

Annual EEO Public File Report

1. **Station Employment Unit:** **KKDA- AM/KKDA-FM/KRNB-FM**
(Station or group of commonly-owned stations in the same market that share at least one employee)

2. **Annual Reporting Period:** **April 1, 2010 – March 31, 2011**

3. Chart for **each full-time** job vacancy that was **filled during** relevant Annual Reporting Period:

Job Title	Date of Hire	Hired Person Referred By Which Recruitment Source?	Total Number of Interviewees for Position	Referral Sources of Interviewees (and Number of Interviewees By Source)
HR/Payroll Administrator	3/14/11	Craig's List	3	Industry Referral (1) Craig's List (2)
Account Executive	4/15/2010	Employee Referral	6	Industry Referral (4) Employee Referral (2)
On-Air Talent #1	9/22/2010	Industry Referral	1	Industry Referral (1)
Assistant Promotions Director	10/18/2010	Craig's List	3	Craig's List (2) Internal Posting (1)

Job Title	Date of Hire	Hired Person Referred By Which Recruitment Source?	Total Number of Interviewees for Position	Referral Sources of Interviewees (and Number of Interviewees By Source)
Sales Assistant	10/29/2010	Craig's List	5	Craig's List (3) Employee Referral (2)
Program Director	11/30/2010	All Access	9	All Access (6) R.A.M.P. (1) Industry Referral (2)
Assistant Controller	1/5/2011	Industry Referral	4	MFM (1) Craig's List (1) Industry Referral (2)
Web Coordinator	3/4/2011	Craig's List	8	Craig's List (8)
On Air Talent #2	03/10/2011	Employee Referral	7	All Access (4) Craig's List (1) Employee Referral (2)
Promotions Street Team Coordinator	11/1/2010	Industry Referral	3	Industry Referral (2) Craig's List (1)

4. How many total candidates were interviewed to fill the full-time job vacancies listed above? 49

Recruitment Source No. 1: Inside Radio

Contact: Gene McKay

Address: PO Box 567925, Atlanta, GA 31156

Telephone: 800-640-8852

E-mail Address: ads@insideradio.com

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

Program Director

Of the total number of interviews conducted to fill the full-time job vacancies listed above, candidates 0 were referred by this recruitment source.

Recruitment Source No. 2: UT Dallas Career Center

Contact: Linda Johnson

Address: PO Box 830688, Richardson, TX 75083

Telephone: 972.883.2943

E-mail Address: recruit@utdallas.edu

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above 0 candidates were referred by this recruitment source.

Recruitment Source No. 3: MLK Jr. Community Center

Contact: Patrick Jackson

Address: West FN 13822016 Cedar Hill, TX 76208

Telephone: 214.521.8355

E-mail Address:

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 0 candidates were referred by this recruitment source.

Recruitment Source No. 4: Dallas Hispanic Chamber of Commerce

Contact: Rosie Aguilar

Address: 4622 Maple Avenue, Suite 207, Dallas, TX 75219

Telephone: 214.521.6007

E-mail Address:

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 0 candidates were referred by this recruitment source.

Recruitment Source No. 5: Service Broadcasting

Contact: In-House Posting

Address: 621 NW 6th Street Grand Prairie, TX 75050

Telephone: 972-263-9911

E-mail Address:

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above 1 candidates were referred by this recruitment source.

Recruitment Source No. 6: Monster.com

Contact: Sarah Clark

Address: Monster.com

Telephone:

E-mail Address: monster.com

Is this an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above 0 Candidates were referred by this recruitment source.

Recruitment Source No. 7: TCU Job Placement Office

Contact: Laura Cheney

Address: TCU Box 297300, Ft. Worth, TX 76129

Telephone: 817.257.4141

E-mail Address: l.j.cheney@tcu.edu

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 0 candidates were referred by this recruitment source.

Recruitment Source No 8: Dallas Black Chamber of Commerce

Contact: Job Listings

Address: 2828 MLK Jr Blvc, Dallas, TX 75215

Telephone: 214.421.5200

E-mail Address: chea@dbcc.org

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 0 candidates were referred by this recruitment source.

Recruitment Source No. 9: Texas Women's University Career Center

Contact: Cindy Sansom

Address: Student Employment, Denton, TX 76201

Telephone: 940.898.2950

E-Mail address:

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 0
Candidates were referred by this recruitment source.

Recruitment Source No. 10: Texas Workforce Commission

Contact: Placement Manager

Address: 2922 MLK Jr Blvd Dallas, TX 75215

Telephone: 214.252.1200

E-mail Address:

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 0
candidates were referred by this recruitment source.

Recruitment Source: No. 11: Greater Dallas Asian American Chamber of Commerce

Contact: Liping Yal

Address: 11171 Harry Hines, Dallas, TX 75229

Telephone: 972.241.8250

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

**HR/Payroll Administrator, Account Executive, Assistant Promotions Director,
Sales Assistant, Program Director, Assistant Controller, Web Coordinator, On Air Talent #2,
Promotions Street Team Coordinator**

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 0
Candidates were referred by this recruitment source.

Recruitment Source: No. 12: Craig's List

Contact: On-line

Address: www.craigslist.com

Telephone: none

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

HR/Payroll Administrator, Assistant Controller, Web Coordinator, Sales Assistant, Assistant Promotions Director

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 18
Candidates were referred by this recruitment source.

Recruitment Source: No. 13: MFM/BCCA Job Bank

Contact: On-line

Address: jobbank.bcfm.com

Telephone: 1-888-491-8833, ext. 1482

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

Assistant Controller

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 1
Candidates were referred by this recruitment source.

Recruitment Source: No. 14: ALL ACCESS

Contact: On-line

Address: www.allaccess.com

Telephone: n/a

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

Program Director, On-Air Talent #2

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 10

Candidates were referred by this recruitment source.

Recruitment Source: No. 15: R.A.M.P.

Contact: On-line

Address: www.ramp.com

Telephone: n/a

Is this source an organization which has requested notification of job openings? N

This source was notified of the following full-time job vacancies listed above:

Program Director

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 1

Candidates were referred by this recruitment source.

Recruitment Source: No. 16: Employee Referral

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 6

Candidates were referred by this recruitment source.

Recruitment Source: No. 17: Industry Referral

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 11

Candidates were referred by this recruitment source.

Recruitment Source: No. 18: Exigent Circumstances

No recruitment was conducted for this position as vacancy was filled due to exigent circumstances:

On-Air Talent #1

Of the total number of interviews conducted to fill the full-time job vacancies listed above, 1 Candidates were referred by this recruitment source.

OUTREACH INITIATIVES DURING REPORTING PERIOD

Mentoring Programs we participated in:

December 13, 2010

Mother/Daughter- Father/Son Event

Boude Storey Middle School

Dallas, TX

Contact Person: Debra Brown-Sturns

Cat Daddy spoke at assembly regarding education and how it affects your job

January 7, 2011

Fun Day

DeSoto East M.S.

DeSoto, TX

Contact Person: Ms. Hudson

Cat Daddy and Jade spoke at assembly regarding education and how it affects your job

Februay18, 2011

TAKS Pep Rally

Edward Titcher Elementary School

Dallas, TX 75227

Contact Person: Nelissa Tolivar

Cat Daddy spoke at assembly regarding education and how it affects your job

February 25, 2011

Talent Show

Comstock Middle School

Dallas, TX 75134

Contact Person: Ms. Johnson

Cat Daddy spoke at assembly regarding education and how it affects your job

OUTREACH INITIATIVES DURING REPORTING PERIOD

Community Service Programs we participated in:

April 3-4, 2010

March of Dimes

Contact Person: Kayla Adams, Dr. Terri Major-Kincaide, Vera McKissick

Event sponsored to promote awareness of premature babies

April 24-25, 2010

Sisters S.O.S, Keep it Simple Safety

Contact Person: Elsie Allen

Event sponsored awareness for safety tips for women and young children

May 8, 2010

L.A.W. Life After Whistles

Contact person: Vashone Rhodes, Founder of L.A.W. (Bob Knight's Basketball Fieldhouse)

How Professional athletics perform after the bright lights go out

May 15, 2010

2010 Empowerment Expo

Dallas, TX

Contact person: Ashley Hyder

Event created to provide Oak Cliff residents with valuable tools & resources to support employment and educational goals

June 5, 2010

"Don't believe the Hype" Weekend

Contact person: Cheryl Smith

Celebrity Bowl-A-Thon for Charity

June 16-19, 2010

Juneteenth

Contact Person: Patrick Jackson – Manager of Martin Luther King Center

Services offered by MLK Center

July 1, 2010

July Community Fair

PC Center

DeSoto, TX 75115

Contact Person: Channing Curtis

Attended by Cat Daddy and Street Team

July 17, 2010

50 Hoops Breakfast and Tournament

J.C. Phelps Recreation Center

Dallas, TX

Contact Person: Daryl Quarles

K104 Street Team attended this Health Fair

July 24, 2010

The Mayor's Back to School Fair- Pre Registration

Habitat for Humanity

Dallas, TX 75212

Contact Person: Kareem Thompson

Street Team attended event to greet parents and children as they pre-registered for school

August 28, 2010

Dad For A Day

K104

Grand Prairie, TX

Contact Person: Francis Davis

Kids arrived at station a 9am with Skip. They will go and get a free haircut and then DK in Arlington until 3pm

September 18, 2010

2010 Harambee Festival

MLK Center

Dallas, TX

Contact Person: Eltonia Minor

Street Team attended – Fundraiser and festival for unity in the community

September 24, 2010

Fabulous 50 to Sexy 60

The Potters House of Dallas

Dallas, TX 75226

Contact Person: Veronica Mackey

Event to promote Prostate and Colon Cancer 101

October 16, 2010

Dallas Tornados Football & Cheerleader Homecoming Parade

2537 Metropolitan/Madison High School

Dallas, TX

Contact Person: Traketra Edwards

Street team attended-Event to promote the preparation for little leagues

October 29, 2010

K104 – Carter Blood Care Drive

Double Tree Hotel

Dallas, TX 75206

Contact Person: Frances Davis/Sh’Ron Ortiz

Buck Wild, Lady Jade and DeDe McGuire attended- event was a station sponsored blood drive

November 9, 2010

Hip Hop for Hunger

Wal-Mart

Dallas, TX 75115

Contact Person: Trina Brown

Lady Jade and Street Team attended- Event was to collect canned goods

November 10, 2010

Hip Hop for Hunger

Sam's Club

Dallas, TX 75237

Contact Person: John Myer

Buck Wilde and Street Team attended- Event was to collect canned goods

December 1, 2010

Free HIV Testing @ Big T Bazaar

Big T Bazaar

Dallas, TX

Contact Person: Ed Jones

Street Team attended – Event was to promote free HIV testing and World Aids Awareness Day

December 15, 2010

X-mas in the Hood Toy Drive

T-Town Music

Dallas, TX 75227

Person Contact: George Lopez

Street Team attended – event was to promote toy drive

December 21, 2010

Adopt a Grandparent Raising a Grandchild Donation

Martin Luther King Community Court

Dallas, TX 75215

Contact Person: Bridget Cockrum

Buck Wilde from the Morning Show attended- Families were able to pick up donations

January 15, 2011

City of Dallas MLK Parade
Martin Luther King Jr. Center
South Dallas, TX
Contact Person: Bettye Williams (Elite News)
Street Team attended – promote MLK Day

February, 19, 2011

Dallas Cardinals Community Round UP
Danieldale Park
Dallas, TX 75232
Contact Person: Coach Sam
Street Team attended- event was to promote football registration for the kids

March 15, 2011

Kids Vision
Cathedral Shrine of the Virgin of Gaudalupe
Dallas, TX
Contact Person: Becky Mayad
Street Team attended – event was to give away eye glasses to children in need

Internship Program:

Each year, Service Broadcasting participates in internship programs with colleges and universities. All Interns are unpaid and earn school credit for their participation in our Intern program. We average 3 interns per year.

Service Broadcasting provides meaningful, hands on experience in order to further the education of the intern. Interns perform tasks in the Promotions Department and Programming Departments. Some of the duties performed include, but are not limited to, attending station events; producing and recording; and using technical

equipment. The tasks vary from department to department, and are assigned to provide the best learning experience possible.

Training Management Personnel:

Service Broadcast provides one-on-one training for EEO procedures for new Managers. This is an ongoing training provided by the station Controller/EEO Officer.

Career Day Activities:

Service Broadcasting employees attended various Career Day programs to discuss their roles at the radio station and how others can get in the industry.

December 3, 2010

Career Day

Hector P Garcia Middle School

Dallas, TX 75205

Attendee(s): Cat (on-air personality)

Contact person: David Lewis

December 4, 2010

Career Development Day

Skyline Career Center

Dallas, TX

Contact Person: Sharvett Conner

December 10, 2010

Career Fair

Reed Middle School

Duncanville, TX 75116

Contact Person: Terrance Crawford

May 6, 2010

Career Day

Foster Elementary School

Arlington, TX

Contact Person: Melanie Krieger

May 13, 2010

Career Day

Central Elementary School

Duncanville, TX

Contact Person: Brandi Lee

May 21, 2010

Career Day

Byrd Middle Elementary School

Duncanville, TX

Contact Person: Katie Lemmons

May 25, 2010

Career Day

Walnut Hill Elementary School

Dallas, TX 75229

Contact Person: Debbie Henry

May 28, 2010

Career Day

David K Sellers Elementary School

Fort Worth, TX

Contact Person: Channing Curtis

May 28, 2010

Career Day

Audelia Creek Elementary School

Dallas, TX

Contact Person: Charlene Haynes

January 25, 2011

Career Day

Kimball High School

Dallas, TX

Contact Person: Sherri Woods

March 4, 2011

Career Day

Gusick Elementary

Dallas, TX 75227

Contact Person: Lapia Wilson

March 11, 2011

Career Day

Elliott Elementary

Ft Worth, TX 76120

Contact Person: Natasha Green

March 22, 2011

Career Day
Grand Prairie High School
Grand Prairie, TX
Contact Person: Mary Johnson

March 29, 2011

Career Day
E. M. Pease Elementary School
Dallas, TX
Contact Person: Connie Vaughn

Job fairs attended by Service Broadcasting:

March 30, 2010 – reported previously on 2009-2010 report

Dallas NNACP Regional Job Fair
Embassy Suites Market Center
Dallas, TX 75207
Contact Person: Danyelle Simmons

July 13, 2010

DFW Hires Job Fair
Radisson Hotel – Love Field
Dallas, TX
Contact Person: Peggy Hillman

February 22, 2011

Dallas North Job Fair

Holiday Inn Express-Plano East

Plano, TX

Contact Person: Peggy Hillman

March 14th, 2011

National Career Fairs Job Fair

Will Rogers Memorial Center

Fort Worth, TX

Contact Person: Peggy Hillman

March 2, 2011

DFW Hires Job Fair

Radisson Hotel & Suites

Dallas, TX

Contact Person: Mary Mueller