

KORA (FM), KTAM (AM), KBXT (FM), KAPN (FM)
EEO PUBLIC FILE REPORT
April 1, 2021 to March 31, 2022

I. VACANCY LIST

See Section II, the “**Master Recruitment Source List**” (“**MRS**L”) for recruitment source data

| Job Title | Recruitment Sources (“RS”) Used to Fill | RS Referring Hiree |
|--|---|-------------------------------|
| Account Executive | 1-10-11-13-21-22 | 14 |
| Traffic Director | 1-10-11-13-21-22 | 14 |
| Morning Show Co-Host/Production Director | 1-11-13-17-18-19 | 26 |
| Account Executive/Evening On-Air Talent | 1-10-11-13-21-22 | 19 |
| KORA Program Director | 1-11-19-22 | 19 |
| Integrated Marketing Manager/Digital Sales | 1-11-22-28 | 28 |

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

| | Recruitment Source | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by Source over 12-month period |
|---|---|--|--|
| 1 | Texas Association of Broadcasters Job Bank 502 E. 11 th Street Suite 200 Austin, TX 78701 512-322-9944 Craig Bean, craig@tab.org http://www.tab.org/ | No | 0 |
| 2 | Radio Advertising Bureau 1320 Greenway Dr Suite 500 Irving, TX 75038 1-800-998-5158, 972-753-6756 Jean Hetherington - Jhetherington@rab.com http://www.rab.com/ | No | 0 |
| 3 | Alliance for Women in Media – Austin Affiliate www.awmaustin.org | No | 0 |
| 4 | Media Alliance of Houston PO Box 980908 Houston, TX 77098 Monica Rose – monica.rose@abc.com www.mediaalliancehouston.org | No | 0 |
| 5 | Texas A&M University Career Center, Debbie Gau 209 Koldus, 1233 TAMU College Station, TX 77843 979-845-5139 employer@careercenter.tamu.edu http://careercenter.tamu.edu & http://hireaggies.com | No | 0 |
| 6 | Blinn College Job Placement Office 2423 Blinn Blvd PO Box 6030 Bryan, Texas 77805 979-209-7542 careers@blinn.edu http://www.collegecentral.com/blinncollege/ | No | 0 |
| 7 | Baylor University – Telecommunications Div. Lillian Roundtree Burleson Hall, RM 110 Waco, TX 76798 http://www.baylor.edu/careerservices/ | No | 0 |

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| | Recruitment Source | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by Source over 12-month period |
|----|---|--|--|
| 8 | Prairie View A&M Career Services P O Box 519 Prairie View, TX 77446-0519 Shadia_washington@pvamu.edu | No | 0 |
| 9 | Texas Southern University Career Center 3100 Cleburne Houston, TX 77004 colvindd@tsu.edu http://www.tsu.edu/pages/1645.asp https://www.myinterfase.com/tsu/EMPLOYER | No | 0 |
| 10 | La Voz Hispana Newspaper PO Box 1774 Bryan, TX 77806 979-822-0503 | No | 0 |
| 11 | BCS Chamber of Commerce 4001 East 29 th Street, Suite 175 Bryan, TX 77805 979-260-5200 http://www.beschamber.org/ http://www.beschamber.org/JobBoard | No | 0 |
| 12 | TV and Radio Jobs Website http://tvandradijobs.com | No | 0 |
| 13 | Brazos Valley Communications Radio Station Website KORA-KTAM-KBXT-KAPN 1240 E. Villa Maria Rd Bryan, TX 77802 http://www.brazosradio.com/employment | No | 1 |
| 14 | Word-of-Mouth Referral | No | 1 |
| 15 | Walk In / Self –Referral | No | 0 |
| 16 | American Broadcasting School Michelle McConnell Campus/Job Placement Director 712 N. Watson Road, Ste. 200 Arlington, TX 76011 (817) 695-2474 or (817) 695-2838 (FAX) michelle@radioschool.com | No | 0 |
| 17 | Radio Online Website http://radio-online.com | No | 0 |

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| | Recruitment Source | Source Entitled to Vacancy Notification ? (Yes/No) | No. of Interviewees Referred by Source over 12-month period |
|--|---|--|---|
| 18 | Country Air Check Website https://www.countryaircheck.com/ | No | 0 |
| 19 | All Access http://www.allaccess.com/ | No | 4 |
| 21 | Workforce Solutions – Brazos Valley P O Drawer 4128 3991 East 29 th Street Bryan TX 77805 Sherry.saxby@bvcog.org | No | 0 |
| 22 | Aggielandhelpwanted.com RegionalHelpWanted.com P O Box 319 Mt. Zion IL 62549 Dale Mulder – Media Director dale.mulder@regionalhelpwanted.co | No | 0 |
| 23 | The Eagle 1729 Briarcrest Drive Bryan TX 77802 Kristi Lester Kristi.Lester@theeagle.com | No | 0 |
| 24 | BCS Chamber of Commerce Spring Job Fair | No | 0 |
| 25 | BCS Chamber of Commerce Fall Job Fair | No | 0 |
| 26 | Internal transfer/Promotion | No | 0 |
| 27 | Re-hire | No | 0 |
| 28 | Indeed.com | No | 10 |
| TOTAL INTERVIEWEES OVER 12-MONTH PERIOD | | | 0 |

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III. RECRUITMENT INITIATIVES

| | TYPE OF RECRUITMENT INITIATIVE (MENU) | BRIEF DESCRIPTION OF ACTIVITY |
|---|--|--|
| 1 | Participate in job fair / Sponsor job fair | <p>1. October 5 2021, our SEU participated in the B/CS Chamber of Commerce and Workforce Solutions Brazos Valley Job Fair. General Manager was on-site to answer questions, discuss job opportunities, and accept resumes. Our SEU Promoted job fair on-air and on station websites.</p> <p>2. October 20 2021, our SEU participated in the Bryan/College Station Chamber of Commerce Youth to Career Fair. Station participants included promotions staff, who were on-site to share information to local Junior High Students on job opportunities, broadcast careers, and scholarship information to students majoring in broadcast media and telecommunications available from the Texas Association of Broadcasters' Texas Broadcast Education Foundation.</p> <p>3. November 4 2021, our SEU participated in the Workforce Solutions Red White and You Hiring Event. Business Manager was on-site to answer questions, discuss job opportunities, and accept resumes. On-Air talent was on-site for live remote promoting the hiring event. Our SEU was the media sponsor of this event.</p> <p>4. November 13 2021, our SEU was media sponsor for the Workforce Solutions CDL Job Fair. Job fair was promoted on-air and on station websites.</p> |

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| | TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION) | BRIEF DESCRIPTION OF ACTIVITY |
|---|---|--|
| 2 | Host Community event/program which promotes employment in the broadcast industry. | December 2-December 6, 2021 our SEU hosts Radio M*A*S*H (make a smile happen) an annual toy drive for our local community. As part of this annual event our SEU recruits community volunteers to help collect, sort, and distribute toys. Local volunteers are also recruited to obtain board operator training for the remote broadcasts held daily throughout the event. |
| 3 | Participate in Scholarship Program | Our SEU participated in the Texas Association of Broadcasters' Texas Broadcast Education Foundation, providing scholarships to students majoring in broadcast media and telecommunications. TBEF annually awards scholarships to outstanding students pursuing a degree in broadcast journalism, production, or engineering at universities, colleges, and technical schools across the state of Texas. Scholarships include one \$5000 scholarship and eight \$3000 scholarships. Stations promote these scholarships on-air, on station websites, and distribute printed promotional material regarding the Texas Association of Broadcasters' Education Foundation scholarship program at student career expos. During the reporting period, SEU donated \$500 to the Texas Association of Broadcasters' Texas Broadcast Education Foundation scholarship fund. |

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| | |
|--|--|
| <p>4 Providing Training to station personnel enabling them to acquire the skills to qualify for higher-level positions</p> | <p>General Manager integrates training components into weekly programming, sales, and marketing meetings: Programming meetings specifically focus on improved on-air delivery, more effective communication and emotional connection techniques to relate to station's listeners, and critical skills necessary to advance careers in radio programming.</p> <p>Sales and Marketing meetings focus on training designed to better manage customer relations, improved copywriting, client promotional brainstorming, and identifying ways to improve customer's business, and provide training and leadership developmental skills for career advancement.</p> <p>General Manager and Sales Staff attended the following webinar trainings:</p> <p>June LBS: How to avoid tragic advertising mistakes (6/8)</p> <p>September LBS: Paul Weyland Wednesday (9/29)</p> <p>October LBS: Auto Sales (10/12.) Paul Weyland Wednesday (10/27)</p> <p>December LBS: Closing the Deal (12/14)</p> <p>February LBS: Branding (2/8)</p> |
|--|--|

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| | |
|--|---|
| <p>5 Participate in job bank programs, Internet programs and other programs designed to promote outreach generally.</p> | <p>Our SEU participates in job banks, internet programs and programs designed to promote outreach generally. SEU is a co-founder/sponsor of Aggielandhelpwanted.com local community job bank.</p> |
|--|---|