

KBUC & KURV
EEO PUBLIC FILE REPORT
April 1, 2021 - March 23, 2022

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
Brand Activation Ambassador	3-7, 9-10	5
Street Team leader	1-2, 4, 9	1
Marketing Consultant	2-3, 5, 7, 9	5
Graphics Designer	2-3, 8-9	2

NARRATIVE STATEMENT

Leading Media Group Corp.'s Employment Units seek to maintain the diversity of their staff. The Employment Units are small, and job openings have been few and infrequent in recent years. As a result, its pool of potential employees is limited and the Employment Units work, within that limited pool of potential employees, to recruit and maintain a diversified workforce.

The Employment Units post positions internally at its Stations, advertise on-air for job opportunities, and work with educational institutions to interest young graduates to work in radio broadcasting.

The principal effort for promoting the Employment Units has been to participate actively in programs in local educational and community institutions, where it can inform the community as to broadcasting and careers in broadcasting. The Employment Units believe that, in doing so, they can establish their reputation among the community, and especially its younger members, and secure a pool of potential employment candidates should positions open on its staff in the future as well as being recognized as a respected employer in the communities it has long served.

The Employment Units also recognize the importance of career advancement on the part of their existing staff. To that end, the Employment Units work diligently to train and promote staff and seek to educate employees in current best practices of the radio broadcasting industry. The Employment Units await future openings on its staff when it can put into place its outreach efforts.

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Employee Referral	N	1
2	Indeed 7501 North Capital of Texas Highway Building B Austin, Texas 78731 Phone : 800 462 5842 Url : www.indeed.com Job Online Manual Posting	N	9
3	Radio United Career Site 1201 N Jackson Suite 900 McAllen, Texas 78501 Phone : 956 992 8895 Url : www.rcommunications.com Irene Noriega Manual Posting	N	0
4	Radio United Job Board 1201 N Jackson Rd., Suite 900 McAllen, Texas 78501 Phone : (956) 992-8895 Angela Pina Manual Posting	N	0
5	Radio United LLC On Air Announcements 1201 N Jackson Suite 900 McAllen, Texas 78501 Angela Pina Manual Posting	N	5
6	Radio United Social Media 1200 N Jackson Rd., Suite 900 McAllen , Texas 78501 Phone : 956 992-8895 Joey Del Toro Manual Posting	N	2
7	South Texas College 3201 W Pecan McAllen, Texas 78501 Phone : 956-872-6400 Url : http://www.southtexascollege.edu Career Services Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Texas Association of Broadcasters 502 E 11th St. Suite 200 Austin, Texas 78501 Phone : 512-322-0522 Url : http://www.tab.org Craig Bean Manual Posting	N	0
9	UTRGV 1201 W University Dr Edinburg, Texas 78539 Phone : 956-665-2244 Url : https://www.myinterfase.com/utrgv/employer/home.as Celia Castaneda Manual Posting	N	0
10	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			17

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	8/7/2021	Participation in events sponsored by organizations representing the community	During reporting period our SEU held the back to school bash at the Simon Plaza Mall, where parents received schools supplies for students from sponsors and SEU; furthermore information and applications forms of job openings within our company were available to the general public.	1	Business Manager
2	10/1/2021	Participation in events or programs sponsored by educational institutions	Our SEU Team participated in a Virtual Career & Internship Expo hosted by UTRGV. The event allowed the students to learn about the different broadcast industry and the career opportunities with our company. Our SEU interacted thru chat and video answered question and provided information about the broadcasting industry in general.	4	Director of sales Promotions director Program Director Business Manager
3	10/20/2021	Participation in events or programs sponsored by educational institutions	Our SEU Participated in the STC 2021 Career Expo hosted in Oct 20 2021. In this event our group interacted with students and alumni and discussed the careers available in the broadcasting industry and any vacancies at our stations specifically.	2	Director of sales Business Manager
4	2/10/2022	Provision of training to management	Our employment unit upper management level team participated in a Harassment and Discrimination training hosted by Engage PEO and presented by Alex Nadal. The purpose of training was identify discriminatory conduct and harassment prevention. Create a positive attitude while cultivating a productive and professional workplace.	12	Director of Sales Market Manager Local Sales Manager Program Director
5	2/18/2022	Participation in events or programs sponsored by educational institutions	Our SEU was invited to McAllen Sam Houston Elementary Minitropolis Program, an event designed to introduce students to careers in the different type of business. Students created a mock radio station with all the different departments had the opportunity to interact and ask question to our KBUC On Air Talent and Brand Activation Ambassador.	2	On Air Talent Brand Activation Ambassador

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	3/4/2022	Participation in events or programs sponsored by educational institutions	During this period our SEU was part of the UTRGV Spring Career & Internship Expo hosted in the Edinburg Campus on March 4, 2022. At this time, we had the opportunity to interact with students and alumni, answered questions related to our company and the different career opportunities offered in the broadcasting industry.	2	Director of sales Business Manager