

**KLGO-FM, KFON-AM
EEO PUBLIC FILE REPORT
4/1/2010 – 3/31/2011**

I. Vacancy List

Job Title	Recruitment Sources Used to Fill Vacancy	RS Referring Hiree
General Sales Manager	1-6, 10, 12, 14-19	14
Account Executive	1-6, 10-12, 14-16, 19	15
Account Executive	1-6, 10-12, 14-16, 19	2
Account Executive	1-6, 10-12, 14-16, 19	2
KFON Station Manager	1-20	15

II. RECRUITMENT SOURCE (RS) AND REFERRAL DATA

RS Number	Recruitment Sources Utilized and Contact Information	RS Interview Referrals
1	KLGO / KFON Website	5
2	KLGO / KFON On Air Job Opening Announcements	10
3	Austin American Statesman Newspaper Address: P.O. Box 670, Austin, Texas 78767 Contact Person: Classifieds Telephone: 512-445-4000 Email: eperadotti@statesman.org	0
4	Greater Austin Hispanic Chamber of Commerce Address: 2800 S I H 35, Suite 260, Austin, TX 78704 Main: 512-476-7502 Contact: Brittany Taunton 512-462-4313 Email: htaunton@gahcc.org	0
5	University Of Texas at Austin School of Communication Address: 1 University Station, A0901,CMA 3.102, Austin, TX 787812 Contact Person: Brandon Lyble; Telephone: 512-471-9421 Website: www.communication.utexas.edu/ccs Email: ccsmain@austin.utexas.edu	2
6	Concordia University 11400 Concordia University Dr. Austin, TX 78726 Main: 512.313.3000 Contact: Phillip Hohle 512-313-5409 phillip.hohle@concordia.edu . Contact: Ruth Cooper 512-313-5031 ruth.cooper@concordia.edu	0
7	St Edwards University 3001 South Congress Avenue Austin, Texas 78704 Contact: Liz Narduzzo 512-448-8530 elizn@stedwards.edu Website: www.stedwards.edu/cpel	1
8	University of Mary Hardin Baylor Address: 900 College Street, UMHB Box 8425, Belton, TX 76513 Contact Person: Don Owens Telephone: 254-295-4657 Email: careerservices@umhb.edu	0
9	NRB Magazine Address: Manassas, VA Contact Person: Laurel Macleod; Telephone: 703-330-7000 Email: lmacleod@nrb.org	0
10	Christian Jobs 111 Virginia St, #500, Richmond, VA 22219 Contact Person: Audrey Pillow 805-987-0400 x1036 Marla HR Department	0

11	Ahora Si Newspaper Address: 305 S. Congress, Austin, TX 78704 Contact person: Josefina Villiacana Casati-Editor; Telephone: 512-445-3637 Email: jvillicana@ahorasi.com Profile: www.ahorasi.com	0
12	The Villager Address: 1223-A Rosewood Avenue, Austin, TX, 78702 Contact person: T L Wyatt; Telephone: 512-476-0082 Email: vil3202@aol.com	1
13	National Association of Hispanic Journalists 1000 National Press Bldg, Washington, DC 20045 Email: jobbank@nahj.org	0
14	Employee Referral	7
15	Individual Non-Employee Referral	8
16	Texas Association of Broadcasters 502 E 11 th St #200, Austin, TX 78701 Contact person: Craig Bean 512-322-9944 www.tab.org Email: craig@tab.org	4
17	Craig's List –Austin 1381 9 th Ave, San Francisco, CA 84122 800-664-0633 www.austin.craigslist.com crest@craigslist.org	2
18	American Women in Radio and Television Box 2684, Austin, TX 78768 Phone: 703-506-3290 awrt@hotmail.com shay@entercom.com	1
19	Walk-ins KLGO / KFON radio 6633 E. Hwy 290 #302, Austin, TX 78723 512-637-9300	4
20	El Mundo Newspaper Email: info@elmundonewspaper.com Advertising/Publicity: 512-476-8336 Classifieds: 512-474-8536	0

III. OUTREACH INITIATIVES

	Type of Recruitment Initiative	Description of Activity
1	Education and Training of SEU Employees	On May 11, 2010, General Manager and Business Manager participated in an EEO Seminar sponsored by the Texas Association of Broadcasters designed to inform broadcasters of the latest information related to EEO, station recruitment and employment opportunities.
2	Education and Training of SEU Employees	On November 30, 2010, General Manager, General Sales Manager and Business Manager participated in an EEO Seminar sponsored by the Texas Association of Broadcasters designed to inform broadcasters of the latest information related to EEO, station recruitment and employment opportunities.

3	Educating students about the broadcast business and careers in broadcasting	On April 16, 2010, SEU hosted a station tour for Home School organizations' field trips to educate Jr High and High School students about the operations of a radio station, the broadcast industry, in general, and careers in the industry.
4	Educating students about the broadcast business and careers in broadcasting	March 15-18, 2011 General Sales Manager had student shadowing for three days to experience the actual radio station sales working environment including the duties and responsibilities of sales and sales management, actual sales projects, sales appointments, sales proposals, promotions, clients and interfacing with all station departments. The goal was to present the student with the experience of the activities, demands and responsibilities of a sales and/or sales management career
5	Internship Program	The SEU has an ongoing Internship program that encourages high schools, the University of Texas at Austin and Concordia University students to gain experience in radio, media, marketing, sales, social media and the general working knowledge of the broadcast industry to better enable them to consider a broadcast career. SEU hosted three interns. Intern 1 served during April and May 2010, Intern 2 from November and December 2010, and Intern 3 from February to March 2011. All interns were supervised and empowered to be creative in assisting in the development of ideas and strategies. Duties include collateral inventory, follow up calls, social media updates, research, administration duties, database assistance, idea generation, voiceovers and more.
6	In-house Training Program	The SEU commenced an on-going in-house training program over the course of the year for three employees (one who had no prior on air radio experience, one with limited radio experience, and one who had little radio traffic experience) to enable them to acquire skills to qualify them for higher level positions. Training focused on working with two on air producers and on who became station traffic manager.
7	Job Fair Sponsor	March 31, 2011 SEU co-sponsored Concordia University Career Job Fair. SEU began on air promotion beginning March 10, 2011 through the job fair event on March 31, 2011. SEU was represented by Director of Operations and by General Sales Manager. Staff was available to answer employment questions, conduct on-site interviews, provide station resources and educate visitors on the broadcast career field.
8	Internship Program	SEU participated in the University of Texas at Austin Intern Recruitment Seminar on January 14, 2011. The UT Intern Recruitment Seminar explored the role and responsibilities employers assume in the establishment of internship programs, hosting and recruiting interns, establishing proper workloads, and giving appropriate supervision. SEU also established a working relationship for future recruitment events in the UT School of Communication.
9	In-house Training Program	The SEU commenced an on-going in-house training program over the course of the year for three employees with no prior radio sales experience in broadcast sales to enable them to acquire skills to better equip them for a successful career in broadcasting sales.