

# EEO Public File Report for April 1, 2019-March 31, 2020

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

<b>Call Sign</b>	<b>Community</b>	<b>FIN</b>
WTAW	College Station, TX	87145
KZNE	College Station, TX	07632
KNDE	College Station, TX	07631
KWBC	College Station, TX	40912
KAGC	Bryan, TX	16983
KPWJ	Kurten, TX	166036
KVMK	Wheelock, TX	189519
WTAW-FM	Buffalo, TX	190405
KKEE-FM	Centerville, TX	191507

A: Full Time Vacancies filled during the past year
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Job Title	Date filled	Source of hire	Persons interviewed
<b>Magazine/Radio Salesperson</b>	<b>1/2020</b>	<b>Over the air, all stations</b>	<b>2</b>
<b>Spanish language coordinator</b>	<b>5/2019</b>	<b>recruited</b>	<b>1</b>

**B: Recruitment Referral Sources Used to Seek Candidates for Each Position**

Recruitment Source for <b>Magazine Radio Salesperson</b> Position	Interviewees from this source	Positions hired from this source
<b>Over the air messages</b> <i>We ran 150 commercials per station on 8 stations for November and December 2019 (2400 recruitment advertisements in total)</i>	2	Magazine Radio Salesperson
Total	2	

Recruitment Source for <b>Spanish Language Coordinator</b> Position	Interviewees from this source	Positions hired from this source
<b>Recruited from competitor</b> that featured Spanish Programming. We introduced a new Spanish radio station to the market and showcased this well known personality as the main attraction.	1	Spanish Language Coordinator
Total	1	

## Outreach Activity Description Form

Year: 2020

Activity: Continuing Broadcast Internships

Description: As a part of our efforts to foster career opportunities for the next generation of Broadcasters, we maintain contact with several departments of Texas A&M University as well as Sam Houston State University in regards to the availability of internships.

While other groups have a set list of tasks for an intern to participate in, we strive to work with the potential intern to discover what their interests are in the field. From there we hand tailor a program for them. While some might want more experience with sales, others might want to explore news.

This year we have an intern working with our Regional Mexican station originating social media, public service messages, and community outreach in Spanish.

# Outreach Activity Description Form

Year: 2020

Activity: Continuing Student Workers

Description: In addition to internships for credit, we also maintain availability of paid positions for college aged students so they can benefit from entry into broadcasting even if no course requires the hours. Some of the options offer currently are engineering, writing projects for our magazines, on-air and producer duties, as well as promotions and marketing. These positions are crafted for students looking for a start into broadcasting after college and like our internships are typically modified based on the applicants interests.

We are currently participating members of the NAB Technology Internship Grant Program and are employing one technically oriented student in order to train them to find a job as a broadcast technician.

# Outreach Activity Description Form

Year: 2020

Activity: Scholarship Program

Description: The Company is a member and financial supporter of the Texas Broadcasters Education Foundation. Members of our staff serve on the board of that organization. A member of our staff is also President of the TBEF and serves on the scholarship awards committee, which selects the students receiving the award.

The TBEF sends announcements for the annual scholarship awards and instructions for application to every institute of higher education with a journalism, broadcast, or radio and TV department in the state. This year the TBEF awards eight \$2,000 scholarship to students studying broadcasting or broadcast journalism in Texas schools.

In 2015 we helped the establishment of a new scholarship that was a \$5000 per year scholarship awarded to a student enrolled in an accredited Journalism school in Texas.

# Outreach Activity Description Form

Year: 2020

Activity: Employee Training

Description: As a small market with a large University student population, we find it much easier to recruit and train entry-level employees than hire from major markets. Because of this fact, we've instituted a training program that allows the people we've already hired to move up into positions of responsibility at the stations regardless their status and course of study. Our programs are a mixture of internal and external training.

In past years we have promoted a part-time sports assistant to begin full time work in our news department. Another part-time student worker was promoted to assist in accounts payable and writing the checks for the business.

We offer an open opportunity for any of our promotional assistants, part-time announcers, and office interns to move onto a track that provides skills and training for full time employment at the stations. We encourage shadowing current full-time employees. We pay for staff to attend conventions for exposure to issues in broadcasting. In the relevant period we paid for numerous members of our staff to attend broadcast conventions and outside-the-station training.

# Outreach Activity Description Form

Year: 2020

Activity: Job Fair Co-Sponsorship

Description: Annually we co-sponsor the local Chamber of Commerce spring job fair. The last event was April 2019 at The Hilton in College Station, Texas. The past job fairs have attracted between 500 and 800 job seekers from entry-level to professional.

We are the media co-sponsor contributing cash, personnel, and airtime for the event along with the BCS Chamber of Commerce.

## Outreach Activity Description Form

Year: 2020

Activity: Job Fair/Career Training Participation

Description: In the past 12 months, we have spoken to classes and organizations of students about careers in Broadcasting. We have spoken about hiring and training issues and recommendations of how to apply and find a job in broadcasting. We maintain solid relationships with our local school districts as well as our area colleges.

# Outreach Activity Description Form

Year: 2020

Activity: Station Tours

Description: Bryan Broadcasting extends the offer in the community for groups and organizations to tour the radio stations as a way to educate about jobs in radio. These tours consist of a member of the Bryan Broadcasting staff introducing the group to jobs in traffic, on-air, sales, graphic design, production, publishing and more. The goal is to impress the point that while most people think of a job in radio as “the voice you hear” there are numerous career paths available to work in broadcasting that never involve being on-air. These tours are booked by request and are open to anyone that wants them.