

# EEO Public File Report for March 2006-March 2007

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*            | Navasota, TX        | 40912      |
| KAGC             | Bryan, TX           | 16983      |

\* this report includes SEU employees working on behalf of KWBC pursuant to an LMA.

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

- |                           |                      |                 |
|---------------------------|----------------------|-----------------|
| 1) Job Title: Salesperson | Date Filled: 10/2006 | recruited       |
| 2) Job Title: Announcer   | Date Filled: 1/2007  | from All Access |

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

1) The hire was due to exigent circumstances. A uniquely qualified individual with specific local sales experience became available, and a position was created for him at the station employment unit.

2) Texas Broadcasters website, All Access, R&R Magazine, Back to Basics Magazine (local minority focused magazine), on-air. Goods Entertainment (requested job postings)

## Total Number of Persons Interviewed for all Fulltime Vacancies Filled

seventeen

## Total Number of Interviewees by recruitment source:

|                             |    |
|-----------------------------|----|
| Texas Broadcasters Website: | 0  |
| R&R Magazine:               | 0  |
| All Access:                 | 12 |
| Back to Basics:             | 0  |
| KNDE On Air                 | 1  |
| Walk in:                    | 4  |
| Goods Entertainment:        | 0  |

# Outreach Activity Description Form

|   |
|---|
| Year: 2007 Activity: Continuing Broadcast Internships |
|---|

Description: We are located in a town of 120,000 people and a University and College that enrolls 50,000 students. We have established a news intern program that employs students from Blinn College and Texas A&M University. The students are under the supervision of our news director. Their duties include attending governmental meetings and writing reports from those meetings. Trial reporting, network editing, and the voicing and producing of the afternoon newscasts are a part of their duties. In the past year we employed two students from Texas A&M and one student from Blinn College as News Interns.

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.

# Outreach Activity Description Form

Year: 2007 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 a Vice 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

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| Year: 2007 Activity: Employee Training |
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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.

Specifically, we have allowed a promotional assistant and a board operator to begin working in a technical capacity so that they might become broadcast technicians.

We offer an open opportunity for any of our promotional assistants and office interns to move onto a track that provides skills and training for full time employment at the stations. In the past year we have promoted two women through this program. One to a full-time position in traffic and billing, and another to the position of morning show co-host. We pay for attending conventions for exposure to issues in broadcasting as well as shadowing current full-time employees.

# Outreach Activity Description Form

Year: 2007 Activity: Job Fair Co-Sponsorship

Annually we co-sponsor with the local Chamber of Commerce the spring job fair. The last event was May 24<sup>th</sup> in College Station. The past job fairs have attracted between 800 and 1,000 job seekers from entry-level to professional. We act as a co-sponsor contributing resources and airtime for to the event along with the BCS Chamber of Commerce.

# Outreach Activity Description Form

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| Year: 2007 Activity: Job Bank Listings |
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It is the written policy of the stations to provide notice of vacancy for every management position and sales position to the following job banks:

National Association of Broadcasters

American Women in Radio and TV of Austin, Texas

National Association of Black College Broadcasters

Texas Association of Broadcasters

Goods Entertainment/VoiceHunter.com (on-air staff only)

Jobs for Aggies : Department of Student Financial Aid

Internal Posting for existing employees

The Eagle Newspaper (general circulation in Bryan/College Station)

# Outreach Activity Description Form

Year: 2007 Activity: Other Actions

A third of our county population is made up from students at Texas A&M University and Blinn College. A lot of our recruitment effort is aimed at hiring people as they enter the job force and less after they've been employed for some time. We make special accommodations for our student employees. We hold their positions open when they have an opportunity to accept out-of-town internships (last year we had one student employee interning at MTV Networks and another at CMTV Radio). We also accommodate different schedules on different days of the week by encouraging job sharing between student employees.

# Outreach Activity Description Form

Year: 2007 Activity: Job Fair/Career Day Participation

In the past 12 months, we have attended two sponsored job fairs. We attended a job fair at the Union Ballroom of the University of Texas in Austin on February 9<sup>th</sup> and another at Baylor University in Waco on March 27<sup>th</sup>. As a side note, we are registered for and scheduled to attend another university job fair next month (Stephen F. Austin University) and local school Career Day. These are attended by Allison Brown our promotions coordinator.