

KORA (FM), KTAM (AM), KBXT (FM), KAPN (FM)
EEO PUBLIC FILE REPORT
April 1, 2023, to March 31, 2024

I. VACANCY LIST¹

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Account Executive (2)	1.13,14,28	28

¹ This report was revised in November 2024 to address reporting issues.

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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 502E.11 th StreetSuite200 Austin,TX78701 512-322-9944 Michael Schneiderr 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 POBox980908 Houston,TX77098 Monica Rose – monica.rose@abc.com www.mediaalliancehouston.org	No	0
5	TexasA&M University Career Center, Debbie Gau209K oldus,1233TAMU CollegeStation,TX778439 79-845-5139 employer@careercenter.tamu.edu http://careercenter.tamu.edu & http://hireaggies.com	No	0
6	Blinn College JobPlacementOffice2 423BlinnBlvd POBox6030 Bryan,Texas77805 979-209-7542 careers@blinn.edu http://www.collegecentral.com/blinncollege/	No	0
7	Baylor University–Telecommunications Div. LillianRoundtreeBurlesonHall,RM110Waco, TX76798 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 CareerServices POBox519 PrairieView, TX77446-0519 Shadia_washington@pvamu .	No	0
9	Texas Southern University CareerCenter3 100Cleburne Houston, TX77004 colvindd@tsu.edu http://www.tsu.edu/pages/1645.asp https://www.myinterfase.com/tsu/EMPLOYER	No	0
10	La Voz Hispana Newspaper POBox1774 Bryan, TX77806 979-822-0503	No	0
11	BCS Chamber of Commerce 4001East29 th Street, Suite175 Bryan, TX77805 979-260-5200 http://www.bschamber.org/http://www.bschamber.org/JobBoard	No	0
12	TV and Radio Jobs Website http://tvandradiojobs.com	No	0
13	Brazos Valley Communications Radio Station Website/On-air KORA-KTAM-KBXT-KAPN 1240E. Villa Maria Rd Bryan, TX77802 http://www.brazosradio.com/employment	No	2
14	Word-of-Mouth Referral	No	1
15	Walk In/Self-Referral	No	0
16	American Broadcasting School Michelle McConnell Campus/Job Placement Director 712N. Watson Road, Ste. 200 Arlington, TX76011 (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	0
21	Workforce Solutions – Brazos Valley P O Drawer 4128 3991 East 29 th Street Bryan TX 77805 Sherry.saxby@bvcog.org	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	18
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			21

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in job fair/Sponsor job fair	<ol style="list-style-type: none">1. May 4, 2023, our SEU participated in the B/CS Chamber of Commerce and Workforce Solutions Brazos Valley Job Fair. The 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.2. October 11, 2023, our SEU participated in the Bryan/College Station Chamber of Commerce Youth to Career Fair. Station participants included Business Manager and promotions staff, which 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.3. Thursday November 2, 2023, our SEU participated in the Workforce Solutions Brazos Valley Red, White and You Hiring Event. The 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.

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	TYPE OF RECRUITMENT INITIATIVE (MENSELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Host Community event/program which promotes employment in the broadcast industry.	December 1-December 4, 2023 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>SEU integrated a digital platform with 44i Digital. Personnel attended various ZOOM training and video training sessions designed to expand their knowledge and skill sets so that they would be better prepared to sell and utilize the new digital products.</p> <p>From April 2023-January 2024, our Sales Staff attended numerous webinar trainings provided by the Texas Association of Broadcasters – LBS program.</p> <p>Vice President/GM, Account Executives and Business Manager attended the Texas Association of Broadcast Convention August 3-4, 2024 in Austin, Tx. Attendees participated in workshops designed to enhance participants skills in making more effective sales presentations, improve prospecting and leadership training for advancement in the broadcast industry.</p> <p>Our SEU participates in weekly digital training programs. These programs are designed to help our staff learn about digital platforms and how they can help our customers.</p>
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