

FCC Form 396 Exhibit 3
Narrative Statement Regarding EEO Outreach

During the license term, the employment unit comprising KCHX(FM), KCRS(AM), KCRS-FM, KFZX(FM), KMRK-FM (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 media trade groups, such as the Texas Association of Broadcasters, and through other methods designed to reach a diverse audience of potential candidates, such as through the Texas Workforce Commission’s Job Search Office. To broaden outreach even further, the Employment Unit advertises job vacancies by contacting regional academic institutions, such as Midland College, Odessa College, and the University of Texas Permian Basin. The Employment Unit also notifies organizations whose membership includes a substantial number of women and/or minorities, such as the Midland Hispanic Chamber of Commerce and the Mexican American Network. During the 2019–20 and 2020–21 reporting periods, the Employment Unit broadly publicized each of the vacancies filled through these and other measures.

In addition, the Employment Unit participates in events and programs sponsored by educational institutions relating to career opportunities in broadcasting. Such events and programs include the Employment Unit’s participation in events like the Odessa College Spring Job Fair on April 4, 2019, and the Odessa College Financial Aid Day on December 5, 2020. At these events, station personnel from the Employment Unit provided attendees with information about job opportunities in broadcasting and provided employment applications to those interested in working for the Employment Unit. Moreover, on March 5, 2020, station personnel from the Employment Unit hosted approximately 35 students from the University of Texas Permian Basin and provided information about radio station operations and employment opportunities in broadcasting, as well as a tour of station operations.

Station personnel from the Employment Unit with substantial responsibility for hiring regularly participate in additional job fairs, as described in the Employment Unit’s EEO public file. Job fairs in which station personnel participated during the reporting periods include, for example, the March 28, 2021, Market Street Job Fair; the January 30, 2021, Sand Revolution Hiring Event; and the Employment Unit’s hosted job fair on August 22, 2019.