

# **EQUAL EMPLOYMENT OPPORTUNITY**

**EEO Public File Report**

**ANNUAL REPORT**  
**April 1, 2012 TO March 31, 2013**

**APRIL 1, 2013**

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## OPEN POSITIONS

**Position: Sales – Account Executive**

**Hired: A.E.: MEAGAN MEDER Date: 4-9-12**

**Source: Internet**

<b>Date Opened</b>	<b>Recruitment Sources*</b>	<b># applicants</b>
3/1/12	Employment Agencies/Departments	0
	Industry Publication	0
	Industry Referral	1
	Internal Candidate	0
	Newspaper(s) Monster.com	9
	Radio Ads	1
	Website(s)	2

**Total # of Applicants: 13**

**Total # Interviewed: 6**

**POSITION: Sales – Account Executive**

**Hired: A.E.: SARAH DAVIS**

**Date: 10/8/12**

**Source: Internet**

<b>Date Opened</b>	<b>Recruitment Sources*</b>	<b># applicants</b>
9/17/12	Employment Agencies/Departments	5
	Industry Publication	0
	Industry Referral	8
	Internal Candidate	0
	Newspaper(s) Monster.com	22
	Radio Ads	2
	Website(s)	1

**Total # of Applicants: 38**

**Total # Interviewed: 13**

**POSITION: Director of Sales**

**Hired: Dave Gordon**

**Date: 11-1-12**

**Source: Inside Radio Trade Publication**

<b>Date Opened</b>	<b>Recruitment Sources*</b>	<b># applicants</b>
	Employment Agencies/Departments	0
7-8-12	Industry Publication	21
7-8-12	Industry Referral	1
	Internal Candidate	0
	Newspaper(s)	0
	Radio Ads	0
	Website(s)	1

**Total # of Applicants: 23**

**Total # Interviewed: 9**

**POSITION: Sales – Account Executive**

**Hired: A.E.: AMY SHIPLEY**

**Date: 11/10/12**

**Source: Internet**

<b>Date Opened</b>	<b>Recruitment Sources*</b>	<b># applicants</b>
9/17/12	Employment Agencies/Departments	5
	Industry Publication	0
	Industry Referral	8
	Internal Candidate	0
	Newspaper(s) Monster.com	22
	Radio Ads	2
	Website(s)	1

**Total # of Applicants: 38**

**Total # Interviewed: 13**

**POSITION: Account Executive**

**Hired: Amanda Ray                      Date: 1-16-13                      Source: Referral**

<b>Date Opened</b>	<b>Recruitment Sources*</b>	<b># applicants</b>
1-1-13	Employment Agencies/Departments	5
	Industry Publication	0
	Industry Referral	8
	Internal Candidate	0
	Newspaper(s) Monster.com	22
	Radio Ads	2
	Website(s)	1

**Total # of Applicants: 38**

Total # Interviewed: 3

**POSITION: Announcer/Air Talent**

**Hired: Charles Rivera                      Date: 3-4-13                      Source: Referral**

<b>Date Opened</b>	<b>Recruitment Sources*</b>	<b># applicants</b>
1-13-13	Employment Agencies/Departments	0
	Industry Publication	0
	Industry Referral	2
	Internal Candidate	0
	Newspaper(s) Monster.com	0
	Radio Ads	0
	Website(s)	0

**Total # of Applicants: 2**

Total # Interviewed: 2

**POSITION: Account Executive**

**Hired: Janie Strain                      Date: 4-15-13                      Source: Referral**

<b>Date Opened</b>	<b>Recruitment Sources*</b>	<b># applicants</b>
1-20-13	Employment Agencies/Departments	0
	Industry Publication	0
	Industry Referral	1
	Internal Candidate	0
	Newspaper(s) Monster.com	0
	Radio Ads	0
	Website(s)	1

**Total # of Applicants: 2**

Total # Interviewed: 2

\*See Pages 5 & 6 For Detailed Recruitment Resources

## **SUPPLEMENTAL RECRUITMENT MEASURES**

### **April 12, 2012**

Dan Balla, Co-owner of KWFB, attended the National Association of Broadcasters Education Foundation and the Radio-Television News Directors Association Career Day at the 2012 NAB Show in Las Vegas, NV. The Career Day attracted over 1,200 attendees and was a very successful event. The goal was to promote diversity and increase the pool of qualified applicants in the broadcast industry.

### **May 1, 2012**

Colleen James, GSM participated in a Work Hard Work Smart Job Fair at Sikes Senter Mall to consult with interested applicants. The applicants were instructed on skills and information needed to be a success in this position.

### **June 21, 2012**

Colleen James, GSM participated in Sheppard Air Force Base professional job training, resume skills and how to stand out from the crowd series. Held at the Family Support Center at SAFB. Helping military families transcend into civilian life.

### **January 2013**

Dan Balla, President of Falls Media LLC and Executive Board Member of RTVF Department at the University Of North Texas, participated in a mentor program for students at the university. Mr. Balla assisted a student with the job hunting process by reviewing his resume, making suggestions for a strategy to find a job, and met in person to review the process.

### **March 22, 2013**

Dan Balla, President of Falls Media LLC and Executive Board Member of RTVF Department at the University Of North Texas, participated in the second annual student Career Kickstarter event at the main campus in Denton. Mr. Balla met with over 100 students at the event, which was organized with one to one round tables where students and board members shared a rapid exchange of ideas and advice.

## **RECRUITMENT SOURCES**

### **Employment Agencies/Departments**

**Workhard Worksmart**  
**2813 Central Expressway East**  
**Wichita Falls, TX 76302**  
**940-766-5601**  
**940-766-3419**

**Texas Workforce Solutions**  
**4309 Jacksboro Hwy**  
**Wichita Falls, TX 76302**  
**940-322-8220**  
**940-322-1801**

**Department of Human Services**  
**1328 Oakhurst Dr.**  
**Wichita Falls, TX 76302**  
**940-720-8485**

**TAB**  
**503 E 11<sup>th</sup> St Suite 200**  
**Austin, TX 78701**  
**512-322-9944**

North TX Hispanic Chamber of Commerce (Now part of Wichita Falls Chamber of Commerce)  
P.O. BOX 1860  
Wichita Falls, TX 76307  
940-723-1741

NAACP Wichita Falls Branch  
PO Box 1442  
Wichita Falls, TX 76307

Midwestern State University  
3410 Taft Blvd  
Wichita Falls, TX 76308  
940-397-4000

Vernon College  
4105 Maplewood Ave  
Wichita Falls, TX 76308  
940-696-8752

Wayland Baptist University  
4110 Call Field Rd  
Wichita Falls, TX 76308  
940-696-0404

Wayland Baptist University  
426 5<sup>th</sup> Ave Suite 7  
SAFB, TX 76311-2931  
940-855-4322

Industry Referrals  
Inside Radio Trade Publication  
In-house Posting

#### Newspapers

Times Record News  
1301 Lamar  
Wichita Falls, TX 76301  
940/767-8341

North TX Journal  
Reginald Blow  
[northtexasjournal@gmail.com](mailto:northtexasjournal@gmail.com)

Website Postings  
[www.bobradio.fm](http://www.bobradio.fm)

Midwestern State University  
[www.mustangshire.org](http://www.mustangshire.org)

Wichita Falls Chamber Of Commerce  
900 Eighth Street, Suite 218  
PO Box 1860  
Wichita Falls, TX 76307  
940-723-2741 Fax 940-723-8773  
[www.wichitafallcommerce.com](http://www.wichitafallcommerce.com)

NOTE: All resumes for all applicants are on file in Applications Folder in Human resources file drawer.