

# EEO Public File Report for April 1, 2011-March 31, 2012

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	Navasota, TX	40912
KAGC	Bryan, TX	16983

## A: Full Time Vacancies filled during the past year

Job Title	Date filled	Source of hire	Persons interviewed
Announcer	10/2011 (3 weeks)	All Access	8
Announcer	11/2011	Walk-in	Same application pool
Magazine Editor*	1/3/2012	The Eagle Newspaper	4
Magazine Editor II*	1/3/2012	The Eagle Newspaper	4

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

Recruitment Source for <b>Announcer</b> Position	Interviewees from this source	Positions hired from this source
All Access All Access Music Group 28955 Pacific Coast Highway Malibu, CA 90265	4	announcer
Back to Basics Magazine Eugene Smith 4417 Old Hearne Road Bryan, Texas 77803	0	
Goods Entertainment (requested information be sent) PO Box 1266 Weston, CT, 06883	0	
KNDE On Air/Station Website Ben Downs Bryan Broadcasting Box 3248 Bryan, TX 77805 979 695 9595	1	
Aggieland Help Wanted One Civic Center Plaza, Suite 506 Poughkeepsie, NY 12601	0	
The Eagle (newspaper) Classified Advertising Department 1729 Briarcrest Drive P.O. Box 3000 Bryan, TX 77802	0	
Texas Association of Broadcasters 502 East 11th Street, Suite 200 Austin, TX 78701	3	
Total	8	

Recruitment Source for <b>Magazine Editor</b> Position	Interviewees from this source	Positions hired from this source
Back to Basics Magazine Eugene Smith 4417 Old Hearne Road Bryan, Texas 77803	0	
KNDE On Air/Station Website Ben Downs Bryan Broadcasting Box 3248 Bryan, TX 77805 979 695 9595	0	
Aggieland Help Wanted One Civic Center Plaza, Suite 506 Poughkeepsie, NY 12601	2	
The Eagle (newspaper) Classified Advertising Department 1729 Briarcrest Drive P.O. Box 3000 Bryan, TX 77802	2	Magazine Editor
Texas Association of Broadcasters 502 East 11th Street, Suite 200 Austin, TX 78701	0	
Total	4	

Recruitment Source for <b>Magazine Editor II</b> Position (same recruitment pool as magazine editor position)	Interviewees from this source	Positions hired from this source
Back to Basics Magazine Eugene Smith 4417 Old Hearne Road Bryan, Texas 77803	0	
KNDE On Air/Station Website Ben Downs Bryan Broadcasting Box 3248 Bryan, TX 77805 979 695 9595	0	
Aggieland Help Wanted One Civic Center Plaza, Suite 506 Poughkeepsie, NY 12601	2	
The Eagle (newspaper) Classified Advertising Department 1729 Briarcrest Drive P.O. Box 3000 Bryan, TX 77802	2	Magazine Editor II
Texas Association of Broadcasters 502 East 11th Street, Suite 200 Austin, TX 78701	0	
Total	4	

\*In the process of preparing for the 2013 EEO report the Magazine Editor positions were determined to have been omitted from the 2012 report. They are added to this 2012 revised report.

# Outreach Activity Description Form

Year: 2012 Activity: Continuing Broadcast Internships

Description: We have established a formal intern program that employs students from Blinn College and Texas A&M University. The students are under the supervision of our promotions director and program director. There was one intern this year

One intern came from Texas A&M University and shadowed the KNDE morning show. She was trained on audio editing software and learned to produce music segments. She also wrote public service announcements for use on the air.

Texas A&M students are recruited by opportunity postings at the campus radio and TV stations as well as student bulletin boards and the widely accessed Jobs For Aggies website. We typically restart the program with new hires at the beginning of each school semester in order to accommodate student graduation and class schedule conflicts. Students who can continue to intern across semesters are given first chance at the jobs. Students at other area schools are reached by on air announcements offering these opportunities.

In 2010 the station agreed to an internship from the Texas A&M department of Sociology. The students from this department will receive class credit for work here.

# Outreach Activity Description Form

Year: 2012 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. Each year the TBEF awards eight \$2,000 scholarship to students studying broadcasting or broadcast journalism in Texas schools.

# Outreach Activity Description Form

Year: 2012 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 convince people in other markets to move to our town. 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. Our programs are a mixture of internal and external training.

In past years we have promoted a part-time promotional assistant to begin full time work scheduling promotional staff. Another part-time student worker was promoted to assist in traffic scheduling and helping maintain our community calendars.

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 14 members of our staff to attend broadcast conventions and outside-the-station training.

# Outreach Activity Description Form

Year: 2012 Activity: Job Fair Co-Sponsorship

Annually we co-sponsor with the local Chamber of Commerce the spring job fair. The last event was April 2011 at The Hilton in College Station, Texas. The past job fairs have attracted between 800 and 1,000 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: 2012 Activity: Job Fair/Career Day Participation

In the past 12 months, we have attended one sponsored job fair.

November 2011: Youth to Career Fair, BCS Chamber of Commerce, Expo Center, Bryan, TX: attended by 3,000 secondary school students. Our booth was staffed by a management member with hiring responsibility. We spoke to groups of these students, handed our contact material and answered questions about radio broadcasting.

# Outreach Activity Description Form

Year: 2012 Activity: Other Actions

A lot of our recruitment effort is aimed at hiring people as they enter the job. We make special accommodations for our student employees. We hold their positions open when they have an opportunity to accept out-of-town internships. We also accommodate different schedules on different days of the week by encouraging job sharing between student employees.