

KTTX/KWHI-AM
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 the Station Employment Unit that is comprised of the following stations: KTTX and KWHI-AM in Brenham, TX., and is required to be placed in the public inspection files of these stations, and posted on their websites.

The information contained in this Report covers the time period beginning April 1, 2020 to and including March 31, 2021 (the “Applicable Period”). The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by KTTX and KWHI-AM during the “Applicable Period”;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, 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;
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules;

**Appendix 1 to
Annual EEO Public File Report
KTTX/KWHI-AM**

Covering the Period from April 1, 2020 to March 31, 2021

Stations Comprising Station Employment Unit: KTTX and KWHI-AM in Brenham, Texas

Section 1: Vacancy Information

Full-time Positions Filled by Job Title:	Recruitment Source of Hiree:	Total # of Interviewees from All Sources for This Position:
1. Program Director of KTTX (10/22/20 – 11/28/20)	Indeed	8
2. Promotions Director (10/22/20 – 11/28/20)	KTTX Radio (same pool as #1)	(8)
Total # of Persons Interviewed During Applicable Period:		8

**Appendix 2 to
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Covering the Period from April 1, 2020 to March 31, 2021

Stations Comprising Station Employment Unit: KTTX and KWHI-AM in Brenham, Texas

Section 2: Recruitment Source Information

Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total # of Interviewees This Source Has Provided During This Period (if any)	Full-time Positions for Which This Source Was Utilized
A. KTTX 106.1 Radio Tom D. Whitehead (tom@ktex.com) P.O. Box 1280, Brenham, TX 77834 Ph. (979) 836-3655 Fax (979) 830-8141	1	1, 2
B. KWHI 1280 Radio Tom Whitehead (tom@ktex.com) P.O. Box 1280, Brenham, TX 77834 Ph. (979) 836-3655 Fax (979) 830-8141	0	1, 2
C. Texas Association of Broadcasters (tab.com) Beth Bobbitt (beth@tab.org) Ph. (512) 322-9944 Fax (512) 322-0522	3	1, 2
D. KTTX 106.1 Website (ktex.com) Mark Whitehead (mark@ktex.com) P.O. Box 1280, Brenham, TX 77834 Ph. (979) 836-3655 Fax (979) 830-8141	0	1, 2
E. Internal Station Posting Tom Whitehead (tom@ktex.com) P.O. Box 1280, Brenham, TX 77834 Ph. (979) 836-3655 Fax (979) 830-8141	2	1, 2
F. KWHI-AM 1280 Website (kwhi.com) Mark Whitehead (mark@ktex.com) P.O. Box 1280, Brenham, TX 77834 Ph. (979) 836-3655 Fax (979) 830-8141	0	1, 2
G. Indeed.com Rich Pineda (rpineda@indeed.com) Client Onboarding Strategist 6433 Champion Grandview Way, Bldg. 1 Austin, TX 78570 (480)327-4302	2	1, 2
H. Shane Media Services Pam Shane (pamshane@shanemedia.com) 2500 Tanglewilde, Suite 106 Houston, TX 77063 (713) 299-8013	0	1, 2

**Appendix 3 to
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Covering the Period from April 1, 2020 to March 31, 2021

Stations Comprising Station Employment Unit: KTTX and KWHI-AM in Brenham, Texas

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KTTX and KWHI-AM:

1. Training Program to Advance Employee Skills: KTTX/KWHI sales staff participated in multiple online training webinars hosted by The Texas Association of Broadcasters. Sydney Herrmann, Kathy Randerman and Shannan Canales participated in the following:

April 17: "We're All in This Together – Working with Clients During the Coronavirus Crisis" (1 hour)

May 12: "You Can't Sell it if You Can't Tell It" (1 hour)

May 22: "Working with Agencies More Efficiently" (1 hour)

July 22-23: "Rising Above – A Virtual Sales & Management Media Summit" (4 hours)

2. Internship Program: KTTX/KWHI created a paid internship position for Texas A&M University student Brette Kohring in the News Department. From June 8 – July 30, Brette assisted the News Director in preparing the newscasts, including covering meetings, writing stories and voicing stories and newscasts. Brette learned how to gather facts, how to write and voice news for radio, how to post stories and photos to a website, and how to use a recording studio.

3. Job Fair: KTTX/KWHI promoted the Central Texas Virtual Youth Career Expo on June 17 from 10 a.m. to 4 p.m. The online job fair was hosted by Workforce Solutions Rural Capital Area, and offered employers the opportunity to showcase their companies to Central Texans ages 16-24. KTTX and KWHI promoted the Career Expo with live public service announcements June 5 – 17 as well as on the stations' websites. No applications were received from this event.

4. Training Program to Advance Employee Skills: KTTX/KWHI disc jockeys participated in a Texas Association of Broadcasters webinar "Clickable, Shareable Digital Content" on October 14th. Ken Murray, Holly Kons, Blake Hickerson and Troy Arndt attended the webinar which discussed the evolving digital presence of radio, and how to utilize more media and technology at the stations. It featured radio station consultant Andy Meadows and John H. Reynolds of Middlin' Creative and South Bend Locals.

5. Training Program to Advance Employee Skills: KTTX/KWHI Promotion Department members Holly Kons and Blake Hickerson attended an "in person" Social Media Workshop hosted by Visit Brenham and The Washington County Chamber of Commerce on November 18. The 2-hour workshop at The Barnhill Center in Brenham covered Facebook Events, hashtags, stories, reels, live, IGTV, mentions on social media and other tools to help increase social media presence.

6. Training Program to Advance Employee Skills: KTTX/KWHI Sales Account Executive Shannan Canales enrolled in a sales training program hosted by The Texas Association of Broadcasters and presented by P1 Learning. The training program from January 11 – March 31, 2021 was designed to help her increase her sales and advance in the company. It included sales training videos, live online training sessions, one on one training with the Sales Manager, and assignments in the workplace.