

Annual EEO Public File Report Form
KETR-FM
Annual EEO Public File Report

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 KETR-FM and is required to be placed in the public inspection files of this station and posted on its website, if it has a website.

The information contained in this Report covers the time period beginning April 1, 2012 to and including March 31, 2013 (the “Applicable Period”).

The FCC’s 2002 EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rules, which should be separately identified), identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to sections 73.2080(c)(2) of the FCC Rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time jobs listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone, or by email.

Appendix 1 to Annual EEO Public File Report

Covering the Period from April 1, 2012 to and including March 31, 2013

Station: KETR-FM

Section 1: Vacancy Information

Job Title	Recruitment Source of Hiree	Total Number of Interviews from All Sources for Position
KETR News Director	CPB Job Line	5
KETR Administrative Assistant/Traffic Coordinator	Texas A&M University	10

Appendix 2 to Annual EEO Public File Report

EEO Job Notification Resource List

KETR contacts the following organizations whenever it seeks to hire new, full-time employees. In addition, it notifies all current employees of any new, full-time job openings that they may want to apply for. Organizations can request to be added to this notifications list by contacting Coletta Wright at 903-886-5668 or by email at coletta.wright@tamuc.edu. KETR, as a wholly-owned service of Texas A&M University-Commerce, is an Equal Opportunity Employer and encourages women and minorities to apply for positions.

DEI Job Line

<http://www.Deiworksite.org>

401 North 3rd St, Ste. 370
Minneapolis, MN 55401
P 888-454-2314
F 612-677-1508

CPB Job Line

<http://Cpb.org>

401 Ninth St. NW
Washington, DC 20004-2129
P 202-879-9600

Current.org

<http://Jobs.current.org>

6930 Carroll Ave., Ste. 350
Takoma Park, MD 20912
P 301-270-7240
F 301-270-7341
Kathleen Unwin
unwin@current.org

All Access Music Group

<http://www.Allaccess.com>

28955 Pacific Coast Highway, Ste. 210-5
Malibu, CA 90265
P 310-457-6616
F 310 457-8058

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Texas Association of Broadcasters

<http://Tab.org>

502 E. 11th St., Ste. 200

Austin, TX 78701

P 512-322-9944

F 512-322-0522

Craig Bean

craig@tab.org

Texas A&M University-Commerce

<http://Tamuc.edu>

PO Box 3011

Commerce, TX 75429

P 903-886-5668

F 903-886-5670

Coletta Wright

Coletta.wright@tamuc.edu

Texas A&M University

<https://tamujobs.tamu.edu/applicants/jsp/shared/frameset/Frameset.jsp?time=1359732126304>

College Station, Texas 77843

Texas Workforce Commission

<http://www.twc.state.tx.us/customers/jsemp/job-search.html>

<http://www.workintexas.com>

101 E. 15th St., Rm 651

Austin, TX 78778-0001

Higher Ed Jobs

<http://www.higheredjobs.com>

328 Innovation Boulevard, Ste. 300

State College, PA 16803

P 814-861-3080

F 814-861-3082

The Greenville Herald Banner

<http://www.heraldbanner.com>

2305 King St.

Greenville, TX 75401

Dustin Morrison

P 903-455-4220

The Paris News

<http://www.theparisnews.com>

5050 SE Loop 286

Paris, TX 75460

Mel Parker

P 903-785-8744

The Sulphur Springs News-Telegram

<http://www.myssnews.com>

401 Church St.

Sulphur Springs, TX 75483

Angie Dunn

P 903-885-8663

Appendix 3 to Annual EEO Public File Report Form

Covering the Period from April 1, 2012 to and including March 31, 2013
Station: KETR-FM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KETR

Description of the Activities:

Job Fair:

Each Spring and Fall, our host University's office of Career Development will conduct a "Career Fest" that will feature professionals from a wide variety of fields. KETR-FM generally participates in at least one of these fairs during each Applicable Period, where University students and the wider local community can learn about employment opportunities and the necessary skillsets and requirements for success the radio field, as well as hear real-life stories from our interns and staff about their experiences.

On October 31st, 2012, KETR-FM had presence at an annual University-hosted "Major Fair," where we presented, along with other professionals who studied other majors in college, to students who have not yet claimed a major to guide their academic coursework. Discussions with students at this fair generally focus on the coursework and skills involved in pursuing careers in broadcasting. Participants included GM Jerrod Knight along with student broadcasters Chris Mangual, Caitlin Barbee, and Jasmine Trejo.

On November 1st, 2012, KETR GM Jerrod Knight and Development staffer Sherri Gardner attended the Greenville Business Expo presented by the Greenville Chamber and Convention and Visitor's Bureau, which is an opportunity for the greater Hunt County community to meet one-on-one with representatives from hundreds of local businesses, and to talk about what the businesses can provide, as well as share information about current and future employment opportunities.

On March 6th, 2013, KETR GM Jerrod Knight and other KETR staff attended the "Spring Career Fest" held at the Sam Rayburn Student Center from 11a to 2p in Commerce, TX. The staff interacted with job seekers in order to share information about current and future openings, and to ascertain interest in the field of broadcasting in order to better serve those who would seek out this type of career. Approximately 200 impressions, 30 or so individual visits.

KETR also has an involved presence at any and all "College preview days" (including, for instance, on March 2nd, 2013) on campus, where high school students are brought to the University to learn about what they may want to learn in preparation for their careers.

On-Air Announcements:

KETR-FM ran on-air announcements stating that the station is an Equal Opportunity Employer and that any organization wishing to be placed on the mailing list to learn of future job vacancies can contact the Station, as well as how to do so. KETR-FM ran these on-air announcements on a regular basis during varied time slots throughout the schedule for this reporting period.

Practicum (Academic) Program:

KETR-FM offers college and university students the opportunity to learn the day-to-day process and working of radio stations for school credit. Those who do not qualify for school credit are paid a stipend for their intern services. Additionally, academic coursework for Texas A&M University-Commerce's Radio and Television Broadcasting program majors and minors requires a semester of practicum with KETR-FM. The practicum typically lasts 14-15 weeks depending on a student's availability and the academic calendar. Participants may work as few as four or as many as 15 hours per week. The practicum program provides an opportunity for the students to learn how to record and produce promotional, public service, and underwriting announcements, coordinate promotional events, be responsible for the control room board, work with broadcast talent, hone their skills as a web and radio journalist, and various other activities which teach interns the skills necessary for employment in the broadcasting industry. 26 students participated in the internship program during the reporting period.

Educational Outreach:

KETR-FM will periodically host local Boy Scout and Girl Scout troops for tours of the facility with Station professionals – twice each year at minimum. These tours often focus on the nature of and the science behind radio broadcasting, but will generally include discussions of different employment opportunities in the radio industry, and the types of education and training required to be successful in those positions.