

EEO Public File Report for April 1, 2014-March 31, 2015

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
KPWJ	Kurten, TX	166036
KVMK	Wheelock, TX	189519

A: Full Time Vacancies filled during the past year

Job Title	Date filled	Source of hire	Persons interviewed
Salesperson	3/2015	Walk-in	4
Midday Announcer	10/2014	All-Access	10
Morning Announcer	8/2014	The Eagle	3

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

Recruitment Source for Sales Position	Interviewees from this source	Positions hired from this source
All Access All Access Music Group 28955 Pacific Coast Highway Malibu, CA 90265	0	
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	1	
Texas Association of Broadcasters 502 East 11th Street, Suite 200 Austin, TX 78701	0	
Walk In – Staff Recruitment	1	salesperson
Total	4	

Recruitment Source for <i>Midday Announcer</i> Position	Interviewees from this source	Positions hired from this source
All Access All Access Music Group 28955 Pacific Coast Highway Malibu, CA 90265	9	Midday Announcer
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	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	1	
Walk In – Staff Recruitment	0	
Total	10	

Recruitment Source for <i>Morning Announcer</i> Position	Interviewees from this source	Positions hired from this source
All Access All Access Music Group 28955 Pacific Coast Highway Malibu, CA 90265	1	
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	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	1	Morning Announcer
Walk In – Staff Recruitment	1	
Total	3	

Outreach Activity Description Form

Year: 2015 Activity: Continuing Broadcast Internships

Description: We have established a formal intern program that employs students from Texas A&M University and other area universities. The students that are placed are under the supervision of management level employees.

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.

In 2012 we employed an intern in our engineering department who receives class credit from Sam Houston University in Huntsville, TX.

In 2013 we changed the program to use hired intern workers from Texas A&M referred to us by the Communications Department.

In 2014 we used intern workers referred by the Communications Department. In the course of the past three years, we have employed 11 students associated with the Communications Department.

Outreach Activity Description Form

Year: 2015 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.

In 2014 we helped lead establishment of a new scholarship that was a \$5000 per year scholarship awarded to a student enrolled in an accredited Journalism school in Texas.

Outreach Activity Description Form

Year: 2015 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 website development 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 5 members of our staff to attend broadcast conventions and outside-the-station training.

Outreach Activity Description Form

Year: 2015 Activity: Job Fair Co-Sponsorship

Annually we co-sponsor with the local Chamber of Commerce the spring job fair. The last event was April 2014 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: 2015 Activity: Job Fair/Career Day Participation

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

October 2014: Youth to Career Fair, BCS Chamber of Commerce, Expo Center, Bryan, TX
The Youth to Career Fair was attended by 1800 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: 2015 Activity: Other Actions

We have observed fewer people interested in applying for jobs with our station. Mainly, this is due to a lack of training in smaller markets and students with any exposure to radio broadcasting.

This year we have initiated meetings with the head of the Communications Department at Texas A&M to begin a "complete station" experience using our KNDE-HD2 station. The outline that will begin to train students next year will essentially turn over the operations of this HD station to students. Not just as board operators or DJ's but music selection and scheduling, promotional efforts within a budget, sales and marketing.

Obviously we will retain licensee control and oversight for the students.