

KBDR-FM, KNEX-FM, and employees at KQUR-FM
EEO PUBLIC FILE REPORT
April 1, 2021 - March 31, 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
Program Director KNEX	3, 5	3
Production Coordinator and On Air Personality	2-4, 6-7, 10	4
Marketing Consultant	1-4, 7-9	3
Street Team Leader	1-4, 6-8	4
Program Director - KQUR	2-4, 7-10	3
On Air Personality KQUR	2-4, 7-8	4
Junior Marketing Consultant/Sales Assistant	1-4, 6-8	1

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
1	Indeed.com 6433 Champion Grandview Way Building 1 Austin, Tennessee 78750 Phone : 210-854-2761 Url : https://www.indeed.com/ Debbie Barrera Manual Posting	N	8
2	Laredo College Website 1 WEST END WASHINGTON ST Laredo, Texas 78040 Phone : 9567215136 Url : https://www.laredo.edu/cms/LCC/Student_Services/St Frank Mancillas Manual Posting	N	0
3	Radio United Laredo Job Board 216 W Village Blvd Ste 101 Laredo, Texas 78041 Phone : 19567251000 Baldo Carrillo Manual Posting	N	4
4	Radio United On Air Announcements 216 W Village Blvd Ste 101 Laredo, Texas 78041 Phone : 956-725-1000 Baldo Carrillo Jr. Manual Posting	N	10
5	Radio United RGV Job Board Posting 1201 N. Jackson, Suite 900 McAllen, Texas 78501 Phone : 956-992-8895 Angela Pina Manual Posting	N	0
6	Radio United Social Media 216 W Village Blvd Ste 101 Laredo, Texas 78041 Phone : 9567251000 Baldo Carrillo Manual Posting	N	0

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7	Radio United Website 1300 N 10th St. Suite 200-I McAllen, Texas 78501 Phone : 956-992-8895 Url : https://radiounited.com/ Irene Noriega Manual Posting	N	0
8	TAMIU - Handshake 5201 University Blvd Laredo, Texas 78041 Phone : 956-326-4473 Url : https://app.joinhandshake.com/ Job Listings Manual Posting	N	0
9	Texas Association of Broadcasters 502 East 11th Street Suite 200 Austin, Texas 78701 Phone : 2108542761 Url : www.tab.org Debbie Barrera Manual Posting	N	1
10	Texas Association of Broadcasters 502 East 11th Street Suite 200 Austin, Texas 78701 Phone : 512-322-9944 Url : www.tab.org Email : jobs@tab.org Anna Romero	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			23

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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	8/10/2021	Participation in events sponsored by organizations representing the community	Our SEU held the Back to School bash at the Outlet Shoppes of Laredo. In addition to providing parents with school supplies for students, our SEU and other sponsors provided opportunities for the public to be aware of open position within our company and apply on location.	1	Carrillo Jr.
2	1/13/2022	Participation in events or programs sponsored by educational institutions	Our SEU participated in the C.L. Milton Elementary Virtual Career Day. It was attended by our KNEX Program Director who interacted with attendees about and discussed careers in radio, how our industry has evolved, and how our company operates.	1	Rodriguez
3	1/25/2022	Participation in events or programs sponsored by educational institutions	Our SEU participated in the J.Z. Leyendecker Elementary Career Day. It was attended by our KNEX Program Director who interacted with attendees about and discussed careers in radio, how our industry has evolved, and how our company operates.	1	Program Director
4	1/28/2022	Participation in events or programs sponsored by educational institutions	Our SEU participated in the Macdonell Elementary Career Day. It was attended by our KNEX Program Director who interacted with attendees about and discussed careers in radio, how our industry has evolved, and how our company operates.	1	Rodriguez
5	2/10/2022	Provision of training to management	During this reporting period, our SEU offered training to its managers in cooperation with Engage PEO in regard to harassment and discrimination. It was attended by the Station Manager on February 10, 2022.	1	Carrillo Jr.

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	2/15/2022	Establishment of a mentoring program	During this reporting period, our SEU offered training to help a full-time promotions team member gain skills outside their job description to advance in her career. The Program Director provided guidance and instruction in the programming department. The skills the promotions tech learned included training in automation software, board operation, social media procedures, and on-air instruction. The employee received hands-on experience weekly from February 2022 to March 2022 with the program director to gain new skills and career growth potential.	2	Rodriguez Martinez
7	2/15/2022	Establishment of a mentoring program	Our station(s) provided training designed to equip our Junior Marketing Consultant /Sales Assistant with the education and skills necessary to advance his career in the broadcast industry. Training included executing live broadcasts, equipment training to be used for live activations, and troubleshooting procedures when necessary. The employee received hands-on experience weekly from February 2022 to March 2022 with the promotions team leader to gain new skills and career growth potential.	2	Martinez Del Rio
8	3/11/2022	Participation in events or programs sponsored by educational institutions	Our SEU participated in the United South Middle School Career Day. It was attended by our KQUR Morning Show host and Promotions Team Leader who interacted with attendees about and discussed careers in radio, how our industry has evolved, and how our company operates.	2	Lopez Martinez
9	3/25/2022	Participation in events or programs sponsored by educational institutions	Our SEU participated in the Tarver Elementary Career Day. It was attended by our KNEX Program Director who interacted with attendees about and discussed careers in radio, how our industry has evolved, and how our company operates.	1	Rodriguez