

FCC 397 Exhibit 1

**KFWR 95.9 KRVF 106.9 KRVA 107.1 KTFW 92.1
KJKB 95.5**

ANNUAL EEO PUBLIC FILE REPORT

Covering Period April 1, 2010 – March 31, 2011

Station Employment Unit includes: KFWR / KRVF-FM / KRVA-FM / KTFW-FM / KJKB-FM - Mineral Wells, Kerens, Campbell, Glen Rose, Jacksboro, TX

Contact Information for SEU: LKCM Radio Group, 115 W. Third, Fort Worth, TX 76102
817-332-0959

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

	Job Title	Date Hired	Station	MRLS
1	Promotions Assistant	4/13/10	KFWR/KTFW	On Air Solicitation
2	Mid Days On Air	4/23/10	KTFW	Texas Association of Broadcasters
3	Sales Manager	5/1/10	KFWR/KTFW	Internal Promotion
4	Account Executive	5/3/10	KFWR/KTFW	Station Website
5	Account Executive	5/17/10	KFWR/KTFW	Industry Referral
6	Account Executive	7/13/10	KFWR/KTFW	Industry Referral
7	Account Executive	7/13/10	KRVF/A	On Air Solicitation
8	On Air/TMI Producer	7/26/10	KFWR	Texas Association of Broadcasters
9	Account Executive	8/30/10	KJKB	Industry Referral
10	Account Executive	9/13/10	KFWR/KTFW	Advertisement
11	Account Executive	9/13/10	KFWR/KTFW	Advertisement
12	Morning Show Host	9/20/10	KTFW	Texas Association of Broadcasters
13	Account Executive	9/27/10	KRVF/A	On Air Solicitation
14	Administrative Assistant	11/1/10	KRVF/A	Station Website
15	Account Executive	11/3/10	KFWR/KTFW	On Air Solicitation
16	Account Executive	11/8/10	KFWR/KTFW	Industry Referral
17	Accounts Receivable Clerk	3/1/11	KFWR/KTFW/KRVF/A	Industry Referral
18	Station Manager	9/1/10	KJKB	Internal Promotion
19	Sales Assistant	Open	KFWR/KTFW	Open

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS NUMBER	RS INFORMATION	FULL TIME POSITIONS FOR WHICH THIS RS UTILIZED:	NUMBER OF INTERVIEWEES REFERRED BY RS THIS PERIOD:
	University of North Texas 1155 Union Circle, #305070 Denton, TX 76203-5017 940-369-8906	3	1
	Texas Christian University Box 297300 Fort Worth, Tx, 76129- 817-257-7860	2	0
	American Broadcast School -712 N.Watson Ste. 200 Arlington, TX 76011- 817-695-2474	0	0
	Corsicana Daily Sun-405 E. Collin Corsicana, TX 75110- 903-872-3931	3	6
	95.9 KFWR- 115 West 3 rd Street, TX 76102- 817-332-0959	7	12
	959theranch.com- 115 West 3 rd Street, TX 76102- 817-332-0959	7	10
	TX Assoc of Broadcasters-502 E. 11th Street Ste. 200 Austin, TX 78701- 512-322-9944	4	18
	Navarro College 3200 West 7 th Ave. Corsicana, TX 75110 1 800 628-2776	0	0
	Allaccess.com- 28955 Pacific Cast Highway Ste. 210-5 Malibu, CA 90265 - 310-457-6616	2	4
	106.9 KRVF - 100 N. Main St. Ste 315, Corsicana, TX 75110 903-874-8884	3	15
	1069theranch.com - 100 N. Main St. Ste 315, Corsicana, TX 75110 903-874-8884	3	15
	www.facebook.com The Ranch 106.9 page	1	20
	107.1 KRVA 442 Hillcrest Dr. Sulphur Springs, TX 903-885-1074	2	0
	Navarro County Times, 100 N. Beaton St. Corsicana, TX 75110 903-874-1888	1	3
	Texas Wesleyan University, 1201 Wesleyan St. Fort Worth, TX 76105 817-531-4444	2	0

Weatherford College, 225 College Park Dr. Weatherford, TX 76086 800-287-5471	2	0
Waxahachie Chamber of Commerce 102 YMCA Drive Waxahachie TX 75165 972-937-2390	1	0
Texas Workforce Commission 301 W. 13th Street Fort Worth TX , 76102-4699 817-336-3727	2	0
Tarleton State University, www.tarleton.edu , 1333 W. Washington Stephenville, Texas 76402, 254-968- 9125	2	0
TCU Radio Department, www.ktcu.tcu.edu , TCU Box 298020 Ft. Worth TX 76129, 817.257.7631	1	1
Express Temporary Service, 2501 Parkview Drive # 316 Ft. Worth TX 76102, 817-877-1044	2	0
Industry Referral - Other	5	13
92.1 KTFW 115 W. Third Street Ft. Worth TX 76102, 817-332-0959	7	11
www.Ilove921.com - 115 W. Third Street Ft. Worth TX 76102, 817-332-0959	8	12
KJKB Boss 95. P O BOX 551 Jacksboro TX 76458; 940-567-6600 WWW.boss955.com	1	3

TOTAL INTERVIEWEES OVER 12-Month Period 144

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative	Brief Description of Activity
1	Training designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Sent Engineering Assistant to New Horizons Learning Center where he received training on Microsoft Windows Server 2008, working towards MCTS certification. (February 2011). Sent Operations Director to Radio Convergence seminar at Microsoft Corp. for advancement in digital applications to radio. Through the skills acquired within the SEU: Account Executive promoted to Sales Manager KFWR / KTFW (May '10), Account Executive promoted to Station Manager KJKB (Aug '10); Director of Programming promoted to General Manager of KRVF (Dec 09); Station News Director KTFW promoted to Promotions Director (Dec 09); part-time station announcer promoted to Program Director (Jan '10); administrative assistant completed specific training in continuity to qualify for Continuity Directors position (Jan '10). Enrolled all salespeople in developmental training course from RAB to further develop sales and future management skills (Apr '09 – Mar '11).
2	Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting.	University of Mary Hardin Baylor (UMHB) Intern Student participated in one week of educational and informational training at the Fort Worth Studios with IT / engineering / promotional / administrative personnel March 2011. University of North Texas Radio, TV & Film students (12) led by community advisor Timothy Ng participated in educational and informational day at Fort Worth studios with IT / engineering / promotional / administrative personnel (Oct'09); Tarleton State University students (2) (May '09) and Junior Achievement of Chisholm Trail Inc (2) (Apr '09) constituents participated in "shadow day" with on air personnel to gain further knowledge of a radio career; worked with Texas Christian University radio professor Russell Scott to provide students for part-time board op services. Students learned from programming and on-air personnel (Aug - Nov '09); Fort Worth ISD teachers (9) participated in an "extern" program at the Fort Worth studios to gain knowledge and understanding of a career in radio so that they may further the awareness and interest in radio careers among their students. Met with business

		administrative, programming, promotional and sales personnel. (Aug '09); Dr David Russell placed Weatherford College teacher in day long "extern" program at the Fort Worth studios. Designed to further the awareness and interest in radio careers among students at Weatherford College (May '09). Again for 3 days June '10). Fannin Elementary School toured Corsicana Studios (Oct. 2010).
3	Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	Sales Managers, Operations Director, Station Managers, General Manager and HR Director/Business Manager attended webinar hosted by Davis Wright Tremaine LLP: "The Basics of the FCC Equal Employment Opportunity Rules", May 2010. HR Director / Business Manager attended training course provided by Business Management Daily, March 2011, regarding required changes for employee handbooks in 2011. Course accredited by Human Resource Certification Institute (HRCI). HR Director / Business Manager attended training courses provided by Higginbotham & Assoc and Conexis (Mar 2010);