

EEO PUBLIC FILE REPORT
FOR BMP AUSTIN LICENSE COMPANY, L.P.

This Report covers full-time vacancy recruitment for the period March 23, 2011 until March 22, 2012.

The employment unit covered by this report includes radio stations KXBT (FM) – Leander, TX, KXXS (FM) – Dripping Springs, KXBT (FM) – Elgin, TX, KZNX (AM) – Austin, TX, KWNX (AM).

The Employment Unit's EEO contact representative is:

Laurie Jaramillo, Market Controller
 912 South Capital of Texas Hwy. Suite 400
 Austin, TX 78746

The following is a list of all full-time vacancies filled by the Employment Unit (for the time period covered by this Report):

<u>Job Title</u>	<u>Recruitment Sources Used to Fill the Position</u>	<u>Recruitment Source That Referred the Hiree</u>
KTXS Co-Host (position filled 03/15/11)	Texas Assn of Broadcasters – 6 Referral - 2	Referral
Account Executive (position filled 04/11/11)	Texas Assn of Broadcasters – 10 “National Career Fairs” job fair - 1 Internal applicant – 1 Referral -3	Texas Assn of Broadcasters
Account Executive (position filled 05/02/11)	Texas Assn of Broadcasters – 2 “National Career Fairs” job fair - 7	“National Career Fairs” job fair 3/21/11
KXBT Executive Producer (position filled 05/18/11)	Texas Assn of Broadcasters – 8	Texas Assn of Broadcasters
Account Executive (position filled 06/16/11)	Texas Assn of Broadcasters – 2 “National Career Fairs” job fair - 2 Website - 1	Texas Assn of Broadcasters
Account Executive (position filled 07/18/11)	Texas Assn of Broadcasters – 3 Referral - 2	Referral
Sales Assistant (position filled 10/03/11)	Texas Assn of Broadcasters – 8 Concordia University – 0 Austin Community College - 0 Texas Workforce Commission– 1 Austin Hispanic Chamber of Comm – 0 Austin Area Urban League – 0 Assoc.for Women in Communications – 0 Texas Veterans Association - 0 Referral – 1 Internal applicant - 1	Texas Assn of Broadcasters

Account Executive (position filled 10/10/11)	Texas Assn of Broadcasters – 8 Concordia University – 0 Austin Community College - 0 Texas Workforce Commission– 0 Austin Hispanic Chamber of Comm – 0 Austin Area Urban League – 0 Assoc.for Women in Communications – 0 Texas Veterans Association – 1 Referral – 1	Texas Assn of Broadcasters
Account Executive (position filled 10/18/11)	Texas Assn of Broadcasters – 8 Concordia University – 0 Austin Community College - 0 Texas Workforce Commission– 0 Austin Hispanic Chamber of Comm – 0 Austin Area Urban League – 0 Assoc.for Women in Communications – 0 Texas Veterans Association – 1 Referral – 1	Texas Assn of Broadcasters
Account Executive (position filled 10/18/11)	Texas Assn of Broadcasters – 8 Concordia University – 0 Austin Community College - 0 Texas Workforce Commission– 0 Austin Hispanic Chamber of Comm – 0 Austin Area Urban League – 0 Assoc.for Women in Communications – 0 Texas Veterans Association – 1 Referral – 1	Texas Assn of Broadcasters
Co-host (filled by promotion of part time board operator which was recruited for and filled 8/25/11)	Texas Assn of Broadcasters – 6 Huston Tillotson University – 0 Concordia University - 0 St Edwards University - 0 Austin Community College – 0 Texas State University - 0 Texas Workforce Commission– 0 Austin Hispanic Chamber of Comm – 0 Austin Area Urban League – 0 Assoc.for Women in Communications – 0 YWCA - 0 “National Career Fairs” job fair - 1 MECA job fair – 1 Referral – 3 Internal applicant - 1 Walk in - 1	Referral
Account Executive (position filled 11/16/11)	Texas Assn of Broadcasters – 8 Concordia University – 0 Austin Community College - 0 Texas Workforce Commission– 0 Austin Hispanic Chamber of Comm – 0 Austin Area Urban League – 0 Assoc.for Women in Communications – 0 Texas Veterans Association – 1 Referral – 1	Texas Veterans Association

Director of Sales (position filled 01/03/12)	Texas Assn of Broadcasters – 5 Assoc.for Women in Communications – 0 Internal applicant – 2 Referral - 3	Texas Assn of Broadcasters
Sales Assistant (position filled 02/06/12)	Texas Assn of Broadcasters – 1 Huston Tillotson University – 0 St Edwards University - 0 Austin Community College - 0 Texas Workforce Commission– 2 Austin Hispanic Chamber of Comm – 0 Austin Area Urban League – 0 Assoc.for Women in Communications – 0 Texas Veterans Association – 1 YWCA - 0 Referral – 3	Texas Assn of Broadcasters
Production Assistant (position filled 03/05/12)	Texas Assn of Broadcasters – 4 Huston Tillotson University – 0 Austin Community College - 0 Texas Workforce Commission– 0 Austin Hispanic Chamber of Comm – 0 Austin Area Urban League – 0 Assoc.for Women in Communications – 0 Texas Veterans Association – 0 Referral - 1	Texas Assn of Broadcasters

Total number of interviewees – 136

Interviewees referred by recruitment sources:

Texas Assn of Broadcasters – 87
Huston Tillotson – 0
Austin Hispanic Chamber of Commerce – 0
YWCA - 0
St Edwards University – 0
Employee referral – 22
Texas State University – 0
Texas Workforce Commission - 3
“National Career Fairs” job fair – 11
Border Media Website - 1
Internal applicant - 5
Austin Area Urban League – 0
Austin Community College – 0
Concordia University – 0
Assoc. for Women in Communications – 0
Texas Veterans Association - 5
MECA job fair - 1
Walk in – 1

No organizations have requested notice of vacancies at the Employment Unit pursuant to the FCC's rules. Organizations wishing to receive notice may contact Laurie Jaramillo at the address listed above.

The Employment Unit's recruitment sources can be reached at:

No.	Source	Contact	Address	Telephone
1	Border Media website (KTXX, KXBT)	Ben Rippy	912 S Capital of Tx Hwy Austin, TX 78746	(512) 416-1100
2	Referrals	Bob Proud	912 S Capital of Tx Hwy Austin, TX 78746	(512) 416-1100
3	Texas Association of Broadcasters (TAB)	Craig Bean	502 E. 11 th Street Austin, TX 78701	(512) 322-9944
4	Concordia University	Career Services	3400 North IH-35 Austin, TX 78705	(512) 313-3000
5	National Career Fairs	Peggy Hillman	1776 W Horizon Ridge Pkwy Henderson, NV 89012	(702) 818-8896
6	Austin Hispanic Chamber of Commerce	Andy Martinez	2800 S. IH 35 Ste 260 Austin, TX 78704	(512) 476-7502
7	Huston Tillotson University	Joy King	900 Chico Street Austin, TX 78702	(512) 505-3015
8	YWCA	Cindy	55 N IH 35 Austin, TX 78702	(512) 326-1222
9	St Edwards University	Career Planning	3001 S. Congress Ave Austin, TX 78704	(512) 448-8400
10	Association for Women in Communications	Leslie Sopko	PO Box 50104 Austin, TX 78763	Leslie.sopko@ austinenergy.com
11	Texas Veterans Association	Neil Cochran	6505 Airport Rd Blvd Ste 101A Austin, TX 78752	(512) 497-7204
12	Austin Area Urban League	Career Services	1825 E 38 th Street Austin, TX 78722	(512) 478-7176
13	MECA (Multi-Ethnic Chamber Alliance) job fair	Karen Boyer	10901 N. Lamar Blvd Ste B206 Austin, TX 78753	(512) 407-8240
14	Texas Workforce Commission	Chris Gamez	PO Box 9348 Austin, TX 78766	(512) 832-9116
15	Internal applicant / walk-in	Laurie McBroom	912 S Capital of Tx Hwy Austin, TX 78746	(512) 416-1100
16	Austin Community College	Career Services	7748 Hwy 290W Austin, TX 78736	(512) 233-8111
17	Texas State University	Career Services	601 University Drive San Marcos, TX 78666	(512) 223-8111

The Employment Unit has participated in the following recruitment and retention initiatives:

- Internship Program
2011-2012 (ongoing) - Participation and promotion of the Border Media Internship Program. Eight student interns participated in the Austin program during the 2011-2012 year. The internships were over a course semester and the students received course credit. The promotion of the internship availability is made directly with the participating universities (University of Texas, Texas State University, and Huston Tillotson). The interns received hands on experience with the programming, sales, promotions, and business departments.
- Sales Training
During the time frame covered by this report, the unit provided sales training sessions designed to enable station personnel to acquire skills that could qualify them for higher level positions.
- Internal Training
During the time frame covered by this report, the unit provided weekly training to Account Executives by Management to develop and enhance sales techniques (prospecting, appointment setting, presentations, closing, recruitment, event selling, digital sales) designed to enable account executives to acquire skills that could qualify them for higher level positions.
- Internship / Career Fair
May 2011 – Participation in National Career Fairs job fair at the Embassy Suites Austin, TX. The job fair was promoted through commercials on the Austin radio stations as well as other local media. It was attended by personnel with substantial responsibility in the making of hiring decisions. The job fair provided the company an opportunity to locate people interested in employment and internships at the local radio stations.
July 2011 – Participation in National Career Fairs job fair at the Embassy Suites Austin, TX. The job fair was promoted through commercials on the Austin radio stations as well as other local media. It was attended by personnel with substantial responsibility in the making of hiring decisions. The job fair provided the company an opportunity to locate people interested in employment and internships at the local radio stations.
July 2011 – Participation in MECA (Multi-Ethnic Chamber Alliance) Career & Opportunity Expo at the Holiday Inn Midtown Austin, TX. The job fair was hosted by the Asian American, African-American, and Hispanic Chambers of Commerce in conjunction with the City of Austin. The mayor spoke at the event commencement to promote the exhibitors. The expo was promoted through local media. It was attended by personnel with substantial responsibility in the making of hiring decisions. The job fair provided the company an opportunity to locate people interested in employment and internships at the local radio stations, and talk about the various job positions in radio.
March 2012 – Participation in National Career Fairs job fair at the Embassy Suites Austin, TX. The job fair was promoted through commercials on the Austin radio stations as well as other local media. It was attended by personnel with substantial responsibility in the making of hiring decisions. The job fair provided the company

an opportunity to locate people interested in employment and internships at the local radio stations.

- Border Media Manager EEO Training
September 2011 – Management-level personnel training as to methods of ensuring equal employment opportunity and preventing discrimination.
- Border Media Job Shadow
April 2011 – Two university students participated in a sales job shadow day. A senior account executive took the students on sales calls, as well as taught them the basic fundamentals of a radio sales job. This job shadow day provided the students with working knowledge of the sales department of a radio station.
- Border Media Station Tours
May 2011 – Marketing Manager provided a tour of the station for a local cub scout pack and their chaperones. The tour involved walking around the station and having the sales, business and production manager describe his or her department and how it contributes to the creation of the on-air product. This tour provided the pack with a general knowledge of radio and its various departments.
February 2012 – Production Director provided a tour of the station for a group of 10 local cub scouts and their parents. The tour involved walking around the station and having the sales, business and production manager describe his or her department and how it contributes to the creation of the on-air product. This tour provided the pack with a general knowledge of radio and its various departments.

BMP Austin will continue to engage in additional recruitment and retention initiatives in order to comply with Section 73.2080(c)(2) of the Commission's rules.