

EQUAL EMPLOYMENT OPPORTUNITY

EEO Public File Report

**ANNUAL REPORT
APR 1, 2011 TO MAR 31, 2012**

APRIL 1, 2012

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OPEN POSITIONS

POSITION: Sales – Account Executive

Hired: Kyle Larson Date: 8-24-11 Source: Internet

Date Opened	Recruitment Sources*	# applicants
1-15-11	Employment Agencies/Departments	3
	Industry Publication	0
	Industry Referral	0
	Internal Candidate	0
	Newspaper(s)	4
	Radio Ads	1
	Website(s)	2

Total # of Applicants: 10

Total # Interviewed: 2

POSITION: Sales – Account Executive

Hired: Michael McCarter Date: 8-24-11 Source: Internet

Date Opened	Recruitment Sources*	# applicants
1-15-11	Employment Agencies/Departments	3
	Industry Publication	0
	Industry Referral	1
	Internal Candidate	0
	Newspaper(s)	4
	Radio Ads	2
	Website(s)	1

Total # of Applicants: 11

Total # Interviewed: 2

*See Pages 4 & 5 For Detailed Recruitment Resources

SUPPLEMENTAL RECRUITMENT MEASURES

April 12, 2011

Pat Bryson, KWFB Sales Consultant and Advisor, attended the National Association of Broadcasters Education Foundation and the Radio-Television News Directors Association Career Day at the 2011 NAB Show in Las Vegas, NV. The Career Day attracted over 1,500 attendees and was a very successful event. The goal was to promote diversity and increase the pool of qualified applicants in the broadcast industry.

May 25, 2011

Pat Bryson, KWFB Sales Consultant and Advisor, and co-owner Dan Balla attended the NABEF/University of North Texas Media Sales Institute. Minority students were encouraged to participate in this intense, fast-paced program to learn about a career in media sales. Several weeks of instruction and student research culminated in a day of presentations and one-on-one interviews between the students and a group of industry professionals, including Bryson and Balla.

September 1, 2011

Dan Balla, Co-owner, attended a Midwestern State University Job Fair. Dan interviewed and accepted resumes from several interested applicants.

October 17, 2011

Colleen James, GSM participated in a Texas Workforce Job Fair to consult with interested applicants. The applicants were instructed on skills and information needed to be a success in this position.

March 30, 2012

Dan Balla, Co-owner of Falls Media, LLC / KWFB and Executive Board Member of RTVF Department at the University Of North Texas, attended a networking event at the main campus in Denton. Board members met with over 100 students to discuss career opportunities.

RECRUITMENT SOURCES

Employment Agencies/Departments

Texas Workforce Solutions
4309 Jacksboro Hwy
Wichita Falls TX 76302
940/322-8220
940/322-1801

Department of Human Services
1328 Oakhurst Dr.
Wichita Falls TX 76302
940/720-8485

TAB
503 E 11th St Suite 200
Austin TX 78701
512/322-9944

North Tx Hispanic Chamber of Commerce
(Now part of Wichita Falls Chamber of Commerce)
P.O. BOX 1860
Wichita Falls TX 76307
940/723-1741

NAACP Wichita Falls Branch
PO Box 1442
Wichita Falls TX 76307

Midwestern State University
3410 Taft Blvd
Wichita Falls TX 76308
940/397-4000

Vernon College
4105 Maplewood Ave
Wichita Falls TX 76308
940/696-8752

Wayland Baptist University
4110 Call Field Rd
Wichita Falls TX 76308
940/696-0404

Wayland Baptist University
426 5th Ave Suite 7
SAFB TX 76311-2931 940/855-4322

Industry Referrals

In-house Posting

Newspapers

Times Record News
1301 Lamar
Wichita Falls TX 76301
940/767-8341

North TX Journal
Reginald Blow
northtexasjournal@gmail.com

Website Postings

www.bobradio.fm

Midwestern State University
www.mustangshire.org

Wichita Falls Chamber Of Commerce
900 Eighth Street, Suite 218
PO Box 1860
Wichita Falls, TX 76307
940-723-2741 Fax 940-723-8773
www.wichitafallcommerce.com

NOTE: All resumes for all applicants are on file in Applications Folder in Human Resources file drawer.