

**FCC Form 396**  
**Narrative Statement Regarding EEO Outreach**

During the license term, the KDXX(FM)-KESS(FM)-KFLC(AM)-KFZO(FM)-KLNO(FM) employment unit (the “employment unit”) undertook a number of measures to achieve broad and inclusive outreach in connection with specific station employment opportunities and to disseminate information about broadcasting employment opportunities in general throughout the community that the stations serve.

As reflected in the two attached Annual EEO Public File Reports, the employment unit notifies a wide assortment of recruitment sources to broadly disseminate notice of job vacancies to qualified applicants. For example, the employment unit posts notifications of vacancies to Internet job banks targeted to individuals seeking broadcast employment, such as Univision.com and TVJobs.com. To broaden outreach even further, the employment unit advertises job vacancies by contacting regional academic institutions, such as the Amberton University, Colombia College of Chicago, Concordia University, Columbia College of Chicago, Incarnate University, Jarvis Christian University, Lamar University, St. Mary’s University of San Antonio, Texas A&M University at Commerce, Texas College, Texas State University, Texas Tech University, University of North Texas, University of Texas at Dallas, University of Texas at San Antonio, University of Texas- El Paso, and University of Texas at Arlington. Additionally the employment unit notifies organizations whose membership includes a substantial number of women and minorities, such as the Dallas Black Chamber of Commerce, the Denton Hispanic Chamber of Commerce, the Fort Worth Hispanic Chamber of Commerce, the Greater Dallas Hispanic Chamber of Commerce, the Japanese American Citizens League, MLK Jr. Community Center, the Houston NAACP, the National Association of Black Accountants, the National Lesbian and the Gay Journalists Association, the National NAACP, and the Hispanic Chamber of Commerce. During the 2019-2020 and the 2020-2021 reporting periods, the employment unit broadly publicized each of the vacancies filled through these and other measures.

In addition, the employment unit engages in supplemental outreach activities that help provide information to the public about opportunities in broadcasting in general. For example, the employment unit maintains an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Interns are invited to work in the Programming Promotions, Sales/Research, and Production Departments. During the 2019-2020 reporting period, the stations hosted three interns during the summer. During the 2020-2021 reporting period, the station hosted one intern in partnership with the Florida International University.

The station likewise participates in events sponsored by educational institutions relating to career opportunities in broadcasting, including the Resume Critique Mentoring Session on April 17, 2019 hosted by the Pinkston Collegiate Academy, the Collegiate Breakfast with the Boss on June 11, 2019 hosted by Pinkston Collegiate Academy, on September 18, 2019 with the J.T Saldivar Elementary School, Career Day at Schimelpfenig Middle School on November 8, 2019, on February 28, 2020 at Sims Elementary’s Career Day, on February 27, 2020 at Barbara Bush Global Leadership Academy’s Career Day, on June 4 and 11, 2020 with Pinkston Collegiate Academy’s Summer Bridge Program, on October 9, 2020 with the Instituto Universitario Franco Ingles de Mexico, on November 9, 2020 at Schimelpfenig Middle School’s Career Day, on January 13, 2021 with the Pinkston Collegiate Academy, on March 17, 2021 at University of North Texas, and on March 26, 2021 with the University of North Texas Department of Media Arts.

Finally, as described above, the station lists upper-level category openings with

organizations whose membership includes substantial participation of women and minorities, including Dallas Black Chamber of Commerce, the Denton Hispanic Chamber of Commerce, the Fort Worth Hispanic Chamber of Commerce, the Greater Dallas Hispanic Chamber of Commerce, the Japanese American Citizens League, the MLK Jr. Community Center, the Houston NAACP, the National Association of Black Accountants, the National Lesbian and the Gay Journalists Association, the National NAACP, the Hispanic Chamber of Commerce, and the Urban League of Austin.