

AMENDED EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2020 – March 22, 2021.

1) Employment Unit: HEH Broadcasting, LLC

**2) Unit Members (Stations and Communities of License): KSAM-FM, Huntsville, Texas
KHVL(AM), Huntsville, Texas**

3) EEO Contact Information for Employment Unit:

Mailing Address: P.O. Box 330 Huntsville, TX 77342	Telephone Number: 936-295-2651
	Contact Person/Title: Dave Donahue/General Manager
	E-mail Address: dave@ksam1017.com

4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

General Manager
Assistant to General Mgr./Special Projects Director
Sports Director

(5) Job Title: General Manager Recruitment Source: Exigent Circumstances

Job Title: Assistant to General Mgr/Special Projects Director Recruitment Source: Exigent Circumstances

Job Title: Sports Director Recruitment Source: Exigent Circumstances

6) Total # of Interviewees Referred: For the period from March 23, 2020 through March 22, 2021, this Employment Unit interviewed 3 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Internship Program

1. The Employment Unit has established an internship program to afford local students from area school districts, and Sam Houston State University students in the departments of Mass Communication and Marketing, to serve as interns at the stations. Interns spend time at the stations or on location with station personnel during live broadcasts, gaining a broad and general overview of the radio broadcast industry. Interns are able to participate in discussions and planning for music programming, promotions and public service, as well as hands on operator experience. Interns are under the supervision of one of the station's program directors, and work with the programming staff. They also have interactions with the sale and administrative staffs. Upon successful completion of the internship, students can earn credit toward their degree or various high school programs. The internship program was suspended in March 2020 due to health and safety protocols necessitated by the COVID-19 pandemic; however, while the campus was closed to classes, and between January and March 31, 2021, the Employment Unit brought on board three SHSU Mass Communication students for part-time employment, thereby providing the students with valuable real-world radio broadcasting experience.
2. The Employment Unit works directly with the CTE (Career Technology Education) initiative at Huntsville High School teaching and giving students the opportunity to use video equipment for online video presentations of local sports broadcasts. This program assists members of the community to learn about and acquire skills necessary for potential broadcast employment. Beginning in February 2021, two students from the program assisted in recording and broadcasting the winter/spring 2021 SHSU and Huntsville High School football games (restart of the delayed fall schedule). The games were streamed on KSAM1017.com, Facebook and a KSAM Sports YouTube channel. The Employment Unit's Sports Director oversaw this initiative.

(b) Participation in and Sponsorship of Community/Educational Events

1. The Employment Unit sponsored a Chamber "Business After Hours" on January 26, 2021. Community leaders and chamber members attended and learned about the Employment Unit's stations, were introduced to staff, and learned about specific jobs and prospective opportunities in our business. The Employment Unit's GM, Operations Manager, Sports Director, and News Director attended.
2. The Employment Unit's General Manager participated in the Huntsville Leadership Institute (HLI), an intensive nine-month course, to learn about community institutions and explore significant, specific ways stations can contribute to our community, and develop leadership skills that can be applied in our local market for the future. Part of the program is familiarizing the Chamber about of our broadcast operations including opportunities for community members to learn about careers and what it takes to work in broadcasting. The General Manager graduated from the HLI program in May 2021.
3. Due to health and safety restrictions as a result of the COVID-19 Pandemic, local career fairs and banquet events were canceled during this reporting period. In prior periods, Employment Unit staff members have attended various programs in the area to hand out literature and answer questions about careers in broadcasting, and have been specifically involved with Sam Houston State University, Huntsville ISD and New Waverly ISD job and career fairs.

(c) Initiative: Management EEO Training

On March 18, 2021, the Employment Unit General Manager reviewed the FCC's EEO FAQ ("FAQs About Equal Employment Opportunity Rules") at <https://www.fcc.gov/general/eo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies. Management then evaluated the FAQ's guidance as pertains to the Employment Unit's EEO policies and practices.