

FCC Form 396
Narrative Statement Regarding EEO Outreach

During the license term, the KGBT-FM, KGBT(AM), KBTQ(FM) employment unit (the “employment unit”) undertook a number of measures to achieve broad and inclusive outreach in connection with specific station employment opportunities and to disseminate information about broadcasting employment opportunities in general throughout the community that the stations serve.

As reflected in the two attached Annual EEO Public File Reports, the employment unit notifies a wide assortment of recruitment sources to broadly disseminate notice of job vacancies to qualified applicants. For example, the employment unit posts notifications of vacancies to Internet job banks targeted to individuals seeking broadcast employment, such as Univision.com and WorkInTexas.com. To broaden outreach even further, the employment unit advertises job vacancies by contacting regional academic institutions, such as South Texas Community College, The University of Texas Rio Grande Valley and Texas State Technical College, and by notifying organizations whose membership includes a substantial number of women and minorities, such as the Texas Association of Broadcasters and the RGV Hispanic Chamber of Commerce. During the 2019-2020 and the 2020-2021 reporting periods, the employment unit broadly publicized each of the vacancies filled through these and other measures.

The employment unit participates in events and programs sponsored by educational institutions relating to career opportunities in broadcasting. Such events and programs include the unit’s participation in the Career Day at Cantu Elementary School on April 25, 2019, the Career Expo at South Texas Community College, the Hiring Red, White and Blue Career Fair with Workforce on November 7, 2019, Career Day at B.L. Gray Junior High School on November 19, 2019, the Virtual Coffee & Connect hosted by Lamar University on February 9, 2021, the Austin College Virtual Spring Career Fair on February 23, 2021, the Prairie View College Communications Virtual Career Fair on February 25, 2021, and the South Texas College 2021 Jaguar Experience Virtual Transition Fair on March 26, 2021.

The employment unit regularly participates in job and career fairs such as on December 10, 2020 the Winter Job Jam organized by Lee Hecht Harrison Management Consultants, on October 2, 2019 the Edinburg Bi-Annual Job Fair. Station personnel with substantial responsibility for hiring regularly participate in additional job fairs, as described in the unit’s EEO public file report.

The unit also provides training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. On March 3rd, 5th and 6th, 2020 and March 2nd, 3rd and 4th, 2021 the unit’s VP, General Manager and all managers received this EEO training and information session conducted by the Human Resources Generalist, which provided training relating to outreach efforts with local job sources and effective interview techniques, among other topics.

Finally, as described above, the station lists upper-level category openings with organizations whose membership includes substantial participation of women and minorities, including the Texas Association of Broadcasters and the RGV Hispanic Chamber of Commerce.