

**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, 2010 to and including March 31, 2011 (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, 2010 to March 31, 2011*

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

**Section 1: Vacancy Information**

| <b>Full-time Positions Filled<br/>by Job Title:</b>             | <b>Recruitment Source of Hiree:</b>                       | <b>Total # of Interviewees<br/>from All Sources for<br/>This Position:</b> |
|---|---|--|
| 1. Promotion Director<br>(10/26/09 – 11/16/09)                  | KTTX Radio<br>(part timer upgraded to fulltime on 6/7/10) | 18   |
| 2. Morning Show Co-Host<br>(6/5/10 – 7/13/10)                   | Shane Media   | 29   |
| <b>Total # of Persons Interviewed During Applicable Period:</b> |   | <b>47</b>  |

**Appendix 2 to  
Annual EEO Public File Report  
KTTX/KWHI-AM**

*Covering the Period from April 1, 2010 to March 31, 2011*

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

**Section 2: Recruitment Source Information**

| <b>Recruitment Source<br/>(Name, Address, Telephone<br/>Number, Contact Person)</b>   | <b>Total # of Interviewees<br/>This Source Has Provided<br/>During This Period (if any)</b> | <b>Full-time Positions for<br/>Which This Source<br/>Was Utilized</b> |
|---|---|---|
| A. Texas Association of Broadcasters<br>Website (tab.org)<br>Craig Bean ( <a href="mailto:craig@tab.org">craig@tab.org</a> )<br>502 E. 11 <sup>th</sup> St. Austin, TX 78701<br>Ph. (512) 322-9944 Fax (512) 322-0522 | 5   | 2   |
| B. All Access Website (allaccess.com)<br>John Sanders<br>28955 Pacific Coast Highway Suite 210-S<br>Malibu, CA 90265<br>Ph. (310) 457-6616 Fax (310) 457-8058   | 4   | 2   |
| C. KTTX 106.1 Radio<br>Tom D. Whitehead ( <a href="mailto:tom@ktex.com">tom@ktex.com</a> )<br>P.O. Box 1280, Brenham, TX 77834<br>Ph. (979) 836-3655 Fax (979) 830-8141   | 15  | 1, 2  |
| D. Brenham Banner Press Newspaper<br>Classified Ad Dept.<br>2430 Stringer Rd. Brenham, TX 77833<br>Ph. (979) 836-7956 Fax (979) 836-0727  | 16  | 1, 2  |
| E. KWHI 1280 Radio<br>Tom D. Whitehead ( <a href="mailto:tom@ktex.com">tom@ktex.com</a> )<br>P.O. Box 1280, Brenham, TX 77834<br>Ph. (979) 836-3655 Fax (979) 830-8141  | 2   | 1, 2  |
| F. KTEX 106.1 Website (ktex.com)<br>Mark Whitehead ( <a href="mailto:mark@ktex.com">mark@ktex.com</a> )<br>P.O. Box 1280, Brenham, TX 77834<br>Ph. (979) 836-3655 Fax (979) 830-8141                                  | 2   | 1, 2  |
| G. Internal Station Posting<br>Tom D. Whitehead ( <a href="mailto:tom@ktex.com">tom@ktex.com</a> )<br>P.O. Box 1280, Brenham, TX 77834<br>Ph. (979) 836-3655 Fax (979) 830-8141                                       | 5   | 1, 2  |
| H. KWHI-AM 1280 Website (kwhi.com)<br>Mark Whitehead ( <a href="mailto:mark@ktex.com">mark@ktex.com</a> )<br>P.O. Box 1280, Brenham, TX 77834<br>Ph. (979) 836-3655 Fax (979) 830-8141                                | 0   | 1, 2  |

- |  |   |      |
|--|---|------|
| I. *Sigma Chi Chi Professional Women's Club<br>Ms. Cheryl Dabera, President<br>P.O. Box 1536., Brenham, TX 77834<br>Ph. (979) 836-7134   | 0 | 1, 2 |
| J. Shane Media Services<br>Pam Shane ( <a href="mailto:pamshane@shanemedia.com">pamshane@shanemedia.com</a> )<br>2500 Tanglewilde, Suite 106<br>Houston, Tx 77063<br>Ph. (713) 952-9221 Fax (713) 952-1207 | 1 | 2    |

\* *Indicates sources that have requested notification of job openings*

**Appendix 3 to  
Annual EEO Public File Report  
KTTX/KWHI-AM**

*Covering the Period from April 1, 2010 to March 31, 2011*

*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. KTTX was a co-sponsor of the Bryan/College Station Chamber of Commerce Annual Job Fair on Thursday, April 13, 2010 from 2 – 6 p.m. at Post Oak Mall in College Station. Other co-sponsors included the Bryan/College Station Chamber of Commerce, West Corporation, and Bryan Broadcasting. KTTX promoted the Job Fair in advance with 100 recorded promotional ads and 75 live promotional liners March 24 – April 12. KTTX broadcast live from the Job Fair from 2-4 p.m. Promotion Director Kellie Outlaw and Assistant Promotion Director Crystal Province manned the booth, answering questions about job availability, educational requirements and training. They spoke with approximately 50 individuals and received 11 applications from the event.

2. KTTX and KWHI co-sponsored and participated in the Career and Job Opportunities Fair at Brenham High School on Tuesday, May 11, 2010 from 8:00 a.m. to 11:30 a.m. The event was also co-sponsored by the Brenham I.S.D. Career & Technology Department, the Brenham Economic Development Foundation, and the Washington County Chamber of Commerce. The Fair gave Brenham High School Juniors and Seniors the opportunity to learn what local business employment opportunities are available, and to learn about their educational requirements. KTTX promoted the event in advance May 3-11 on ktex.com, and by airing 40 recorded promotional ads and 50 live promotional liners. KWHI promoted the event in advance May 3-11 on kwhi.com and by airing 30 recorded promotional ads and 30 live promotional liners. Assistant Promotions Director Crystal Province manned the KTTX/KWHI booth from 8am to 11:30am answering students' questions about job availability, educational requirements and training necessary for a career in broadcasting. She demonstrated station broadcast equipment for the students, and gave them a "hands on" opportunity to see how things work. Ms. Province talked with approximately 150 individuals and passed out approximately 13 applications. 2 applications were received from the event.

3. KTTX participated in the 6<sup>th</sup> Annual Sealy High School "Careers on Wheels Day" on Thursday May 13<sup>th</sup> 2010 from 8:30am-12 noon at Sealy Elementary School. The purpose of this event was to educate second graders on careers that have wheels. Disc Jockey Holli Hefner attended and showcased our Country Cruiser and answered questions about the equipment in the cruiser. She talked about how it works, and the many uses of the station's remote broadcast vehicle. KTTX promoted the event with approximately 30 recorded promotional ads and 30 live DJ liners.

4. KTTX and KWHI promoted and participated in Blinn College's "Community and Student Orientation Day" on Wednesday, June 9, 2010 on the Blinn College Brenham campus. Promotion Director Crystal Province manned the station booth at the event from 8:30 a.m. to 2 p.m. She answered questions about job availability, educational requirements and training needed for a position in radio broadcasting from about 150 students. In addition, they handed out 10 applications for part-time positions at the stations, with four being completed and returned. To promote the event, KTTX aired 30 advance promotional ads

and 50 live DJ liners from June 1 – 9, and a two hour remote broadcast from the event from 11 a.m. to 1 p.m. KWHI aired 35 live DJ liners June 1 – 9.

5. KTTX promoted and participated in the 2010 “B/CS Youth to Career Fair” on Wednesday November 3<sup>rd</sup> 2010 at the Brazos County Expo Complex in Bryan. The event, sponsored by the Bryan/College Station Chamber of Commerce, was for 2700 8<sup>th</sup> graders from 15 schools in Bryan/College Station and the surrounding area. KTTX Promotion Director Crystal Province manned the station booth from 9 a.m. – 3:00 p.m. and discussed broadcast careers and what classes would be beneficial for those careers. KTTX aired 50 live promotional ads and 40 recorded promos for the event October 24 – November 2, plus put the information on ktex.com.

6. KTTX promoted and participated in the 24<sup>th</sup> Annual College/Career Night for La Grange High School on Wednesday, December 1, 2010 from 6:00 – 7:30 p.m. at the Knights of Columbus Hall in La Grange. KTTX Promotion Director Crystal Province manned a booth at the event, and talked with approximately 110 students and parents from 15 area schools about a career in radio. She handed out 10 applications to students and parents, and received 3 completed applications. KTTX promoted the event with 35 live promotional liners and 35 recorded promotional ads from November 23 – 30.

7. KTTX and KWHI participated in Burton High School Career Day on Wednesday, March 9, 2011 at Burton High School. Promotion Director Crystal Province manned a booth from 8:30 a.m. – 3:30 p.m., answering questions from students about careers in broadcasting. KTTX promoted the event with 35 recorded promotional ads, 45 live DJ liners, and the KTTX website March 1 – 8. KWHI aired 30 live DJ liners in advance.

8. KTTX participated in Bryan High School Career Day on Friday, March 11, 2011 at Bryan High School. Promotion Director Crystal Province manned a booth answering questions about broadcasting and passing out applications. She received 3 completed applications. KTTX promoted the event in advance with 35 recorded promotional ads, 45 live DJ liners and the KTTX website March 3 – 10.