

# 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     | Facility ID # |
|-----------|---------------|---------------|
| KBLZ      | Winona, TX    | 79247         |
| KAZE      | Ore City, TX  | 57626         |
| KZTK      | White Oak, TX | 78631         |

| A: Full Time Vacancies filled during the past year |                     |                 |                    |
|--|---------------------|-----------------|--------------------|
| Job Title  | Date Filled         | Source of Hire  | Persons Inteviered |
| Announcer  | Oct. 2014           | Staff Referral  | 13                 |
| Announcer  | Oct. 2014           | On Air/Web Site | 6                  |
| Sales  | Nov. 2014           | Staff Referral  | 8                  |
| Announcer  | Promote From Within | Promotion       | 8                  |

| B1: Recruitment Referral Sources Used to Seek Candidates For Announcer Position          |                             |                               |                            |
|--|-----------------------------|-------------------------------|----------------------------|
| Recruitment Source   | Applicants from this source | Interviewees from this source | Position hired from source |
| Texas Association of Broadcasters<br>502 East 11th Street, Suite 200<br>Austin, TX 78701 | 6                           | 2                             |                            |
| All Access<br>All Access Music Group<br>28955 Pacific Coast Highway<br>Malibu, CA 90625  | 7                           | 1                             |                            |
| Tyler morning Telegraph<br>412 West Erwin<br>Tyler, TX 75702                             | 2                           | 0                             |                            |
| TAB Job Fair<br>Texa State Colege<br>San Marcos, TX                                      | 9                           | 2                             |                            |
| KBLZ/KAZE/KZTK On Air/Website<br>212 Grande Blvd., Suite B100<br>Tyler, TX 75703         | 10                          | 6                             | 1                          |
| University of Texas Tyler<br>3900 University Blvd<br>Tyler, TX 75799                     | 0                           | 0                             |                            |
| Hispanic Business Alliance<br>315 N. Broadway<br>Tyler, TX 75701                         | 1                           | 1                             |                            |
| Texas College<br>2404 Grand Ave<br>Tyler, Texas 75702                                    | 0                           | 0                             |                            |
| Kilgore College<br>1100 Broadway Blvd<br>Kilgore, TX 75662                               | 1                           | 1                             |                            |
| Texas Assn Broadcasters Job Fair<br>Texas Tech University<br>Lubbock, TX                 | 1                           | 0                             |                            |
| <b>Total</b>   | <b>37</b>                   | <b>13</b>                     | <b>1</b>                   |

B2: Recruitment Referral Sources Used to Seek Candidates For Announcer Position

| Recruitment Source   | Applicants from this source | Interviewees from this source | Position hired from source |
|--|-----------------------------|-------------------------------|----------------------------|
| Texas Association of Broadcasters<br>502 East 11th Street, Suite 200<br>Austin, TX 78701 | 4                           | 2                             |                            |
| All Access<br>All Access Music Group<br>28955 Pacific Coast Highway<br>Malibu, CA 90625  | 0                           | 0                             |                            |
| Tyler morning Telegraph<br>412 West Erwin<br>Tyler, TX 75702                             | 2                           | 1                             |                            |
| KBLZ/KAZE/KZTK On Air/Website<br>212 Grande Blvd., Suite B100<br>Tyler, TX 75703         | 1                           | 1                             |                            |
| University of Texas Tyler<br>3900 University Blvd<br>Tyler, TX 75799                     | 0                           | 0                             |                            |
| Hispanic Business Alliance<br>315 N. Broadway<br>Tyler, TX 75701                         | 1                           | 0                             | 1                          |
| Texas College<br>2404 Grand Ave<br>Tyler, Texas 75702                                    | 0                           | 0                             |                            |
| Kilgore College<br>1100 Broadway Blvd<br>Kilgore, TX 75662                               | 1                           | 0                             |                            |
| <b>Total</b>   | <b>9</b>                    | <b>6</b>                      | <b>1</b>                   |

B3: Recruitment Referral Sources Used to Seek Candidates For Sales Position

| Recruitment Source   | Applicants from this source | Interviewees from this source | Position hired from source |
|--|-----------------------------|-------------------------------|----------------------------|
| Texas Association of Broadcasters<br>502 East 11th Street, Suite 200<br>Austin, TX 78701 | 12                          | 3                             |                            |
| All Access<br>All Access Music Group<br>28955 Pacific Coast Highway<br>Malibu, CA 90625  | 0                           | 0                             |                            |
| Tyler morning Telegraph<br>412 West Erwin<br>Tyler, TX 75702                             | 12                          | 2                             |                            |
| KBLZ/KAZE/KZTK On Air/Website<br>212 Grande Blvd., Suite B100<br>Tyler, TX 75703         | 16                          | 2                             |                            |
| University of Texas Tyler<br>3900 University Blvd<br>Tyler, TX 75799                     | 1                           | 0                             |                            |
| Hispanic Business Alliance<br>315 N. Broadway<br>Tyler, TX 75701                         | 1                           | 1                             |                            |
| Texas College<br>2404 Grand Ave<br>Tyler, Texas 75702                                    | 0                           | 0                             |                            |
| Kilgore College<br>1100 Broadway Blvd<br>Kilgore, TX 75662                               | 0                           | 0                             |                            |
| Staff Referral<br>212 Old Grande Blvd., Suite B-100<br>Tyler, TX 75703                   |                             |                               | 1                          |
| <b>Total</b>   | <b>42</b>                   | <b>8</b>                      | <b>1</b>                   |

B4: Recruitment Referral Sources Used to Seek Candidates For Announcer Position

| Recruitment Source   | Applicants from this source | Interviewees from this source | Position hired from source |
|--|-----------------------------|-------------------------------|----------------------------|
| Texas Association of Broadcasters<br>502 East 11th Street, Suite 200<br>Austin, TX 78701   | 8                           | 3                             |                            |
| All Access<br>All Access Music Group<br>28955 Pacific Coast Highway<br>Malibu, CA 90625    | 14                          | 1                             |                            |
| Tyler morning Telegraph<br>412 West Erwin<br>Tyler, TX 75702                               | 2                           | 0                             |                            |
| KBLZ/KAZE/KZTK On Air/Website<br>212 Grande Blvd., Suite B100<br>Tyler, TX 75703           | 8                           | 2                             |                            |
| University of Texas Tyler<br>3900 University Blvd<br>Tyler, TX 75799                       | 1                           | 0                             |                            |
| Hispanic Business Alliance<br>315 N. Broadway<br>Tyler, TX 75701                           | 1                           | 0                             |                            |
| Texas College<br>2404 Grand Ave<br>Tyler, Texas 75702                                      | 2                           | 0                             |                            |
| Kilgore College<br>1100 Broadway Blvd<br>Kilgore, TX 75662                                 | 1                           | 0                             |                            |
| Staff Referral/Promote from within<br>212 Old Grande Blvd., Suite B-100<br>Tyler, TX 75703 | 1                           | 1                             | 1                          |
| <b>Total</b>   | <b>37</b>                   | <b>8</b>                      | <b>1</b>                   |



**Year: 2014-15    Activity: Internships**

Description: We are located in a metro area of 325,000 people and four colleges. University of Texas Tyler, Texas College, Kilgore College and Letourneau University. We have instated an internship program that employs students from these schools of higher learning. In this report period we have hired one intern from Kilgore College.

Students are recruited by opportunity postings on student bulletin boards and through job placement services on the campuses. We typically start the program at the beginning of each school year. Students who can continue from one semester to the next are given first chance at the jobs. This reporting period the station agreed to an internship from the Business school at Kilgore college

## Outreach Activity Description Form

**Year: 2014-15 Activity: Scholarship Program**

Description: The company is a member Texas Association of Broadcasters. The Texas Broadcast Education Foundation is an arm of the TAB. A member of our staff is past Chairman of the organization and participates in the selection of the scholarship awards. Each year the TBEF awards a total of eight scholarships of \$2,000 each to students studying broadcasting and/or broadcast journalism in Texas Schools. Our stations also work with McDonalds locally to present \$1000 scholarships to local high school juniors and seniors to help with college expense.

## Outreach Activity Description Form

**Year: 2014-15 Activity: Employee Training**

Description: As a small market with University student population from four colleges, 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 traffic assistant to begin full time work scheduling commercials. Another part-time student worker was promoted to full time employment at the stations. We encourage shadowing current full-time employees. 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 16 members of our staff to attend broadcast conventions.



## Outreach Activity Description Form

**Year: 2014-15 Activity: Job Fair/Career Day Participation**

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

April 2014 Career Fair at Texas College Tyler, TX

May 2014 Career Fair Texas TechUniv., Lubbock, TX TAB

September 2014 Business EXPO Longview Chamber of Commerce

March 2015 TAB Job Fair Texas State College, San Marcos, TX