing culture and environment.
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- This position requires a fully insured personal vehicle and valid driver's license.

**Preference may be given to candidates who have the above experience plus the following:**

- Experience building strategic presentations and dynamically presenting them to clients.
- Experience and knowledge of Microsoft Office programs.
- Bachelor's Degree in a related field.



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Alpha values **Integrity, a Can Do Attitude, Passion, Competitiveness, Creativity** and embraces that work can be **FUN**. If these qualities are important to you and you feel you check off the qualities we are looking for submit your cover letter and resume ASAP by visiting [www.alphamediausa.com/careers](http://www.alphamediausa.com/careers).

Alpha Media is an equal opportunity employer and participates in E-Verify.

**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**

**VACANCY DATA FORM**

<b>Full-Time Job Title:</b> Program/Content Director	<b>Date Filled:</b> 08/01/2022
<b>Recruitment Source (“RS”) Referring Hiree:</b> Internal Posting	<b>Total Number of Interviewees:</b> 3

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
5	<b>Texas Association of Broadcasters</b> <a href="http://www.tab.org">www.tab.org</a>	N	0
6	<b>Alpha Media Career Website</b> <a href="http://www.alphamediausa.com/careers">www.alphamediausa.com/careers</a>	N	0
8	<b>Indeed Website</b> <a href="http://www.indeed.com">www.indeed.com</a>	N	2
9	<b>On-Air Announcements</b> ( <i>one or more SEU stations</i> )	N	0
10	<b>Alpha Media Job Fair</b> ( <i>see Section III</i> )	N	0
12	<b>Internal Posting</b>	N	1


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You are here: [Home](#) > [Job Bank & Internships](#) > [Find Job](#) > Account Executive

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## Program Director

Alpha Media, LLC

**Location:** Longview, TX

**Contact Name:** Robin Smetak

**Web:** [www.alphamediausa.com/careers](http://www.alphamediausa.com/careers)

### Job Description

The Program Director/Content Director (PD/CD) is a leader role responsible for managing the strategy and execution of the station brand and increasing audience engagement. The PD/CD is ultimately responsible for the quality of the product of the station and by extension, for protecting the station licenses.

The PD/CD supports the Market Manager, the Director of Sales and Sales Managers in driving revenue growth while developing & maintaining a market's stations brand and identity. The PD/CD, is a member of the market's management team, and role models the values and operating principles of programming staff and broader market employees.

#### Required Skills

Identify, develop, coach and manage the On-Air Talent in the market.

Analyze ratings and market research to grow the audience base – identify market risks / opportunities and ways to improve ratings.

Monitor and analyze competition and develop strategies to outperform competitors.

Work with Promotion Directors, and Digital Managers to drive audience engagement and build the station brands across broadcast, digital, and live entertainment.

Work with On-Air Talent to ensure they invest in original content for the digital platforms.

Assist in designing & executing live events in the market.

Support the Market Manager by leading the day-to-day management of station programming in the market including (but not limited to); managing productivity, cost, technology, and production capabilities; and, protecting the station from FCC infringements of On-Air conduct.



Actively support the Market Manager and Director of Sales in driving sales calls to provide brand / product support).

Collaborate with Sales, Marketing and Promotions to create brand-appropriate content to drive digital audience, fan engagement and revenue.

Creatively use digital properties to grow terrestrial ratings

Schedule station music to ensure music remains consistent with station's brand

Direct and monitor station programming and activities in accordance with FCC rules and regulations, company policy and applicable federal, state and local laws

The PD/CD must possess:

Experience in programming and digital brand management.

Understanding of the markets, listeners and competitors to drive optimum ratings growth.

Strong organizational skills and an ability to multitask while balancing multiple priorities.

Strong analytical, decision making, and problem solving skills.  
Knowledge of FCC rules and regulations.

Proven ability to lead and execute in a fast-paced, active environment.

The PD/CD must reside in the Longview, Texas area. Better defined as living within 15 miles of the Radio Station, located at 4408 US-259, Longview, TX 75605.

Alpha Media is an equal opportunity employer and participates in E-Verify.





**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**

**RECRUITMENT INITIATIVES FORM**

**April 1, 2021-March 31, 2022**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Date</b>	<b>Brief Description of Activity &amp; Scope of Broadcaster's Participation</b> <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Host Job Fair	08/11/2021	On August 11, 2021 our SEU hosted a job fair at the Hilton Garden Inn in Longview, Texas. Our SEU solicited local exhibitors, organized logistics, and promoted the event on-air and online. Our SEU also participated as a local employer. SEU participants included our Director of Sales as well as our Local Sales and Business Managers, who spoke with attendees about career opportunities in radio as well as job openings in sales and programming within the SEU.
2.	Host Job Fair	11/10/2021	On November 10, 2021, our SEU hosted a job fair. Our SEU solicited local exhibitors, organized logistics, and promoted the event on-air and online. Our SEU also participated as a local employer. SEU participants included our Director of Sales as well as our Local Sales and Business Managers, who spoke with attendees about career opportunities in radio as well as job openings in sales and programming within the SEU.
3.	Management-level training addressing equal employment opportunity and preventing discriminations	10/2021	In October 2021, our SEU's Market, Business, Sales, and Program Managers participated in ThinkHR training programs provided by Alpha Media entitled, "Preventing Employment Discrimination," "Harassment Prevention of US Managers," and Preventing Bullying and Violence."



# ALPHA MEDIA

## 2021 Job & Career Fair

Alpha  
Media  
East Texas  
would like to  
invite you to have  
a chance to participate  
in our Job/Career fair on  
Wednesday, Nov. 10th, 2021  
9am-12pm at the Hampton Inn &  
Suites Tyler - South

### Benefits for Exhibitors:

- Alpha Media's Job/Career Fair will be held in a comfortable environment for both you the exhibitor and the potential seeker.
- There will be Intensive and aggressive advertising through our 5 radio stations for the Job/Career Fair and on our websites and social media.
- We will offer a 10x10 booth with electricity and wifi available (@ no extra cost)

### Radio/Web Schedule:

- Teasers start November 8th - 10th
- 50 - 60 second shared Radio promos to air Monday thru Wednesday per station
- 50 - Live Mentions from DJ's Per Station
- Outdoor Billboard, Station Websites, Facebook | IG | Twitter for all stations
- Live Remote Broadcast during the event from all radio stations

**Package Cost \$500**

\_\_\_\_\_  
Signature \_\_\_\_\_ Business Name  
\_\_\_\_\_  
Account Executive



**Mineral**

# **CERTIFICATE OF ACHIEVEMENT**

This is to certify that

Robin Smetak

has completed the course:

Preventing Employment Discrimination (Manager)

October 13, 2021



**Mineral**

# **CERTIFICATE OF ACHIEVEMENT**

This is to certify that

Robin Smetak

has completed the course:

Workplace Harassment (US - Manager - 60-Minute)  
[English/Spanish Language Selection]

November 3, 2021

**KYKX(FM), KOOI(FM), KKUS(FM), KOYE(FM), KTLH(FM)**

**RECRUITMENT INITIATIVES FORM**

**April 1, 2022-March 31, 2023**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Date</b>	<b>Brief Description of Activity &amp; Scope of Broadcaster's Participation</b> <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Attend Job Fair	2/09/2023	On February 9, 2023 our SEU attended a job fair at the Express Employment Professionals in Longview, Texas. Our SEU solicited local exhibitors and promoted the event on-air and online. Our SEU also participated as a local employer. SEU participants included our General Sales Manager who spoke with attendees about career opportunities in radio as well as job openings in sales within the SEU.
2.	Host Job Fair	8/19/2022	On August 19, 2022 our SEU hosted a job fair. Our SEU solicited local exhibitors, organized logistics, and promoted the event on-air and online. Our SEU also participated as a local employer. SEU participants included our Director of Sales as well as our Local Sales Manager, who spoke with attendees about career opportunities in radio as well as job openings in sales and programming within the SEU.
3.	Internship	6/23/2022	Beginning June 23, 2022 our SEU hosted an internship for a local high school student. During this time, the intern, supervised by the Director of Sales, is learning programming, board operation, and other related radio jobs.



**Internship Agreement & Application**

Date

This agreement is entered into by and between Alpha Media LLC ("Company") KUTV ("station") and [REDACTED] ("intern or student") HVLC Junior College ("school, university, or college"). For the term of 8/16/22 to 4<sup>th</sup> May 2024

Whereas, Station is willing as a community service to accept the placement of students as unpaid interns from various colleges and universities in order to assist them in obtaining practical experience in the broadcasting industry;

Whereas, the school desires to have its students receive practical training and experience with the station in the public broadcasting industry for which the school will give credit hours to its students; and

Whereas, the student desires to receive school credit and practical training and experience in the public broadcasting industry.

**IT IS THEREFORE AGREED AS FOLLOWS:**

1. Under the terms of this agreement the station agrees to provide practical experience and training in the field of broadcasting for the student as an unpaid intern for the term indicated above. No representations or promises of employment are made in this agreement. Furthermore, no representations or promises of further practical training beyond the term have been made by the company or station to the student. It is understood and agreed that the student is not an employee, agent, or independent contractor for the company or the station.
2. The student shall (a) abide by all safety rules of the company and station (b) abide by all codes of conduct as outlined in the company handbook (c) put forth their best efforts into receiving the training and cooperate with and follow the instructions of the stations management (d) keep all company information confidential, including but not limited to data received, trade secrets or any other confidential business information received by the student.
3. Station does not promise the student any particular area of training and the type of training provided shall be at the stations sole discretion.
4. The student is aware and understands that the school will coordinate the placement of interns with the company. The student agrees to waive any and all claims, including claims of negligence, that he/she may have which may arise against the station or company, its officers, agents or employees in connection with the internship program and his/her participation.
5. All parties acknowledge and agree that the internship program is voluntarily conducted by the company, and the position of the student is that of an intern. It is agreed that (a) the student is responsible for all of his/her personal expenses (b) the student is not entitled to receive any salary,



- wage, or pay of any type (c) the student is not eligible for any company benefits that may otherwise be available to current employees of the company (d) company does not guarantee the product, outcome, benefit, or training experience of the student's internship.
6. The company, station, school, or student may terminate this agreement at anytime with written notice to all parties involved within 1 (one) business day.
  7. Student is required to provide (a) letter of interest (b) resume or application (c) letter from advisor or professor with specifics regarding the internship program (d) school contact information, prior to the first day of the term. Required information needs to be submitted to the HR Dept, Alpha Media, [ENTER LOCAL MARKET ADDRESS].

Student affirms that he/she is at least 18 years of age and that all statements herein are true. Student authorizes Alpha Media to check his/her references and academic information as required for the application process. The student certifies that he/she is able to receive academic credit for this internship and understands that if placed in an internship, he/she must be receiving academic credit for the duration of the term. The student also understands that Alpha Media internships are unpaid and that Alpha Media makes no guarantee of future employment or payment of any kind.

Signed: \_\_\_\_\_ 8/16/22  
(Student / Intern Signature) Date

Printed: \_\_\_\_\_  
(please print name)

Signed: Robin Smetak 8/16/22  
(HR Manager Signature) Date

Printed: Robin Smetak  
(please print name)

Signed: [Signature] 8/16/22  
(Station Manager Signature) Date

Printed: Joseph Harlen Lobley  
(please print name)

Signed: \_\_\_\_\_  
(School Professor or Counselor) Date

Printed: \_\_\_\_\_  
(please print name)