

# EEO Public File Report for April 1, 2020-March 31, 2021

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	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

A: Full Time Vacancies filled during the past year
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Job Title	Date filled	Source of hire	Persons interviewed
<b>Production Director (full time)</b>	<b>3/2021</b>	<b>Staff Promotion</b>	<b>7</b>
<b>Spanish language salesperson (full time)</b>	<b>3/2021</b>	<b>Internal</b>	<b>3</b>

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

Recruitment Source for <b><i>Production Director</i></b> Position	Interviewees from this source	Positions hired from this source
<b>The Eagle Daily newspaper</b>	0	
<b>All Access Website</b>	4	
<b>Internal Recruitment*</b>	3	Production Director (FT)
Total	7	

\*Please note one person declined our offer.

Recruitment Source for <b><i>Spanish language salesperson</i></b> Position	Interviewees from this source	Positions hired from this source
<b>The Eagle Daily Newspaper</b>	0	
All Access Website	2	
Internal Posting	1	Spanish Salesperson (FT)
Total	3	

## Outreach Activity Description Form

Year: 2021

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

This year we have an intern working with our Regional Mexican station originating social media, public service messages, and community outreach in Spanish.

We have just signed an agreement with Harding University for a communications internship. While this school is outside our coverage area, the student lives locally and is working toward a communications degree.

# Outreach Activity Description Form

Year: 2021

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 offer 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.

We have participated in the NAB Technology Internship Grant Program and employ one technically oriented student in order to train them to find a job as a broadcast technician. Unfortunately, the program was cancelled due to the financial strain on broadcasting due to the pandemic lockdown. We continued this student's employment however.

# Outreach Activity Description Form

Year: 2021

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. This year the TBEF awards eight \$3,000 scholarship 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.

# Outreach Activity Description Form

Year: 2021

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 assist in accounts payable and writing the checks for the business.

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.

In the current year, we made good on this outreach activity by promoting two of our part time employees to full time status following a competitive review process of applications from outside of the company.

# Outreach Activity Description Form

Year: 2021

Activity: Job Fair Co-Sponsorship

Description: Annually we co-sponsor the local Chamber of Commerce spring job fair. The last event was held virtually on January 20<sup>th</sup> due to the pandemic. The past job fairs have attracted between 500 and 800 job seekers from entry-level to professional. This year, due to fewer businesses hiring, it was about half that.

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: 2021

Activity: Job Fair/Career Training Participation

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

Most recently to a group of students in a “Rolodex” series of speakers. Most of the events that are regularly scheduled have been converted to Virtual events or postponed. Generally, schools in Texas have been in operation but student events have been curtailed. All “career days” where we have traditionally participated have been postponed until after 2020 due to the pandemic.



## Outreach Activity Description Form

Year: 2021

Activity: Station Tours

Description:

We note that we have followed pandemic shutdown guidelines and ceased offering tours and visits as of March 18, 2020.