

KBUC & KURV

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
IT Engineer	2, 4-8	2
Front Office General Admin	1-2, 4-6, 8	1
Marketing Consultant	3-6, 8	5
Graphic Designer	2, 4, 6, 8	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	Former 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	13
3	LinkedIn 2029 Stierlin Court Mountain View, California 94043 Phone : 650 687 3600 Url : www.linkedin.com Job Online Manual Posting	N	2
4	Radio United Career Site 1300 N 10th St Suite 220I McAllen, Texas 78501 Phone : 956 992 8895 Url : www.radiounited.com Irene Noriega Manual Posting	N	0
5	Radio United LLC On Air Announcements 1300 N 10th St. Suite 220I McAllen, Texas 78501 Angela Pina Manual Posting	N	2
6	South Texas College 3201 W Pecan McAllen, Texas 78501 Phone : 956-872-6400 Url : http://www.southtexascollege.edu Career Services Manual Posting	N	0
7	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

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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
8	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	3
TOTAL INTERVIEWS OVER REPORTING PERIOD:			21

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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	4/3/2022	Establishment of training programs for station personnel	During this reporting period, our SEU offered training to help full-time Brand Activation Ambassadors to gain skills outside of their job description to advance in their career. The Digital media Director and Promotions Manager provided guidance and instructions in the Social Media platform. The skills learned included training in social media procedures content, and development. The employees received weekly trainings from April 2022- June 2022	4	Digital Media Director Promotions manager Brand Activation Ambassador Brand Activation Ambassador
2	4/27/2022	Participation in events or programs sponsored by educational institutions	Our SEU participated in the South Texas College Spring Career Expo. attended the event was Director of Sales and Business manager, They interacted with students and other attendees, provided information about different careers in Radio, how the broadcasting industry has evolved, and how our company operates.	2	Director of Sales Business Manager
3	8/13/2022	Participation in events sponsored by organizations representing the community	Our SEU held our annual Back To School Bash at the Simon Plaza Mall. Our SEU team not only provided School Supplies but also had the opportunity to talk and provide information to the public about open positions available within in our company.	12	Director of Sales Promotions manager Business Manager Business development Manager
4	10/7/2022	Participation in events or programs sponsored by educational institutions	Our SEU participated in the University of Texas Rio Grande Valley Career & Internship Expo. It was attended by our Director of Sales, and Business Manager who interacted with attendees and provided information related to careers in Radio, how the radio industry has evolved and how our company operates.	2	Director of Sales Business Manager

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5	10/24/2022	Establishment of a mentoring program	During this period, our SEU offered our Street team leader and Content creators the opportunity to attend class sessions at UTRGV from Oct 24 -28. 2 managers also worked with the 2 employees training them how to manage social media. Another purpose of the training was to provide a more thorough understanding how to use their creative, marketing and skills to increase their potential in the evolving radio industry.	4	Digital Media Director Promotions manager Promotions team leader content creator
6	1/11/2023	Establishment of training programs for station personnel	During this period, our SEU offered training to content creators and promotions street team leader to help team members to increase their skills in the social and digital media radio industry necessary to advance on their career. The Digital Media Director and Promotions Manager provided the guidance and training which included social media development and content rules and regulations. The training started on Jan 11 and ended in March 10	4	Digital Media Director Promotions manager Promotions team leader content creator
7	3/3/2023	Participation in events or programs sponsored by educational institutions	Our SEU participated in the University of Texas Rio Grande Valley Spring 2023 Career Expo. To the event, The Director of Sales and Business manager who attended, interacted with attendees about and discussed careers in radio and broadcast industry evolvement.	3	Director of Sales Business Manager Brand Activation Ambassador