

**North Texas Public Broadcasting  
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report  
April 1, 2012 – March 31, 2013**

- I. A list of all full-time vacancies filled by the station's employment unit during the preceding year, identified by job title.

|                                          |                                    |
|------------------------------------------|------------------------------------|
| Facilities Technician                    | Open 04/02/12 - Filled 08/20/12    |
| Vice President Membership                | Open 04/02/12 – Withdrawn 10/01/12 |
| Chief Financial Officer                  | Open 04/23/12 - Filled 04/23/12    |
| Chief Engineer                           | Open 07/03/12 –Withdrawn 01/10/13  |
| Vice President/News                      | Open 07/01/12 - Filled 09/10/12    |
| Master Control Operator                  | Open 07/10/12 - Filled 10/15/12    |
| Major Gifts Manager                      | Open 07/20/12 - Filled 09/26/12    |
| Event Coordinator                        | Open 08/10/12 - Filled 10/05/12    |
| Controller                               | Open 09/14/12 - Filled 12/26/12    |
| Director of Human Resources              | Open 09/19/12 - Filled 01/31/13    |
| Interactive Content Producer             | Open 09/26/12 - Filled 02/19/13    |
| Digital Producer/Blogger                 | Open 10/01/12 - Open               |
| Reporter/Blogger Science & Technology    | Open 10/12/12 - Filled 02/04/13    |
| Reporter/Blogger Education               | Open 10/12/12 - Filled 03/18/13    |
| Chief Operating Officer                  | Open 10/15/12 - Filled 01/02/13    |
| Broadcast Engineer                       | Open 10/26/12 - Filled 01/07/13    |
| Grant Specialist                         | Open 07/13/12 - Filled 01/14/13    |
| Marketing and Communications Coordinator | Open 02/05/13 - Open               |
| IT Technician                            | Open 03/15/13 - Open               |

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2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, recruitment organizations that specifically requested notification of job vacancies, which should be separately identified), identified by name, address, contact person and telephone number. **(For ease of reference, addresses and contact information are attached as Addendum #1.)**

**Facilities Technician**

Posted internally  
Posted via KERA website  
Posted on community website (St. Andrews CareerCare)

**Vice President Membership**

(Position ultimately withdrawn and not filled)

Posted internally  
Posted via KERA website  
Center for Non Profit Management Job Bank (The Non Profit Times)  
Paid Advertisement in Current Newspaper and Job Bank  
Paid Advertisement on LinkedIn

**Chief Financial Officer**

Posted internally  
Posted via KERA website  
Agency/Contractor (Seaton Hill)

**Chief Engineer**

(Position ultimately withdrawn and not filled)

Posted internally  
Posted via KERA website  
Posted with Society of Broadcast Engineers Job Bank

**Vice President/News**

Posted internally  
Posted via KERA website  
Agency/Recruiter – Retained Search (MVM Consulting – Michael Marcotte)

**Master Control Operator**

Posted internally  
Posted via KERA website  
Diversity Employment Day Career Fair

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**Major Gifts Manager**

Posted internally  
Posted via KERA website  
Paid Advertisement on LinkedIn

**Event Coordinator**

Posted internally  
Posted via KERA website  
Posted with community organization (St. Andrews CareerCare)

**Controller**

Posted internally  
Posted via KERA website  
Diversity Employment Day Career Fair  
Dallas Chapter TSCPA

**Director of Human Resources**

Posted internally  
Posted via KERA website  
Paid Advertisement on Dallas Human Resources Job Bank  
Diversity Employment Day Career Fair

**Interactive Content Producer**

Posted internally  
Posted via KERA website  
Posted on KERA Facebook  
Tweeted  
Diversity Employment Day Career Fair

**Digital Producer/Blogger**

Posted internally  
Posted via KERA website  
Posted on KERA Facebook  
Tweeted  
Diversity Employment Day Career Fair  
Listed with Texas Employment Commission  
Spring Job Fair (for all colleges in DCCCD and the public)  
Texas Women's University Career Center  
Dallas Black Chamber of Commerce  
Greater Dallas Hispanic Chamber of Commerce  
Center for Non-Profit Management

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**Reporter/Blogger Science and Technology**

Posted internally  
Posted via KERA website  
Posted on KERA Facebook  
Tweeted  
Posted with Journalismjobs.com Job Bank

**Reporter/Blogger Education**

Posted internally  
Posted via KERA website  
Posted on KERA Facebook  
Tweeted  
Posted with Journalismjobs.com Job Bank

**Chief Operating Officer**

Posted internally  
Posted via KERA website  
Paid Advertisement in Current Newspaper and Job Bank

**Broadcast Engineer**

Posted internally  
Posted via KERA website

**Grant Specialist**

Posted internally  
Posted via KERA website  
Paid Advertisement on LinkedIn

**Marketing and Communications Coordinator**

Posted internally  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Listed with Texas Employment Commission  
Listed with Texas Veterans Resource and Referral Specialist  
Spring Job Fair (for all colleges in DCCCD and the public)  
Texas Women's University Career Center  
Dallas Black Chamber of Commerce  
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**IT Technician**

Posted internally  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Listed with Texas Employment Commission  
Listed with Texas Veterans Resource and Referral Specialist  
Spring Job Fair (for all colleges in DCCCD and the public)  
Texas Women's University Career Center  
Dallas Black Chamber of Commerce  
Greater Dallas Hispanic Chamber of Commerce  
Center for Non-Profit Management



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3. The recruitment source that referred the hire for each full-time vacancy during the preceding year.

|                                   |                                             |
|-----------------------------------|---------------------------------------------|
| Facilities Technician             | Employee Referral                           |
| Vice President Membership         | Not Filled – Withdrawn 10/01/12             |
| Chief Financial Officer           | Contract to Direct Employment (Seaton Hill) |
| Chief Engineer                    | Not Filled – Withdrawn 01/10/13             |
| Vice President/News               | Agency/Recruiter – MVM Consulting           |
| Master Control Operator           | Employee Referral                           |
| Major Gifts Manager               | KERA/KXT Website                            |
| Event Coordinator                 | KERA/KXT Website                            |
| Controller                        | Attended KERA Event                         |
| Director of Human Resources       | Independent Contract to Direct Employment   |
| Interactive Content Producer      | KERA/KXT Website                            |
| Digital Producer/Blogger          | Open 10/01/12 – Remains Open                |
| Reporter/Blogger Science & Tech.  | Employee Referral                           |
| Reporter/Blogger Education        | Networking Group/KERA/KXT Website           |
| Chief Operating Officer           | Current Newspaper Advertisement             |
| Broadcast Engineer                | Other – Part –time/Former Employee          |
| Grant Specialist                  | Website Engine - Indeed.com                 |
| Marketing & Communications Coord. | Open 02/15/13 – Remains Open                |
| IT Technician                     | Open 03/15/13 – Remains Open                |

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4. Data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.

| <b>Position</b>                                                | <b>Recruitment Sources</b>                                                                   |
|----------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Facilities Technician                                          | 1 Employee Referral<br>2 KERA.org Website                                                    |
| Vice President Membership<br>(Position withdrawn – not filled) | 1 Employee Referral/Networking<br>1 KERA.org Website                                         |
| Chief Financial Officer                                        | 1 Contract to Direct Hire (Seaton Hill)                                                      |
| Chief Engineer<br>(Position withdrawn – not filled)            | 1 KERA.org Website<br>1 Society of Broadcast Engineers Job Bank<br>1 Internal Candidate      |
| Vice President/News                                            | 3 Retained Recruiter (MVM Consulting)                                                        |
| Master Control Operator                                        | 2 Employee Referral<br>1 KERA.org Website                                                    |
| Major Gifts Manager                                            | 2 KERA.org Website                                                                           |
| Event Coordinator                                              | 3 KERA.org Website                                                                           |
| Controller                                                     | 3 Agency(Thomas Edwards/Lane Gorman Trubitt)<br>1 Employee Referral<br>1 Attended KERA event |
| Director of Human Resources                                    | 1 Independent Contract to Direct Hire                                                        |
| Interactive Content Producer                                   | 3 KERA.org Website                                                                           |
| Digital Producer/Blogger                                       | Position is currently open                                                                   |
| Reporter/Blogger Science & Technology                          | 1 Employee Referral<br>2 KERA.org Website                                                    |
| Reporter/Blogger Education                                     | 1 KERA.org Website<br>1 Networking Group                                                     |
| Chief Operating Officer                                        | 1 Current Newspaper/Networking<br>1 KERA.org Website<br>1 Former Employee/self referral      |
| Broadcast Engineer                                             | 1 Former Employee/self referral                                                              |
| Grant Specialist                                               | 1 Networking/website engine (Indeed.com)                                                     |
| Marketing & Communications Coordinator                         | Position is currently open                                                                   |
| IT Technician                                                  | Position is currently open                                                                   |

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5. EEO Initiatives

- KERA/KXT has, and will continue to recruit for every full time position that becomes available utilizing a variety of resources. All open positions are posted both internally on the KERA/KXT bulletin board to encourage our employees to refer appropriate candidates, and also on our website, [www.KERA.org](http://www.KERA.org) that is available to the general public. In addition, certain positions are disseminated using social media, (KERA Facebook and Twitter), or are posted on recognized general professional websites such as LinkedIn. (It is notable that advertisements placed on the KERA.org website are picked up by networking boards and other employment search engine job sites such as Indeed, Dice, SimplyHired, TheLadders, SnagAJob,). We recently implemented a process of running weekly radio spots for the specific purpose of inviting the public to find open positions on our KERA.org website. Some positions are placed with the Texas Workforce Commission (TWC – the state employment agency) job bank and also with the Veterans Resource and Referral Specialists which is sponsored by the TWC. We advertise with appropriate professional associations targeted for the type of job skills we are seeking (ex. Dallas Human Resources, Society of Broadcast Engineers, Center for Non-Profit Management and Journalismjobs.com.), in Current Newspaper (Public media publication that also places paid ads on their job website), and we have directly contacted some local colleges and universities as well as community organizations such as churches and other groups sponsoring networking forums for individuals seeking employment.
- We participated in two job fairs during this reporting period toward the goal of participating in four job fairs in a two year period; including the Diversity Employment Day Career Fair, Oct 3<sup>rd</sup>, 2012, and the Dallas County Community College District Career Fair (at the Richland College Campus) March 27, 2013.
- We established and continue to offer a formal internship program at KERA/KXT designed to assist members of the community to acquire skills needed for broadcast employment. Interns are generally college students and are employed by KERA/KXT each semester. (As interns are temporary and part-time, they are not included further in this report.)
- In September, 2012, managers as well as all employees participated in Diversity Awareness Training designed to ensure equal employment opportunity by preventing discrimination and encouraging the appreciation and acceptance of differences among team members in our workplace.
- We refreshed our employment application to include more information about our policy as an Equal Opportunity Employer; and we continue to ensure that all advertising for open positions state that KERA/KXT is an Equal Opportunity Employer.
- The employment section of our website [www.kera.org](http://www.kera.org) includes information about equal opportunity employment, a listing and description of open positions, and we also added information and links that invite viewers to explore additional opportunities in broadcasting at NPR, PBS, CPB and TAB.



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- KERA/KXT makes our presence known throughout the community by participating in a number of educational, arts and news related activities and events throughout the year that are open to the public. We also host events on and off of our premises for various community groups. These activities and events promote outreach and generally raise community awareness of KERA/KXT. Examples of events include, but are not limited to, Earth Day Dallas off site at Fair Park, KERA Kidfest at Dallas Children's Theater, Marketplace Live on KERA/KXT premises, and the production of *Erasing the Stigma*, a live co-sponsored event among KERA, the Dallas Morning News and the Office of the Mayor of Dallas at the Dallas City Performance Hall.

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**Addendum I – Address and Contact Information for Recruiting Sources**

|                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Dallas Regional Chamber of Commerce<br/>500 North Akard Street., Suite 2600<br/>Dallas, Texas 75201<br/>214-746-6600<br/>Contact: Diane Rivas<br/>drivas@dallaschamber.org<br/><a href="mailto:information@dallaschamber.org">information@dallaschamber.org</a></p> | <p>Greater Dallas Hispanic Chamber of Commerce<br/>4622 Maple Ave. Suite #207<br/>Dallas, Texas 75219<br/>Contact: Gabriella Quezada<br/>214-521-6007 – fax- 214-523-3448<br/>Quezada@gdhcc.com</p>                                                                                        |
| <p>Dallas Black Chamber of Commerce<br/>2828 MLK Jr. Blvd.<br/>Dallas, Texas 75215<br/>Contact: Carman Humble<br/>214-421-5200 – fax 214-421-5510<br/>chum@dbcc.org</p>                                                                                                | <p>Greater Dallas Asian American<br/>Chamber of Commerce<br/>11171 Harry Hines<br/>Dallas, Texas 75229<br/>Contact: Galileo Jumaoas<br/>972-241-8250 –fax- 972-241-8270<br/>gal@gdaac.com</p>                                                                                              |
| <p>Texas Workforce Commission<br/>2707 Stemmons Frwy, Suite 150<br/>Dallas, TX 75207-2281<br/>Contact: Placement Supervisor<br/>214-920-3663 fax (214) 920-3617<br/><a href="http://www.texasworkforce.org">www.texasworkforce.org</a></p>                             | <p>Veterans Resource &amp; Referral Specialists<br/>(TWC sponsored)<br/>2707 Stemmons Freeway, Ste 150<br/>Dallas, TX 75207<br/>Contact: Noel Castro<br/>214-920-3663 ext. 3391<br/>682-225-9909 Cell<br/><a href="mailto:Noel.castro@twc.state.tx.us">Noel.castro@twc.state.tx.us</a></p> |
| <p>Richland College (recruiter for all DCCCD)<br/>12800 Abrams Road<br/>Dallas, Texas 75243<br/>Contact: Warren Osby<br/>972-238-6921 – fax- 972-238-6967<br/>wosby@dcccd.edu</p>                                                                                      | <p>East Field College (DCCCD)<br/>3737 Motley Drive<br/>Mesquite, Texas 75150<br/>Contact: Ron Rollinson<br/>972-860-7192 – fax- 972-860-8326</p>                                                                                                                                          |
| <p>Brookhaven College (DCCCD)<br/>3939 Valley View Lane<br/>Farmers Branch, Texas 75244<br/>Contact: Annette R. Wilson<br/>972-860-4894 – fax 972-860-4193<br/><a href="mailto:arwilson@dcccd.edu">arwilson@dcccd.edu</a></p>                                          | <p>Mountain View College (DCCCD)<br/>4849 West Illinois Ave.<br/>Dallas, Texas 75211<br/>Contact: Elaine Williams<br/>214-860-8553 – fax- 214-860-8804</p>                                                                                                                                 |
| <p>El Centro College (DCCCD)<br/>Main and Lamar Street<br/>Dallas, Texas 75202<br/>Contact: Juanita Dickey<br/>214-860-2066 – fax- 214-860-2601</p>                                                                                                                    | <p>North Lake College (DCCCD)<br/>5001 North MacArthur Blvd.<br/>Irving, Texas 75038<br/>Contact: Crystal Larthridge<br/>972-273-3140 – fax- 972-273-3111<br/>clarthridge@dcccd.edu</p>                                                                                                    |

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|                                                                                                                                                                                                                                                                            |                                                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cedar Valley Community College (DCCCD)<br>3030 North Dallas Avenue<br>Lancaster, TX 75134<br>972-860-8201                                                                                                                                                                  | Devry Institute Career Office and<br>Keller School of Management<br>4800 Regent Blvd.<br>Irving, Texas 75063<br>Contact: Saundra Lohr<br>972-929-9341 –fax –972-929-6779<br>slohr@devry.edu |
| Texas Women's University Career Center<br>Student Employment<br>Denton, Texas 76201<br>Contact: Sherri Williams<br>940-898-2950 – fax 940-898-2956<br>swilliams@twu.edu                                                                                                    | University of Texas at Dallas<br>800 West Campbell Road<br>Richardson, TX 75080<br>972-883-2111 Main<br>recruit@utdallas.edu<br>972-883-2943                                                |
| Journalismjobs.com<br>Post jobs on website: (pd advertising)<br><a href="http://www.journalismjobs.com">www.journalismjobs.com</a>                                                                                                                                         | LinkedIn<br><a href="http://www.Linkedin.com">www.Linkedin.com</a><br>Post jobs on website (pd advertising)                                                                                 |
| St. Andrews United Methodist Church<br>CareerCare (also feeds to other churches)<br>Contact: Bill Brewer<br>214-291-8082<br>Send postings to:<br><a href="mailto:bbrewer@standrewumc.org">bbrewer@standrewumc.org</a>                                                      | Center for Non Profit Management<br>2900 Live Oak Street<br>Dallas, Texas 75204<br>214/826-3470<br><a href="http://www.cnmdallas.org">www.cnmdallas.org</a>                                 |
| Dallas HR Association<br>4100 Spring Valley road – Suite 300<br>Dallas, TX 75244<br>214-631-8775 fax: 214-631-4533<br>Contact email – <a href="mailto:info@dallashr.org">info@dallashr.org</a><br>To post: (fee)<br><a href="http://www.dallashr.org">www.dallashr.org</a> | Society of Broadcast Engineers Job Bank<br><a href="http://www.sbe.org">www.sbe.org</a><br>Contact: Scott Jones<br><a href="mailto:kjones@sbe.org">kjones@sbe.org</a>                       |
| <a href="http://www.mvmconsulting.com">MVM Consulting</a><br>Reno, New Mexico<br>Michael Marcotte<br><a href="mailto:mm@mikemarcotte.com">mm@mikemarcotte.com</a><br>(619) 201-2677                                                                                        | Thomas Edwards<br>Contact: Tom Delanoy<br>Thomas Edwards<br>214-466-2620<br>tom@thomasedwards.com                                                                                           |
| Lane Gorman Trubitt PLLC<br>2626 Howell St., Suite 700<br>Dallas, Texas 75204<br>Contact: Neely Duncan<br>(214) 461-1437<br>(214) 293-7166 Cell<br>nduncan@lgt-cpa.com                                                                                                     | Seaton Hill<br>5956 Sherry Lane<br>Suite 1000<br>Dallas, TX 75225<br>Contact: John Ball<br>214-346-2957                                                                                     |