

EEO PUBLIC FILE REPORT
FOR BMP RGV LICENSE COMPANY, L.P.

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 KURV(AM), Edinburg, TX; KBMI(FM), Roma, TX; KSOX(AM) and KBUC(FM), Raymondville, TX; KESO(FM) and KZSP(FM), South Padre Island, TX; KJAV(FM), Pharr, TX.

The Employment Unit's EEO contact representative is:

Felix C. Almanza Jr., EEO Officer
 1201 N. Jackson, Suite 900
 McAllen, Texas 78501
 (956) 992-8895

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

<u>Job Title</u>	<u>Number of Responses/Recruitment Sources Used to Fill the Position</u>	<u>Recruitment Source That Referred the Hiree</u>
Account Executive (Position filled 04/12/2010)	25 Monster.com 4 Employee Referral 1 KURV.com 3 Craigslist 1 Walk in 0 TAB	Employee Referral
Account Executive (Position filled 07/27/2010)	0 Texas Association of Broadcasters 15 On air Advertisement 2 Employee Referral 1 KURV.com 2 Monster.com 0 allaccess.com	On Air Advertisement
On-Air Talent (Position filled 09/07/2010)	2 Employee Referrals	Employee Referral

Account Executive (Position filled 12/06/2010)	14 On Air Announcements 1 Texas Association of Broadcasters 7 Station Web Sites 2 Employee Referrals 0 Facebook.com	Employee Referral
Chief Engineer (Position filled 01/31/2011)	1 Employee Referrals 2 Texas Association of Broadcasters 0 UT Pan Am 0 Texas Workforce Commission 0 Station Websites	Employee Referral
Receptionist (Position filled 03/11/2011)	0 Texas Association of Broadcasters 10 Town Crier Newspaper 3 South Texas College 3 Express Employment Professionals (Temp Agency) 4 Employee Referral	Express Employment Professionals (Temp to Perm)

Total number of interviewees – 54

Interviewees referred by recruitment sources;

Monster.com – 17

Texas Association of Broadcasters – 2

Station Websites - 2

Employee Referral – 15

On-Air Advertisement – 11

Walk-Ins – 1

Craigslist Website – 3

South Texas College – 1

Express Employment Professionals - 2

No organizations have requested notice of all vacancies at the Employment Unit pursuant to the FCC's rules. Organizations wishing to receive notice may contact Mr. Almanza at the address listed above.

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

Monster.com

Texas Association of Broadcasters

Katelyn Cozatt
5 Clock Tower Place, 5th Floor
Maynard, MA 01754
972-340-7522

Craig Bean
502 East 11th Street, Suite 200
Austin, TX 78701
Phone: (512) 322-9944
Fax: (512) 322-0522

*University of Texas-Pan American
Career Services Office – Dalia Molina*
1201 West University Drive
Edinburg, TX 78541-2999
(956) 381-2283

*Texas Workforce Solutions
Omar Trevino*
901 W. Travis
Mission, TX 78572
(956) 519-4300 phone
(866) 519-4388 fax

*KURV- AM
Maria Alvarez or Bruce Collins*
1201 N Jackson Rd., Ste 900
McAllen, TX., 78501

*Express Employment Professionals
Anna Hernandez*
504 N 10th St.
McAllen, TX., 78501
956-664-9675

South Texas College
www.southtexascollege.edu

All Access
www.allaccess.com

*Station Websites
Javier Ariel Garza*
1201 N Jackson Rd., Ste 900
McAllen, Tx., 78501

Craigslist
www.craigslist.com

*Facebook Fan Page
KURV/Digital1015,/LaLey*

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

- Communication Showcase at UTPA: KURV Program Director, Bruce Collins, discussed job opportunities in broadcasting to UTPA students on April 20, 2010. Link for article regarding event: www.utpa.edu/news/index.cfm?newsid=3984
- Career Day: October 19, 2010, KURV Program Director, Bruce Collins, spoke to UTPA's Radio/TV Journalism classes about careers, education and opportunities in broadcasting, Radio/TV Journalism, and New Media.
- Training Sessions for Professional Advancement: BMP RGV personnel have numerous opportunities to gain new and improve existing job-related

skills and knowledge. These training sessions were held on dates as follows:

1. April 2010 – Javier Garza, Director of New Media, attended “Engage with Brian Solis” & “The Infinite Dial 2010: Digital Platforms and the Future of Radio.”
2. June 2010 – Javier Garza, Director of New Media, attended Webcast: “Quality Control – Creating High Quality Video for your websites.”
3. On a weekly basis – Every Tuesday and Wednesday a conference call is placed with RGV Program Director and Jose Santos, Consultant for programming and on-air talent trainings
4. June 21, 2010 – Training provided to BMP Personnel on new Software for Promo Suite.
5. June 24, 2010 – Market Manager attended RAB Small Market Advisory Committee Meeting.
6. August 10, 2010 – Market Manager attended Webinar for increasing Local Online Sales. Training was then provided to the Sales Manager staff as well as the Sales Force on August 11, 2010.
7. August 11&12, 2010 – Market Manager attended New Media training sessions during TAB Convention in Austin.
8. September 1, 2010 – Market Manager attended TAB Executive Briefing Session on FCC Political Broadcast Rule.
9. September 1&2, 2010 – Arbitron Training provided to Sales Force.
10. November 18, 2010 – Market Manager attended Webinar on Mobile Advertising – The Growth of Mobile Marketing.
11. January 6, 2011 – Market Manager and Director of Sales attended a webinar with SparqueFuel Chris Lytle on developing my Account Executives and Sales Training for 2011. Sales Managers and Account Executives continue training every Monday.

BMP RGV will continue to engage in additional recruitment and retention initiatives in order to comply with Section 73.2080(c) (2) of the Commission's rules.