

KBUC, KURV
EEO PUBLIC FILE REPORT
April 1, 2020 - March 31, 2021

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
NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.		

Brand Activation Ambassador – McAllen Radio Stations
Full Time Position Available

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 ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
AS NOTED IN SECTION I, NO JOB OPENINGS WERE POSTED AND FILLED DURING THIS REPORTING PERIOD.			

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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	7/2/2020	Provision of training to management	Our SEU Director of Sales and Members of the Management Team, participated in July 1, 2020 in a webinar hosted by Norman Baker, Founder and Principal, Baker HR Group to get the insight and best practices for conducting remote job interviews, as Covid-19 enhanced the need for remote interviews. This EEO training for our managers helped them understand advantages, pitfalls and type of remote interviews that will optimize the effectiveness of the interviews and fall within the guidelines	3	Director of Sales Business Development Manager National & Regional Sales
2	10/1/2020	Participation in events or programs sponsored by educational institutions	Our SEU participated in in Virtual Fall 2020 Career Expo hosted by UTRGV. The event allowed to introduce students to the opportunities our company has to offer in the broadcast industry. Our SEU interacted thru chat with students and provided all information related to careers available in broadcasting .	6	Director of Sales CFO Digital Media Director Program Director
3	3/5/2021	Participation in events or programs sponsored by educational institutions	Our SEU participated in the Spring 2021 Virtual Career & Internship Expo hosted by UTRGV. At this time, our team interacted thru chat with interested attendees, provided information about careers on broadcasting in general and vacancies available at our stations specifically.	4	Director of Sales Digital Media Director Promotions Manager Program Director
4	3/26/2021	Participation in events or programs sponsored by educational institutions	Our SEU will participate in the South Texas College Virtual Career & Transition Fair and interact virtually with students to discuss the careers available and the diversity of fields related to the Broadcasting Industry and any vacancies at our stations specifically.	6	Director of Sales Digital Media Director Promotions Manager Program Director
5	3/31/2021	Participation in events or programs sponsored by educational institutions	In March 31, Our Promotions Manager will participate in a virtual meeting as a Guest speaker at a UTRGV Marketing Class and share his experience, create a connection with the students and give them the insights of the broadcasting industry.	1	Promotions Manager