

# KCWT, KFRQ, KFXV, KKPS, KNVO, KNVO, KTFV, KVLV

## EEO PUBLIC FILE REPORT

April 1, 2013 - March 31, 2014

### I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

| Job Title   | Recruitment Sources ("RS")<br>Used to Fill Vacancy                          | RS Referring<br>Hiree |
|---|---|-----------------------|
| Video Journalist / Reporter<br>Open Date: 3/15/2013<br>Hire Date: 6/3/2013                        | 1-2, 4, 6, 8-9, 13, 15-24, 26-27, 32-33,<br>36, 38, 40-43, 45               | 8                     |
| News Reporter<br>Open Date: 4/19/2013<br>Hire Date: 5/28/2013                                     | 2, 4, 6, 9, 13, 15, 17, 19, 21, 23, 26, 28,<br>32-33, 36, 38, 40-41, 43, 45 | 28                    |
| Weekend Sport Anchor / Video Journalist<br>Open Date: 5/16/2013<br>Hire Date: 7/3/2013            | 2, 4, 6, 9, 13, 15, 17, 19, 21, 23, 26, 30,<br>32-34, 36, 38-41, 43         | 4                     |
| Weather Anchor / Reporter<br>Open Date: 5/22/2013<br>Hire Date: 8/20/2013                         | 2-4, 6, 8-9, 13, 15, 17, 19, 21, 23, 26,<br>32-36, 38, 40-42                | 3                     |
| Resesarch & Design Coordinaor<br>Open Date: 6/1/2013<br>Hire Date: 7/1/2013                       | 2, 4-6, 9, 11, 13, 15, 17, 19, 23, 25, 32-<br>35, 38, 40-43                 | 4                     |
| News Reporter<br>Open Date: 7/15/2013<br>Hire Date: 8/14/2013                                     | 2, 4, 6, 9, 13, 15, 17, 19, 21, 23, 26, 32-<br>33, 36, 38, 40-41, 43        | 32                    |
| Video Journalist / Reporter<br>Open Date: 7/17/2013<br>Hire Date: 7/30/2013                       | 1-2, 4, 6, 9, 13-27, 30, 32-33, 36, 38, 40<br>-41, 43, 45                   | 4                     |
| Morning TV Host / Weather Anchor<br>Open Date: 8/5/2013<br>Hire Date: 9/2/2013                    | 2, 6, 9, 11, 13-27, 29, 32, 34, 37-38, 43-<br>44                            | 32                    |
| Weekend Anchor Producer/Video Journalist/Reporter<br>Open Date: 8/19/2013<br>Hire Date: 9/13/2013 | 1-4, 6, 9, 13-27, 29, 32-34, 37, 40-41,<br>43                               | 3                     |
| Weekend Weather Anchor/Video Journalist/Reporter<br>Open Date: 9/4/2013<br>Hire Date: 9/13/2013   | 1, 4, 6, 9, 13-27, 29, 32-34, 37, 40-44                                     | 32                    |
| Photographer / Technical Director<br>Open Date: 9/15/2013<br>Hire Date: 10/1/2013                 | 1-2, 4, 6, 9, 13-27, 29, 32-35, 37, 40-<br>41, 43-44                        | 32                    |
| Senior Business Operations Manager<br>Open Date: 9/16/2013<br>Hire Date: 12/1/2013                | 6, 10, 12-23, 25-27, 29, 32-35, 37, 40-<br>41, 43-44                        | 10                    |
| Weekend Sports Anchor / Video Journalist<br>Open Date: 9/26/2013<br>Hire Date: 12/4/2013          | 4, 6-7, 9, 11, 13-27, 29, 31-34, 37, 40-<br>44                              | 31                    |
| VP, Intergrated Marketing Solutions<br>Open Date: 1/18/2014<br>Hire Date: 2/3/2014                | 4, 6, 9, 14, 16, 18, 20, 22, 24-25, 27,<br>32, 34, 42, 44                   | 4                     |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

| <b>RS<br/>Number</b> | <b>RS Information</b>  | <b>Source Entitled<br/>to Vacancy<br/>Notification?<br/>(Yes/No)</b> | <b>No. of Interviewees<br/>Referred by RS<br/>Over<br/>Reporting Period</b> |
|----------------------|--|--|---|
| 1                    | Baylor University<br>1410 S. 4th Street<br>Waco, Texas 76798-7036<br>Career Services<br>Manual Posting   | N  | 0   |
| 2                    | Craigslist<br>1381 9th Avenue<br>San Francisco, California 94122<br>Phone : 415-566-6394<br>Url : <a href="http://www.craigslist.com">http://www.craigslist.com</a><br>Job Boards<br>Manual Posting                            | N  | 0   |
| 3                    | Current Employee/Internal Promotion  | N  | 2   |
| 4                    | Employee Referral  | N  | 19  |
| 5                    | Employment Agency  | N  | 1   |
| 6                    | Entravision<br>2425 Olympic Blvd. Ste 60000W<br>Santa Monica, California 90404<br>Phone : 310-447-3810<br>Url : <a href="http://www.entravision.com">http://www.entravision.com</a><br>IT Support Speicalist<br>Manual Posting | N  | 0   |
| 7                    | Facebook post  | N  | 1   |
| 8                    | Former Intern  | N  | 2   |
| 9                    | HR Internal Board / Referrals<br>801 N. Jackson Road<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.entravisin.com">www.entravisin.com</a><br>Norma Juarez<br>Manual Posting                     | N  | 0   |
| 10                   | Internal Transfer/Promotion  | N  | 1   |
| 11                   | Job Board  | N  | 4   |
| 12                   | Job posting on internet  | N  | 4   |

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|----------------------|---|--|---|
| 13                   | KCWT-TV<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.yourcwriograndevalley.com">http://www.yourcwriograndevalley.com</a><br>Rosa Rodriguez<br>Manual Posting              | N  | 0   |
| 14                   | KCWT-TV (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.facebook.com/mycw21?ref=hl">http://www.facebook.com/mycw21?ref=hl</a><br>Rosa Rodriguez<br>Manual Posting       | N  | 0   |
| 15                   | KFRQ-FM<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.q945therock.com">http://www.q945therock.com</a><br>Rosa Rodriguez<br>Manual Posting                                  | N  | 0   |
| 16                   | KFRQ-FM (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.facebook.com/q945rocks?ref=hl">http://www.facebook.com/q945rocks?ref=hl</a><br>Rosa Rodriguez<br>Manual Posting | N  | 0   |
| 17                   | KFXV-TV<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.foxrio2.com">http://www.foxrio2.com</a><br>Thomas Ferrer<br>Manual Posting   | N  | 0   |
| 18                   | KFXV-TV (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.facebook.com/foxrio2?ref=hl">http://www.facebook.com/foxrio2?ref=hl</a><br>Rosa Rodriguez<br>Manual Posting     | N  | 0   |

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| <b>RS<br/>Number</b> | <b>RS Information</b>   | <b>Source Entitled<br/>to Vacancy<br/>Notification?<br/>(Yes/No)</b> | <b>No. of Interviewees<br/>Referred by RS<br/>Over<br/>Reporting Period</b> |
|----------------------|---|--|---|
| 19                   | KKPS-FM<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.995lanueva.com">http://www.995lanueva.com</a><br>Rosa Rodriguez<br>Manual Posting  | N  | 0   |
| 20                   | KKPS-FM (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="https://www.facebook.com/995lanueva?ref=hl">https://www.facebook.com/995lanueva?ref=hl</a><br>Rosa Rodriguez<br>Manual Posting       | N  | 0   |
| 21                   | KNVO-FM<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.jose1011.com">http://www.jose1011.com</a><br>Rosa Rodriguez<br>Manual Posting  | N  | 0   |
| 22                   | KNVO-FM (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="https://www.facebook.com/radiojose1011?ref=hl">https://www.facebook.com/radiojose1011?ref=hl</a><br>Rosa Rodriguez<br>Manual Posting | N  | 0   |
| 23                   | KNVO-TV<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.knvotv48.com">http://www.knvotv48.com</a><br>Rosa Rodriguez<br>Manual Posting  | N  | 0   |
| 24                   | KNVO-TV (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.facebook.com/knvotv48?ref=hl">http://www.facebook.com/knvotv48?ref=hl</a><br>Rosa Rodriguez<br>Manual Posting             | N  | 0   |

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### II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|---|---|--|
| 25        | KTFV-TV (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.facebook.com/pages/unim%c3%a1s-20/27922">http://www.facebook.com/pages/unim%c3%a1s-20/27922</a><br>Rosa Rodriguez<br>Manual Posting | N   | 0  |
| 26        | KVLV-FM<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.mix1079.net">http://www.mix1079.net</a><br>Rosa Rodriguez<br>Manual Posting  | N   | 0  |
| 27        | KVLV-FM (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="https://www.facebook.com/1079mixfm?ref=hl">https://www.facebook.com/1079mixfm?ref=hl</a><br>Rosa Rodriguez<br>Manual Posting                   | N   | 0  |
| 28        | Local Newspaper   | N   | 1  |
| 29        | Mission Chamber of Commerce<br>202 W. Tom Landry<br>Mission, Texas 78572<br>Phone : 956-585-2727<br>Url : <a href="http://www.missionchamber.com">http://www.missionchamber.com</a><br>Job Board<br>Manual Posting                                  | N   | 0  |
| 30        | Non-Employee Referral   | N   | 2  |
| 31        | Not Available   | N   | 1  |
| 32        | Station Website   | N   | 36   |
| 33        | STC<br>3201 Pecan Blvd<br>McAllen, Texas 78501<br>Phone : 956-872-8358<br>Url : <a href="http://www.collegecentral.com/southtexascollege/">http://www.collegecentral.com/southtexascollege/</a><br>Career Services<br>Manual Posting                | N   | 0  |

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| <b>RS<br/>Number</b> | <b>RS Information</b>  | <b>Source Entitled<br/>to Vacancy<br/>Notification?<br/>(Yes/No)</b> | <b>No. of Interviewees<br/>Referred by RS<br/>Over<br/>Reporting Period</b> |
|----------------------|--|--|---|
| 34                   | TAB<br>502 East 11th St. Suiet 200<br>Austin, Texas 78701<br>Phone : 512-322-9944<br>Url : <a href="http://www.tab.org">http://www.tab.org</a><br>Job Board<br>Manual Posting  | N  | 0   |
| 35                   | Television Ad  | N  | 4   |
| 36                   | The Monitor<br>1400 E Nolana Ave<br>McAllen, Texas 78504<br>Phone : 956-683-4216<br>Url : <a href="http://www.themonitor.com">http://www.themonitor.com</a><br>Caleb Luna<br>Manual Posting  | N  | 0   |
| 37                   | TVJobs.com<br>P.O. Box 4116<br>Oceanside, CA , California 92052<br>Phone : 800-374-0119<br>Url : TVJobs.com<br>Job Board<br>Manual Posting   | N  | 0   |
| 38                   | TX Workforce Commission<br>3101 W BUSINESS 83<br>McAllen, Texas 78501<br>Phone : 877-687-1121<br>Url : <a href="http://www.workintexas.com">http://www.workintexas.com</a><br>Job Board<br>Manual Posting                                      | N  | 0   |
| 39                   | Unknown Referral Source  | N  | 1   |
| 40                   | UTB<br>80 Fort Brown St.<br>Brownsville, Texas 78520<br>Phone : 956-882-3879<br>Url : <a href="http://www.utb.edu/sa/careerservices/pages/default">http://www.utb.edu/sa/careerservices/pages/default</a><br>Career Services<br>Manual Posting | N  | 0   |

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| <b>RS Number</b>                               | <b>RS Information</b>   | <b>Source Entitled to Vacancy Notification? (Yes/No)</b> | <b>No. of Interviewees Referred by RS Over Reporting Period</b> |
|--|---|--|---|
| 41   | UTPA<br>1201 W University Dr<br>Edinburg, Texas 78539<br>Phone : 956-381-2243<br>Url : <a href="http://portal.utpa.edu/utpa_main/dsa_home/career_h">http://portal.utpa.edu/utpa_main/dsa_home/career_h</a><br>Career Services<br>Manual Posting     | N  | 0   |
| 42   | Walk In   | N  | 9   |
| 43   | XRIO-TV<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.mundofoxvalle.com">http://www.mundofoxvalle.com</a><br>Rosa Rodriguez<br>Manual Posting  | N  | 0   |
| 44   | XRIO-TV (FB)<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.facebook.com/pages/mundo-fox-valle/4507">http://www.facebook.com/pages/mundo-fox-valle/4507</a><br>Rosa Rodriguez<br>Manual Posting | N  | 0   |
| 45   | YOU TUBE<br>801 N. Jackson Rd.<br>McAllen, Texas 78501<br>Phone : 956-687-4848<br>Url : <a href="http://www.knvtv48.com">http://www.knvtv48.com</a><br>Thomas Ferrer<br>Manual Posting  | N  | 0   |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |   |  | <b>88</b>   |

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## EEO PUBLIC FILE REPORT

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### III. RECRUITMENT INITIATIVES

|    | Date       | Type of Recruitment Initiative (Menu Selection)                                | Brief Description Of Activity  | No. of Stations Participants | Participant Title   | Points |
|----|------------|--|--|------------------------------|---|--------|
| 1  | 4/4/2013   | Establishment of training programs for station personnel                       | Promotion Technician (Luis Cano) participated in an in-house training program with our News Director (Marianela Aguirre) to improve and learn new skills to qualify him for potential promotions from April 2013 - May 2013. | 4                            | Promotions Technician<br>News Director<br>Technical Director<br>Videojournalist | 1.00   |
| 2  | 4/9/2013   | Participation in Job Fairs   | South Texas College 2013 Spring Career Expo<br>Explore Opportunities / Meet Employers<br>Mid-Valley Campus, Weslaco, TX  | 1                            | HR  | 0.25   |
| 3  | 4/15/2013  | Establishment of an intern program designed to assist members of the community | Jovanna Segovia<br>South Texas College<br>Service Learning & Internship Course<br>SPCH - 2289  | 2                            | Production<br>Production Manager  | 1.00   |
| 4  | 4/17/2013  | Participation in Job Fairs   | South Texas College Career Expo<br>"Hire an STC Graduate"<br>McAllen, TX Convention Center   | 2                            | HR<br>Sr. Business<br>Operations Manager  | 0.25   |
| 5  | 6/3/2013   | Establishment of an intern program designed to assist members of the community | Kevin Canales<br>University of Texas Pan-American<br>Department of Communication<br>Internship Program   | 2                            | Production<br>Production Manager  | 1.00   |
| 6  | 7/15/2013  | Establishment of an intern program designed to assist members of the community | Mayra Gomez<br>University of Pan-American<br>Journalism Communications<br>Department<br>Internship Program<br>COMM 4624  | 1                            | Regional Interactive<br>Marketing Solutions<br>Manager                          | 1.00   |
| 7  | 8/19/2013  | Provision of training to management  | Upper management training on EEO<br>August 2013  | 2                            | HR<br>Sr. Business<br>Operations Manager  | 1.00   |
| 8  | 10/13/2013 | Establishment of an intern program designed to assist members of the community | Janette Torres<br>University of Texas Pan-American<br>Production Internship Program  | 2                            | Production<br>Production Manager  | 1.00   |
| 9  | 10/14/2013 | Establishment of an intern program designed to assist members of the community | Alejandro Pena<br>University of Texas Pan-American<br>Department of Communications<br>Internship Program<br>COMM 4624  | 1                            | News Director   | 1.00   |
| 10 | 11/15/2013 | Provision of training to management  | Unlawful Harassment Prevention<br>(November 2013)  | 117                          |   | 1.00   |



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**III. RECRUITMENT INITIATIVES**

|  | <b>Date</b> | <b>Type of<br/>Recruitment Initiative<br/>(Menu Selection)</b> | <b>Brief Description Of Activity</b>   | <b>No. of<br/>Stations<br/>Participants</b> | <b>Participant Title</b>                                 | <b>Points</b> |
|--|-------------|--|--|---|--|---------------|
| 11   | 1/5/2014    | Establishment of training programs for station personnel       | Promotion Technician (Daniel Morales) participated in an in-house training program with our Radio Production Leader (Abraham Leal) to improve and learn new skills to qualify him for potential promotions from January 2013 - May 2013. | 3   | Promotion Technician<br>Production<br>Production Manager | 1.00          |
| 12   | 2/26/2014   | Participation in Job Fairs                                     | University of Texas in Brownsville. Spring 2014 – All Majors Job Fair Brownsville, TX  | 2   | HR<br>Sr. Business<br>Operations Manager                 | 0.25          |
| <b>TOTAL POINTS OVER REPORTING PERIOD:</b> |             |  |  |   |  | <b>9.75</b>   |