

**KMPX(TV), KNOR(FM), KBOC(FM),  
KZZA(FM), KZMP-FM, KZMP(AM)  
EEO PUBLIC FILE REPORT  
April 1, 2016 - March 31, 2017<sup>1</sup>**

**I. VACANCY LIST**

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Master Control Operator	6-8, 10-12, 15-17, 22, 25	25
Account Executive	6-8, 10-12, 15-18, 22	18
National Account Executive	2, 7-8, 10-12, 15-17, 21, 23	2
TV Traffic Assistant	2, 7-8, 10-12, 15-17, 22	11
Account Executive	2, 6-8, 10-12, 15-17, 22	2
Account Receivable	2, 6-8, 10-12, 15-17, 22	8
TV Traffic Assistant	8, 10-12, 15-18, 22-23	8
Receptionist	6-8, 10-12, 15-17, 22-25	25
Account Executive	6-8, 10-12, 15-17, 22	8
Account Receivable	7-8, 12, 15-17, 22-24	8
Disk Jockey	1-2, 8, 10-12, 15, 17, 22-24	2
Account Executive	2, 8, 10-12, 15, 22-24	2
General Sales Manager	2, 8, 10-11, 15, 17, 22-23	2
Account Executive	1-2, 8, 10-12, 15, 17, 22-24	2
National Account Executive	2-3, 8, 10-12, 15, 17, 22-24	3
TV Traffic Assistant	2, 7-8, 10, 12, 15, 17, 22-24	2
National Sales Manager	2-3, 8, 10, 12, 15, 17, 22-23	3
TV Sales Assistant	2, 8, 10-12, 15, 17, 22-24	8
Account Executive	2-3, 8, 10-12, 15, 17, 22-24	2
Radio Production Assistant	6-8, 10-12, 15, 17, 22-25	25
Promotion Director	6-8, 10, 12, 15, 17, 22, 24	8
National Sales Assistant	2, 6-8, 10-12, 15, 17, 22-23	2

<sup>1</sup> This Report includes recruitment activity from March 22, 2016 through March 21, 2017 pursuant to the FCC’s grace period policy and was revised in May 2017 to address reporting issues.

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**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>Walk-In/Self-Referral</b>	No	2
2	<b>Employee Referral</b>	No	21
3	<b>Non-Employee Referrals</b>	No	7
4	<b>Former Employee (Re-Hire)</b>	No	0
5	<b>On-Air Radio Announcements</b> ( <i>one or more SEU stations</i> )	No	0
6	<b>Internal Posting</b> ( <i>reception area job bulletin board</i> )	No	2
7	<b>Company Website</b> <a href="http://www.lbimedia.com">www.lbimedia.com</a>	No	5
8	<b>Indeed</b> <a href="http://www.indeed.com">www.indeed.com</a>	No	65
9	<b>Craigslist</b> <a href="http://www.dallas.craigslist.org">www.dallas.craigslist.org</a>	No	0
10	<b>Entertainment Careers</b> <a href="http://www.entertainmentcareers.net">www.entertainmentcareers.net</a>	No	0
11	<b>Workforce Solutions for Dallas County Greater Dallas Workforce Center</b> ( <i>website/job bank/career center</i> ) <a href="http://www.workintexas.com">www.workintexas.com</a> 2707 N. Stemmons Frwy., Ste. 130 Dallas, TX 75207 Attn: Carmela Nava / (214) 302-5504	No	1
12	<b>North Lake College Career Services</b> 5001 N. MacArthur Blvd. Room L135 Irving, TX 75038 Attn: Crystal Larthridge / (972) 273-3145	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
13	<b>Southern Methodist University – Career Dev. Center</b> <a href="http://www.smu.edu/career/">www.smu.edu/career/</a> 200 Hughes-Trigg Student Center 3140 Dyer Street Dallas, TX 75205 Attn: Latrice White / 214-768-2266	No	0
14	<b>Dallas County Community College District</b> Free internet job search engine and job board for students enrolled in the DCCC District. <a href="http://www.dcccd.edu/Pages/Jobs.aspx">www.dcccd.edu/Pages/Jobs.aspx</a>	No	0
15	<b>Catholic Charities Fort Worth</b> Catholic Charities Fort Worth O: 817.289.2829 / F: 817.535.8779 <a href="mailto:rduran@ccdofw.org">rduran@ccdofw.org</a> Attn: Raul Duran / Career Navigator	No	0
16	<b>Tarrant County College</b> <a href="http://www.tccd.edu">www.tccd.edu</a> <i>(multiple campuses in greater Dallas metro area, including northeast, northwest, and south campuses)</i> Attn: Career Center/Recruitment: <a href="mailto:kvinson@tccd.edu">kvinson@tccd.edu</a>	No	0
17	<b>American Broadcasting School</b> 712 N. Watson Road, Ste. 200 Arlington, TX 76011 (817) 695-2474 or (817) 695-2838 (FAX) <a href="mailto:michelle@radioschool.com">michelle@radioschool.com</a> Attn: Michelle McConnell / Job Placement Director	No	0
18	<b>LinkedIn Corporation</b> 2029 Stierlin Court Mountain View, CA 94043 (832)524-8001 <a href="http://www.linkedin.com">www.linkedin.com</a>	No	5
19	<b>University of North Texas (UNT) – Eagle Network Career Center</b> 1155 Union Circle, #310859 Denton, TX 76203-5107 Chestnut Hall #103 <a href="http://careercenter.unt.edu/">http://careercenter.unt.edu/</a>	No	0
20	<b>Job Spider.Com (website)</b> 300 Stanton Cir. Carmichael, CA 95608 Office (916)488-7065 <a href="http://www.jobspider.com">www.jobspider.com</a>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
21	<b>St. Luke Catholic Church</b> 202 South MacArthur Blvd. Irving, TX 75060 Office (972)259-3222 <a href="mailto:Terri.hernandez@stlukeirving.org">Terri.hernandez@stlukeirving.org</a> Attn: Terri Hernandez / Career Navigator	No	0
22	<b>Goodwill Industries of Dallas, Inc.</b> 3020 N. Westmoreland Rd. Dallas, Texas 75212 <a href="http://www.goodwilldallas.org">www.goodwilldallas.org</a> Employment Recruiter (Esther Clingerman): <a href="mailto:eclingerman@goodwilldallas.org">eclingerman@goodwilldallas.org</a> Attn: Kimberly Coleman <a href="mailto:kcoleman@goodwilldallas.org">kcoleman@goodwilldallas.org</a>	No	0
23	<b>Holy Cross Catholic Charity Church</b> 7000 Morning Star Dr. The Colony, TX 75056 (972)625-5252 <a href="mailto:jeannegilton@holycrosscc.org">jeannegilton@holycrosscc.org</a> Attn: Jeanne Gilton	No	0
24	<b>Space and Time Media Services</b> 2701 W. 15th St. #608 Plano, Texas 75075 Office: 972-325-1728   Fax: 972-635-3630 Attn : Jennifer Burk	No	0
25	<b>Internal Transfer/Promotion</b>	No	3
<b>TOTAL INTERVIEWEES OVER 12 – MONTH PERIOD:</b>			111

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1	Participate in job/career fair	<p><b>Activity:</b> University of North Texas – Spring 2016 Journalism/ Media/Communication/Design Internship &amp; Career Fair</p> <p><b>Date:</b> March 24, 2016</p> <p><b>Participating personnel:</b> Business Manager/Office Manager, Account Executive/Sales Manager of SEU</p> <p><b>Description:</b> The SEU participated in the University of North Texas ("UNT") Spring 2016 Journalism/Media/Communication/ Design Internship &amp; Career Fair held on the UNT campus in Denton, Texas. This event is hosted by the UNT /Division of Student Affairs Career Center. The event featured employers from different Journalism, Communication and Media related industries to meet and interact with a diverse group of students possessing a skills and educational backgrounds with potential interest in the broadcast industry. Members of the SEU met with students to answer questions related to the SEU's television and radio stations, and the broadcast industry in general. The SEU staff members also encouraged those students with an interest in broadcasting to contact the SEU's Business Manager/Office Manager with job/career inquiries. Written materials were provided with information about LBI Media/Liberman Broadcasting (the SEU's parent companies), and the many different kinds of career opportunities available with the SEU and the broadcast industry in general (including both radio broadcasting and television broadcasting). Approximately 100-200 students attended this particular event.</p>

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
2	Host community event/outreach program which assists in the dissemination of information about broadcast employment opportunities	<p><b>Activity:</b> "<i>La Batalla 2016</i>" - Cinco de Mayo Festival: Lone Star Park (1000 Lone Star Parkway, Grand Prairie, TX 75050)</p> <p><b>Date:</b> May 10, 2016</p> <p><b>Participating personnel:</b> Numerous staff from the SEU including Account Executives, Sales Managers, Business Manager/Office Manager, Promotions Staff and Programming personnel from the SEU</p> <p><b>Description:</b> The SEU hosted its annual Cinco de Mayo Festival (aka "<i>La Batalla</i>") at Lone Star Park in Grand Prairie, Texas. The event, which attracts 70,000+ people, featured booths for community organizations, food/concessions, and retailers as well as live entertainment, and provided a perfect opportunity to engage in community outreach and recruiting activities directed towards members of the community. Staff of the SEU met with attendees of the festival to promote the SEU's radio stations &amp; its television station (and the <i>Estrella TV</i> television network), as well as answer questions related to careers in the radio and TV broadcasting industry. On air announcements about the event, including the SEU's career information booth, were made in advance of the event. Multiple SEU staff members encouraged those attendees with an interest in broadcasting to contact the SEU's HR department to find out more detailed information about specific open or upcoming positions, and to pursue potential career opportunities in broadcasting, or to just ask further questions. Written materials were provided with information about LBI Media/Liberman Broadcasting (the SEU's parent companies), and the many different kinds of career opportunities available with the SEU and the broadcast industry in general (including both radio broadcasting and television broadcasting). More than 70,000 attendees were present at this year's festival.</p>

	<p style="text-align: center;"><b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b></p>	<p style="text-align: center;"><b>BRIEF DESCRIPTION OF ACTIVITY</b></p>
<p>3</p>	<p>Host community event/outreach program which assists in the dissemination of information about broadcast employment opportunities</p>	<p><b>Activity:</b> Network Television Talent Competition Program Auditions/Casting Call for "<i>Tengo Talento, Mucho Talento</i>" on the <i>Estrella TV</i> network.</p> <p><b>Date:</b> June 28, 2016</p> <p><b>Participating personnel:</b> Multiple LBI staff (including Programming staff and the Promotions staff, and the SEU's business managers and sales managers, plus celebrity judges from the SEU's parent company, the owner of <i>Estrella TV</i>).</p> <p><b>Description:</b> The SEU hosted general auditions for the <i>Estrella TV</i> network-television talent competition series entitled <u><i>Tengo Talento, Mucho Talento</i></u> ("TTMT") at the Luxury of the Lakes (10015 Technology Blvd W #151,) in Dallas, TX. The event was for <i>Estrella TV's</i> 13th season of the nationally-distributed TTMT program. Multiple members of the SEU's production, business/finance, and sales departments met with attendees of the event to promote the SEU's radio stations and local television station in Dallas, including career opportunities in broadcasting. They also answered questions related to the event and the <i>Estrella TV</i> network, and encouraged those with an interest in broadcasting to contact the SEU's Human Resources Departments with career opportunity inquiries (both general inquires and for specific open positions). Written materials were provided with information about LBI Media/Liberman Broadcasting (the SEU's parent companies), and the many different kinds of career opportunities available with the SEU, but also available in the broadcast industry in general (including both radio broadcasting and television broadcasting). There were several hundred attendees at this event.</p>
<p>4</p>	<p>Host community event/outreach program which assists in the dissemination of information about broadcast employment opportunities</p>	<p><b>Activity:</b> "Fiestas Patrias" Festival – Lone Star Park (1000 Lone Star Parkway, Grand Prairie, TX 75050)</p> <p><b>Date:</b> September 25, 2016</p> <p><b>Participating personnel:</b> Numerous staff from the SEU including Account Executives, Sales Managers, Business Manager/Office Manager, Promotions Staff and Programming personnel from the SEU.</p> <p><b>Description:</b> The SEU hosted its annual "Fiestas Patrias" Festival at Lone Star Park in Grand Prairie, Texas. The event (which attracts approximately 50,000 people annually) featured booths for community organizations, food/concessions, and retailers as well as live entertainment. The festival provided a unique opportunity to engage in community outreach and recruiting activities towards members of the local Hispanic community. Staff of the SEU (from multiple departments and from different disciplines) met with attendees of the festival to promote the SEU's radio stations &amp; its television station (and the <i>Estrella TV</i> television network), and to answer questions related to careers in the radio and TV broadcasting industry. Staff members encouraged those attendees with an interest in broadcasting to contact the SEU's HR Department to ask follow up questions, and to pursue potential career opportunities and specific open employment positions. Written materials were provided with information about LBI Media/Liberman Broadcasting (the SEU's parent companies), and the many different kinds of career opportunities available with the SEU and the broadcast industry in general (including both radio broadcasting and television broadcasting). More than 50,000 attendees were present at this year's festival.</p>

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
5	Management-level training regarding equal employment opportunity and preventing discrimination	On November 16, 2016, our HR Coordinator as well as corporate HR representatives took part in a training webinar presented by LBI Media's FCC counsel, Wiley Rein LLP, regarding compliance with the FCC's EEO rules entitled, "The FCC's Equal Employment Opportunity Rules: The Nuts & Bolts for LBI Media, Inc. Human Resources."
6	Host community event/program which assists in the dissemination of information about broadcast employment opportunities	<p><b>Activity:</b> Network Television Talent Competition Program Auditions/Casting Call for "<i>Tengo Talento, Mucho Talento</i>" on the Estrella TV network.</p> <p><b>Date:</b> January 22, 2017</p> <p><b>Participating personnel:</b> Multiple LBI staff (including Programming staff and the Promotions staff, and the SEU's business managers and sales managers, plus celebrity judges from the SEU's parent company (and owner of Estrella TV).</p> <p><b>Description:</b> With the start of the new television season in 2017, the SEU hosted another set of general auditions for the <i>Estrella TV</i> network-television talent competition series entitled <i>Tengo Talento, Mucho Talento</i> ("TTMT") at the Plaza de las Americas (300 E Ledbetter Drive) in Dallas, TX. The event was for Estrella TV's 14th season of the nationally-distributed TTMT program. Multiple members of the SEU's production, business/finance, and sales departments met with attendees of the event to promote the SEU's radio stations and local television station in Dallas, including career opportunities in broadcasting. They also answered questions related to the event and the <i>Estrella TV</i> network, and encouraged those with an interest in broadcasting to contact the SEU's Human Resources Departments with career opportunity inquiries (both general inquires and for specific open positions). Written materials were provided with information about LBI Media/Liberman Broadcasting (the SEU's parent companies), and the many different kinds of career opportunities available with the SEU, but also available in the broadcast industry in general (including both radio broadcasting and television broadcasting). There were several hundred attendees at this event.</p>



	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
7	Participate in job/career fair	<p><b>Activity:</b> University of North Texas – Spring 2017 Journalism/Media/Communication/Design Internship &amp; Career Fair</p> <p><b>Date:</b> March 01, 2017</p> <p><b>Participating personnel:</b> Business Manager/Office Manager, Account Executive/Sales Manager of SEU</p> <p><b>Description:</b> The SEU participated in the University of North Texas ("UNT") Spring 2014 Journalism/Media/Communication/Design Internship &amp; Career Fair held on the UNT campus in Denton, Texas. This event is hosted by the UNT /Division of Student Affairs Career Center. The event featured employers from different Journalism, Communication and Media related industries to meet and interact with a diverse group of students possessing a skills and educational backgrounds with potential interest in the broadcast industry. Members of the SEU (including the overall Business Manager for the SEU, plus the Human Resources Coordinator, as well as Sales Managers &amp; Sales representatives) met with students to answer questions related to the SEU's television and radio stations, and the broadcast industry in general. The SEU staff members also encouraged those students with an interest in broadcasting to contact the SEU's Business Manager/Office Manager with job/career inquiries. Written materials were provided with information about LBI Media/Liberman Broadcasting (the SEU's parent companies), and the many different kinds of career opportunities available with the SEU and the broadcast industry in general (including both radio broadcasting and television broadcasting). Approximately 100-200 students attended this particular event.</p>
8	Training/mentoring program designed to enable station personnel to acquire skills qualifying them for higher level positions	<p><b>Activity:</b> Training/mentoring</p> <p><b>Date:</b> Throughout reporting period</p> <p><b>Participating personnel:</b> Junior Account Executive &amp; National Sales Manager</p> <p><b>Description:</b> During this reporting period, our SEU's National Sales Manager worked with a junior account executive at the stations to mentor her in customer service, operational workflow, the various radio products and bundling of same as well as client development. The program was focused on maximizing the junior executive's career development potential. She was ultimately promoted to Radio Account Executive during this reporting period, reporting to our General Sales Manager.</p>