

# KAZE/KBLZ/KAPW

## Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of 47 C.F.R. (Code of Federal Regulations) and the FCC's 2002 EEO Rule and amended rules.

This report covers the Station Employment Unit that is comprised of the following stations: KBLZ, Winona, TX; KAZE, Ore City, TX; and KAPW, White Oak, TX, and is required to be placed in the public inspection file of these stations, and posted on their websites, if such websites exist.

The information contained in this Report covers the time period beginning April 1, 2019 to and including March 31, 2020 (the "Applicable Period")

The FCC's rules require this report contain the following information:

1. A list of all full-time vacancies filled by Station(s) comprising the Station Employment Unit 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 Rule, which should be separately 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 interviewees referred by each recruitment source.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

**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 or over the phone.**

**This Report covers full-time vacancy recruitment data for the period April 1, 2018 through  
March 31, 2020**

1. Employment Unit Name: KAZE (Reynolds Radio, Inc.); KBLZ (SO 2000, LC) KAPW (Reynolds Radio, Inc).
2. Employment Unit Location: KAZE Tyler/Longview, TX, KBLZ Tyler/Longview, TX, KAPW Tyler/Longview, TX.
3. Unit Members; KAZE, KBLZ, KAPW
4. EEO Contact Information for Unit Members

**Reynolds Radio, INC**

212 Old Grande Blvd., Suite B-100

Tyler, TX 75703

Telephone Number 903-581-5259

Contact Person: Benny Springer

Email Address: bspringer@reynoldsradio.com

5. List of all full-time job vacancies filled by the Station Employment Unit

Initiatives undertaken pursuant to Section 73.2080(c)(2) of the FFC rules, includes, but are not limited to:

- a) Contact with minority organizations and media outlets via phone, email or by personal contact by staff members.
- b) Attending job fairs and business expos for the purpose of recruiting future employees.
- c) Station Tours: For young adults, school age children and prospective employees, persons of interest, etc., civic organizations, Boy Scout and Girl Scout troops, area school classrooms and others (by request) are given complete access to all areas of the station operations. Question and answer periods are included. All tours are conducted by station personnel contact is maintained with other media and personnel directors;
- d) Internship program.
- e) In-person recruitment during station remote broadcasts where public attendance occurs regardless of venue; In-person recruitment during station involvement at county fairs (Smith and Gregg Counties, TX)

**General Policy:** KAZE/KBLZ/KAPW provide equal employment opportunities to all qualified individuals without regard to race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, promotion, compensation, training or termination.

The person responsible for implementation of Equal Employment Opportunities at KAZE/KBLZ/KAPW is Benny Springer, General Manager.

## EEO Public File Report for April 1, 2018-March 31, 2020

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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:

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Call Sign	Community	Facility ID#
KBLZ	Winona, TX	79247
KAZE	Ore City, TX	57626
KAPW	White Oak, TX	78631

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A: Full Time Vacancies filled during the past year

Job Title	Date Filled	Source of Hire	Persons Interviewed
Salesperson	09/24/2019	Walk-in	9

EXHIBIT

2019-2020 RECRUITMENT SOURCES



A1: Recruitment Referral Sources Used to Seek Candidates Salesperson

Recruitment Source	Applicants source	Interviewees from this source	Position hired from source
Texas Association of Broadcasters 502 East 11th Street, Suite 200 Austin, TX 78701	1	0	
All Access All Access Music Group 28955 Pacific Coast Highway Malibu, CA 90625	0	0	
Indeed Recruiting Online Recruiting Service	18	4	
UT Tyler Job fair Univ. Texas Tyler, TX	3	0	
KBLZ/KAZE/KAPW On Air/Website 212 Grande Blvd., Suite 8100 Tyler, TX 75703	7	4	
University of Texas Tyler 3900 University Blvd Tyler, TX 75799	0	0	
Hispanic Business Alliance 315 N. Broadway Tyler, TX 75701	0	0	
Texas College 2404 Grand Ave Tyler, Texas 75702	0	0	
Kilgore College 1100 Broadway Blvd Kilgore, TX 75662	0	0	
Tyler NAACP P.O. Box 12079 Tyler, TX 75712	0	0	
STAFF Referral/Walk-in	1	1	1

Total	30	9	1
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**Year: 2019/2020 Activity: Employee Training**

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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 3 members of our staff to attend broadcast conventions.

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**Year: 2019-20 Activity: Job Fair/Career Day Participation**

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In the past 12 months, we have attended four sponsored (paid) job fairs or business expos: October 2019 Internship Job Fair at the Job Fair at the University of Texas Tyler. We also attended the Longview Business Expo in 2020 and the Tyler Chamber of Commerce business expo in January of 2019.

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**Year: 2019-2020 Activity: Internship Program**

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Reynolds Radio, Inc. offers internships each semester in the following departments: production, sales, office administration. Interns will experience firsthand the daily operations of the department and will perform various duties as assigned. Student must be enrolled in a station approved college/university and be approved by college dean/advisor/chair to take an internship course for curriculum credit and grade. Internships are available for most fall, spring, and summer semesters, and interviews begin approximately two months prior to the semester.

During this reporting period we held auditions with local high school and college students to become paid interns. The response was greater than we believed it could be with over 60 respondents. The stations hired six of them as paid interns with hopes that they will work into fulltime announcers, office staff or sales people at some point.

**Year: 2019-2020 Activity: Station Tours**

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For young adults, school age children and prospective employees, persons of interest, etc.; civic organizations, Boy Scout and Girl Scout troupes, area classrooms and others (by request) are given complete access to all areas of the stations operations. Question and answer periods are included. All tours are conducted by station personnel. Contact is maintained with other media and personnel directors.



**THE FOLLOWING LETTER IS SENT TO RECRUITMENT SOURCES  
QUARTERLY AND AS OPENINGS OCCUR**

Reynolds Radio, Inc. (KAZE/KBLZ/KAPW) does not discriminate in its employment and personnel practices because of a person's race, color, creed, religion, national origin, sex, age, disability, marital or veteran status, sexual orientation, or any other legally protected status. Discriminatory employment practices are specifically prohibited by the Federal Communications Commission.

Reynolds Radio, Inc. is committed to a broad applicant recruiting outreach program. In our continuing efforts to represent our diverse community, we encourage qualified community organizations to be included in our job opportunity notification list. Informing you and your organization of our employment opportunities is an affirmative action on our part to actively seek qualified minorities and women for our staff vacancies. We will notify your organization about our job vacancies. Through your assistance to refer individuals to us, we want to insure that our employment opportunities are made known to members of minority groups and to women.

Reynolds Radio, Inc. is a drug-free and smoke-free work place.

### **How to apply**

If you would like to apply for a vacancy listed below or for future openings, please refer to the contact information listed in each posting. Individuals may mail or email their resume and/or non-returnable DVD to Reynolds Radio, Inc., 212 Old Grande Blvd., Suite B-100, Tyler, TX 75703; or fax to 903-939-3473, or e-mail to the department of interest listed below. All resumes are forwarded to the hiring manager for review and scheduling of interviews.

#### **Current openings**

**ON Air**

**[dmoreland@reynoldsradio.com](mailto:dmoreland@reynoldsradio.com)**

**Part-time**

**No Openings At this time**

**Full-time**

**(Insert # of)** Openings at this time

### **Internships**

**[dmoreland@reynoldsradio.com](mailto:dmoreland@reynoldsradio.com)**

Reynolds Radio, Inc. offers internships each semester in the following departments: production, sales, office administration. Interns will experience firsthand the daily operations of the department and will perform various duties as assigned. Student must be enrolled in a station approved college/university and be approved by college dean/advisor/chair to take an internship course for curriculum credit and grade. Internships are available for most fall, spring, and summer semesters, and interviews begin approximately two months prior to the semester. Email cover letter, resume and link the department listed above for the desired field; or mail to Reynolds Radio, Inc., 212 Old Grande Blvd., Suite 8-100, Tyler, TX 75703. A pre-employment drug screening may be required. Reynolds Radio, Inc. is an Equal Opportunities Employer.

