

EEO PUBLIC FILE REPORT
BMP 100.5 FM, LP

This Report covers full-time vacancy recruitment for the period March 22, 2010 until March 21, 2011.

The employment unit covered by this report includes radio stations KBDR(FM), Mirando City, Texas; KLNT(AM), Laredo, Texas; KNEX(FM), Laredo, Texas; and KQUR (FM), Laredo, Texas (the "Employment Unit"). The Employment Unit is a subsidiary of Border Media Partners, LLC.

The Employment Unit's EEO contact representative is:

Miguel A. Villarreal Jr. – VP/Market Manager
 107 Calle Del Norte, Suite 212
 Laredo, TX 78041 (956) 725-1000

The following is a list of all full-time vacancies filled by the Employment Unit (for the time period covered by this Report):

<u>HIRE DATE</u>	<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE USED TO FILL THE POSITION</u>	<u>RECRUITMENT SOURCE THAT REFERRED THE HIREE</u>
4/1/10	Account Executive	Border Media Radio (10) Inter Company Network (1) Texas A&M University – T.A.M.I.U. Job Web Site (1)	Inter Company Network
5/5/10	Account Executive	Border Media Radio (10) Laredo Community College – LCC – Job Fai (2) Texas A&M University – T.A.M.I.U. Job Web Site (1)	Laredo Community College – LCC – Job Fair
11/11/10	Account Executive	Border Media Radio (10) T.A.B. Job Web Site (0) Texas A&M University – T.A.M.I.U. Job Web Site (1)	Border Media Radio Adds
6/1/10	Promotions Coordinator	Border Media Radio (10) Laredo Community College – LCC – Job Fai (2) Texas A&M University – T.A.M.I.U. Job Web Site (1)	Border Media Radio Adds

The Employment Unit's recruitment sources can be reached at:

Texas Association of Broadcasters
Craig Bean
502 East 11th Street, Suite 200
Austin, TX 780701
Phone: (512) 322-9944
Fax: (512) 322-0522
Web link: www.tab.org

Texas A&M University –T.A.M.I.U
Carlos Vallarta
5201 University Blvd., Room 114
Laredo, TX 78041
Phone: (956) 326 4473
email: Carlosvallarta@tamiu.edu
Web link: www.myinterfase.com

Laredo Community College
LCC Career Expo
Carmelino Castillo
West End Washington
Laredo, TX 78040
Phone: (956) 721-5135
Fax: (956) 721-5462

Border Media Radio
Ana Rivera-Soto
107 Calle del Norte, Suite 212
Laredo, TX 78041
Phone: (956) 725-1000
Fax: (956) 794-9168

Inter Company Network
Miguel A. Villarreal Jr.
107 Calle Del Norte, Suite 212
Laredo, TX 78041
Phone: (956) 725-1000
Fax: (956) 794-9168

Total number of interviewees: 14

Interviewees referred by recruitment sources:

Texas Association of Broadcasters – 0
Inter Company Network – 1
Texas A&M University – 1
Laredo Community College – 2
Border Media Radio Adds – 10

No organizations have requested notice of vacancies at the Employment Unit pursuant to the FCC's rules. Organizations wishing to receive notice may contact Maria de Lourdes Gonzalez at the address listed above or the company Human Resources Department. For such purpose, the stations broadcast, on a regular basis in both English and Spanish, the following commercial "Border Media is an equal opportunity employer. Organizations that would like to be notified of job openings at our station(s) should send us an email at EEO@bmpradio.com. Please make sure to include the following information in your email: name, mailing address, phone number, contact person, and identify the category or categories of vacancies of which you request notice."

The Employment Unit has participated in the following initiatives during time period covered by this report:

- Internship Program – established. The company continues promoting its Internship Program to several universities, including the Texas A & M International University. This program is promoted through the Communication Department at TAMIU. Students receive a full credit course over a two semester period, and are required to keep track of their hours and weekly log of duties. Last year one student participated on this program and learned the basic duties pertaining to Programming, Production and Promotions departments.
- Scholarship Programs – (1) The Employment Unit participated in Scholarship program for South Texas Academic Rising Scholars (STARS). Participation consisted of on air promotion, and live broadcasts. Event reached an audience of around 7,500 listeners; (2) Autmust Fest, a Scholarship Festival for Texas A&M University. Participation consisted of on air promotion, booths at event, and live broadcasts. Event generated attendance of around 9,000 participants.
- TAKS Rallys – The Employment Unit participated in approximately twelve Rallys to motivate students prior to testing. TAKS, which stands for “Texas Assessment of Knowledge and Skills”, is a standardized test sponsored by Texas primary and secondary schools to assess students’ attainment of academic skills required under Texas education standards. Participation consisted on DJs, On Air Personalities, and Promotions staff visiting local elementary and secondary schools to deliver motivational speeches to students; including discussions with audience on broadcast media career paths and opportunities. Events reached approximately 2,400 students combined.
- Job Fairs (4) – The Employment Unit participated in four Job Fairs as follows: Laredo Community College (North & South Campuses), Bi-Annual Job & Community Fair at the Laredo Civic Center, and Job Fair and Blood drive at the Laredo Entertainment Arena. Participation included broadcast radio spots and radio remotes to promote job openings and on air events; having booths at events, and live broadcasts. Job Fairs generated attendance of 2,000 participants combined. Business Manager, Maria Gonzalez, participated in all job fairs interacting with candidates and providing details of each available position in the Employment Unit. Business Manager does not hold hiring authority, but executes employment screenings.
- FCC/EEO Compliance Training: Business Manager attended the TAB EEO online Webinar in November 30, 2010, receiving training as to methods of ensuring equal opportunity and preventing discrimination.
- Continuing Professional Education and Training: The Employment Unit has arranged training sessions for employees to gain new professional skills, increase professional knowledge and to advance professionally, which are designed to enable station personnel to acquire skills that could qualify them for higher level positions.

The Employment Unit will strongly continue to promote and participate in community events to reach out to the public and benefit the less fortunate.

The Employment Unit also will continue to engage in additional recruitment, Sales being the area of highest demand.