

EEO Public File Report for April 1, 2023-March 31, 2024

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:

Call Sign	Community	FIN
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
KJCS	Nacogdoches, TX	67856

A: Full Time Vacancies filled during the past year

Job Title	Date filled	Source of hire	Persons interviewed
Producer 1	5/2023	All Access	7
Producer 2	9/2023	Texas Ass'n Broadcasters	3
Announcer	5/2023	Radio Insight	6
Salesperson BCS	4/2023	Exigent Hire	2
Manager	7/2023	All Access	4
Salesperson ET	2/2024	Radio Ads	3
Graphic Artist	5/2023	Internal Interviews	8

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

Radio Trade Press is AllAccess, Radio-Online, Ramp247, Radio Insight

Recruitment Source for <i>Graphic Artist</i> Position	Interviewees from this source	Positions hired from this source
Eagle Newspaper	1	Graphic Designer
Internal Recruitment	2	
TAB Job Board	-	
Facebook	3	
Radio Trade Press	-	
On Air	2	
Total	8	

Recruitment Source for <i>Producer 1</i> Position	Interviewees from this source	Positions hired from this source
Eagle Newspaper	0	
Internal Recruitment	2	
TAB Job Board	0	
Facebook	-	
Radio Trade Press	5	Producer All Access
On Air		
Total	7	

Recruitment Source for <i>Producer 2</i> Position	Interviewees from this source	Positions hired from this source
Eagle Newspaper	0	
Internal Recruitment	-	
TAB Job Board	1	Producer
Facebook	-	
Radio Trade Press All Access	2	
On Air		
Total	3	

Recruitment Source for Announcer Position	Interviewees from this source	Positions hired from this source
Eagle Newspaper	0	
Internal Recruitment	-	
TAB Job Board	0	
Facebook	-	
Radio Trade Press	6	Announcer RadiInsight
On Air		
Total	6	

Recruitment Source for Salesperson BCS Position	Interviewees from this source	Positions hired from this source
Eagle Newspaper	-	
Internal Recruitment	2	Salesperson BCS
TAB Job Board	-	
Facebook	-	
Radio Trade Press	-	
On Air		
Total	2	

Recruitment Source for Salesperson ET Position	Interviewees from this source	Positions hired from this source
LinkedIn	1	
Internal Recruitment	0	
ET Website	0	
Bryan Broadcasting Website	0	
Radio Trade Press		
On Air	2	Salesperson ET
Total	3	

Recruitment Source for Manager Position	Interviewees from this source	Positions hired from this source
LinkedIn	2	
Internal Recruitment	0	
ET Website	0	
Bryan Broadcasting Website	0	
Radio Trade Press	2	Manager All Access
On Air		
Total	4	

Outreach Activity Description Form

Year: 2024

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 design a program for them. While some might want more experience with sales, others might want to explore news.

We have an intern working with our Regional Mexican station originating social media, public service messages, and community outreach in Spanish. We have also employed hired bilingual interns to translate local news and place on our Spanish language website.

Outreach Activity Description Form

Year: 2024

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 offered 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. With our news and magazine department we are able to accommodate students beyond broadcast majors. The magazines are specialty magazines and staff is shared between our broadcast and print products

We have participated in the NAB Technology Internship Grant Program and employed one technically oriented student we found through the TIG Program. We plan to apply for their internship grant again. The program was temporarily cancelled due to the financial strain on broadcasting due to the pandemic lockdown. We continued this student's employment however and employed him while he attended university classes.

Outreach Activity Description Form

Year: 2024

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 institution of higher education with a journalism, broadcast, or radio and TV department in the state. This year the TBEF awarded eight \$3,000 scholarships to students studying broadcasting or broadcast journalism in Texas schools.

In 2015 we helped establish the foundation of a new scholarship that awarding \$5000 per year to a student enrolled in an accredited Journalism school in Texas. We continue to award his scholarship.

In doing back-testing, we found that around 60% of scholarship recipients are still working in the broadcast area at the 8 year mark.

Outreach Activity Description Form

Year: 2024

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 editor of our magazine department. Another was moved from board operation to a regular production shift and then to morning show host.

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: 2024

Activity: Job Fair Co-Sponsorship

Description: Annually we co-sponsor the local Chamber of Commerce job fair. Serving to connect businesses with jobs to people who might want a better opportunity. We continued as the media sponsor for the job fair that was held on May 24th. The past job fairs have attracted between 500 and 800 job seekers from entry-level to professional. This year, due to what appears to be a secular change in attitude toward employment, we had fewer attendees and several jobs were unfilled.

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: 2024

Activity: Job Fair/Career Training Participation

Description: In the past 12 months, we have spoken to groups 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.

The most recent group was a group of young adults organized by the Chamber of Commerce. We spoke to them about what a radio station job entails. Generally, schools in Texas have been in operation but student events have been reduced. All “career days” where we have traditionally participated are being re-established and we will take part in them as they are scheduled.

We are currently schedule to present a Do/Don't session and interview skill session to a group of College Students in April.

Outreach Activity Description Form

Year: 2024

Activity: University recruitment

Description: This is like our job fair participation but is targeted at reaching University students. This year there are about 70,000 students attending area colleges and universities. Their job fairs tend to be more 'shopping' and less 'application' than what we target at regular job fairs. Thus, we included attractive and colorful explanations (English and Spanish) of the jobs we have available, candy, trinkets, and QR codes leading to introductory job applications. These are not applications per se, but are basically contact sheets to allow us to reach the student later in the year. While outreach is outreach, we actively encourage students to apply. We do not list specific jobs because the students who introduce themselves via these very simple questionnaires stay on-file for the entire school year and are contacted as positions may come open.