

FCC - EEO PUBLIC FILE INSPECTION REPORT

Sources Used to Fill Vacancies

Station: KZFM FM/ KKBA FM/ KEYS AM

Job Title Position Name	Source		
	Contact	Address	Tel #
On-Air Talent		Allaccess.com	
		tab.org	
Account Executive		tab.org	
		kzfm.com	
		kkba.com	
		keys.com	
Account Executive		tab.org	
		kzfm.com	
		kkba.com	
		keys.com	
Receptionist		Caller Times	
		Texas Workforce Commission	
		kzfm.com	
		kkba.com	
		keys.com	
Receptionist		Caller Times	
		Texas Workforce Commission	
		kzfm.com	
		kkba.com	
		keys.com	
On-Air Talent		allaccess.com	
		tab.org	
Sales Assistant		kzfm.com	
		kkba.com	
		keys.com	
		tab.org	
On-Air Talent		Allaccess.com	
		tab.org	
Account Executive		tab.org	
		kzfm.com	
		kkba.com	
		keys.com	

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		tab.org	
Account Executive		tab.org	
		kzfm.com	
		kkba.com	
		keys.com	
On-Air Talent		KZFM On-Air	
		kzfm.com	
		Island Villa Apartment	

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Number of Person(s) Interviewed and Number Referred by a Recruitment Source

Job Title	Number of Person(s) Interviewed	From the number of person(s) interviewed, how many were referred by recruitment source?	
KZFM On-Air Talent	20	allaccess.com (19)	
		referral (1)	
Account Executive	6	tab.org (1)	
		kzfm.com (5)	
Receptionist	10	Texas Workforce Commission (9)	
		referral (1)	
KZFM On-Air Talent	10	allaccess.com (8)	
		tab.org (2)	
Sales Assistant	4	kzfm.com (3)	
		tab.org (1)	
		Internal Referral (1)	
KZFM On-Air Talent	10	allaccess.com (8)	
		Internal Referral (1)	
		tab.org (1)	
Account Executive	5	kzfm.com (4)	
		referral (1)	
KZFM On-Air Talent	10	allaccess.com (8)	
		tab.org (1)	
		referral (1)	
Account Executive	N/A	Re-Hire/Military Leave	
KZFM On-Air Talent	20	KZFM On-Air (10)	
		kzfm.com (10)	

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Station:

List and Provide a Brief Description of Prong 3 (Menu Options Implemented) Throughout Year

Job Title	Menu Option Chosen	Description
ALL POSITIONS	JOB FAIRS	
	INTERNSHIPS	SEE ATTACHED ADDENDUM
	CAREER DAYS	TULOSO-MIDWAY HIGH SCHOOL ANNUAL CAREER DAY-JD KZFM

1. **On-Going Internship Program for Area College Students:** This on-going semester internship program has been in place at the station for at least the 10 years. Malkan Broadcasting welcomes students from area universities (TAMU-CC/TAMU-Kingsville) and colleges (Del Mar) who are motivated and excited about learning about the broadcast industry. This internship is a hands-on experience within the organization. Students must be enrolled in an internship program at their school and must be able to receive college credit. Internship periods include Fall, Spring, and Summer of each year. During the period covered by this report, Malkan Broadcasting has had two interns involved in this program—one in the Fall semester of 2010 (Roxanne Lopez) and one in the Spring semester of 2011 (Misty Meadows).

2. **1440 KEYS Sports Reporter Internship Contest:** Malkan Broadcasting created and implemented an On-Air and On-Line internship contest. We visited the TAMU-CC, TAMU-Kingsville, and Del-Mar College campuses, spoke to classes, and promoted via email to encourage students to register for this contest. To qualify for the internship, you must be able to earn college credit and be available to work 5A-10A, Monday–Friday. The person chosen for the internship won the opportunity to be trained to be a On-Air sportscaster for 1440 KEYS. We narrowed the contest down to the Top 5, each contestant had the opportunity to “try-out” on-air and the 1440 KEYS listeners voted for their favorite one. The contest was also promote on-air and on-line on 1440 KEYS-AM. The contest was for the Spring 2010 semester. The person that won was Xavier Martinez from Texas A& M-CC.

3. **KZFM Get A Life Job Contest:** In Jan-March of 2011, KZFM created an on-air and on-line promotion to help find their next on-air talent. For 2 weeks, we promoted on-air and on-line the opportunity to apply for this position. Applicants were asked to post a video to our website informing us know why they should get the job. If applicants did not have access to a camera or equipment, we gave them the opportunity to come up to the station and different locations around Corpus Christi to sign up and use station equipment. The station had over 80 applicants for this position. Station management narrowed the applicants down to the Top 20 based on their video. The Top 20 applicants were asked to meet with station management to discuss job requirements. The station management and listeners helped narrow the field to the Top 10 based on their videos. The Top 10 applicants were required to attend a few station events to see how they would react in certain situations. The Top 10 was also asked to interview the station management and “try-out” on-air