## ANNUAL PUBLIC FILE EEO REPORT

### KTLM TV-40

Call Sign of Station(s):	KTLM 4/1/22 - 03/31/23

- 1. List all full-time job vacancies filled by any station covered by this report during the past year.
  - 65009BR Marketing Specialist
     68453BR Account Executive
  - 51509020 Assignments Desk Manager
- 2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form. Forms are at the end of the report.
- 3. In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1?

12 total interviewees

4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.

Name of Recruitment Source	Total Number of Interviewees Referred During Year
NBCU Careers Website	3
Employee Referral	5
Social Media Sites -LinkedIn, Media Bistro, Indeed, Online ads, Facebook, Instagram, Twitter	3
Current/Former Employee	0
Yoh Agency	0
Texas Association of Broadcasters (TAB)	0
UTRGV Website	0
STC Website	0
Internship Program	0
Handshake	0
TVjobs.com	0

Career and Job Fairs	1
Americas Job Bank	0

5. Please summarize the station's (or station group's) broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station's participation in each initiative.

### **JOB FAIRS, CAREER DAYS & RECRUITMENT EVENTS**

**April 13, 2022** 

**Rio Grande City HS & Grulla HS** 

**Media Tech Presentation** 

Presenter: Karina Segovia, Meteorologist

Media Presentation was catered for Media Tech students who are interested in the Television/Broadcasting field. Presenter did presentations for both schools of 20-30 students each.

**April 14, 2022** 

**Weslaco East HS** 

College and Career Readiness Day (Region One/GearUp)

Presenter: Jorge Almaraz & Denisse Salinas, News Anchors

Presenters shared their Broadcasting Career stories and/or career paths with high school students who are preparing to attend college. Our anchors encourage them to stay in school.

**April 14, 2022** 

**Annual Career Day** 

Irene Garcia Middle School, La Joya ISD (STEM)

Presenters: Brenda Cantu, Karina Segovia, Meteorologists and Gaby Gutierrez, Weather

Anchor

This is a STEM campus designated to provide students with a head start for their future careers. Presenter shared their professional stories, college degree, work history, and the many different career opportunities within a Media company.

Attendance: An estimate of 650 students from  $6^{th}$ ,  $7^{th}$  and  $8^{th}$  grade

**April 22, 2022** 

**College and Career Expo** 

Juarez-Lincoln HS/La Joya ISD

Presenter: Denisse Salinas, News Anchor

La Joya ISD is a firm believer that all students need to have a good education and with this comes the ability to make wise career choices. A career fair will provide students with insight into selected careers motivating them to stay in school. Our presenter had the opportunity to discuss with students her expertise on the field of broadcasting as a News Anchor.

**April 23, 2022** 

Career Day with Quantum STEM Club

McAllen Library Book Fair

Presenters: Karina Segovia, Meteorologist & Gaby Gutierrez, Weather Anchor

Presenters spoke to students about their broadcasting career as a Meteorologist and Weather Anchor, their education requirements, work experience and career opportunities within the media industry. They also focused on weather, the planet and provided help to students with their school projects. Attendance: About 30 kids and parents

**April 29, 2022** 

Career and Professional Day Memorial Middle School, La Joya ISD Presenters: Dalila Garza, News Anchor

A diversified group of speakers from different industries were invited to speak to middle school students at their school library/gym. Each company had a booth setting where students had the opportunity to speak to our News Anchor and ask questions about her career as a journalist. Attendance: Approximately 500 students (6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> grades)

May 5, 2022 Career Day

Alto Bonito Elementary, Rio Grande city/Grulla ISD

Presenter: Karina Segovia, Meteorologist

Career Day was focused in providing students with an up-close and personal view of a wide variety of jobs and careers. Presenter spoke to students about the importance of having an education, work experience, work ethics, academic skills, answered questions, shared her career path as a student and then as a professional.

May 24, 2022 Career Fair

Tabasco Elementary Leadership Academy Presenter: Brenda Cantu, Meteorologist

Brenda Cantu, Meteorologist was invited to speak to several groups of elementary students about her Professional career. She was able to make a presentation about weather to approximately 520 students and teachers. The event presentation lasted about 2:30 hours.

July 27-30, 2022 AAJA Conference

**Asian American Journalists Association** 

Presenters: NBCU Talent Acquisition Team – Scott Williams

Their goal is to bring together journalists and media professionals to advance diversity in newsrooms and ensure fair and accurate coverage of communities of color. The heart of AAJA's four-fold mission is to increase AAPI perspectives and representation in the newsrooms, media, and story telling

August 3-5, 2022

**NAHJ/NABJ** Conference

National Association of Hispanic Journalists and Black Journalists

Presenters: NBCU Talent Acquisition Team/ Scott Williams/Jose Flores, President and GM

**NABJ** Offers innovative trainings, career advancement opportunities and advocacy initiatives for Black Journalists and media professionals worldwide.

**NAHJ** is an educational and charitable association dedicated to the recognition and professional advancement of Hispanic students, professionals, and educators in the field of journalism.

September 8-11, 2022

NLGJA Conference, The Association of LGBTQ Journalists Presenters: NBCU Talent Acquisition Team, Scott Williams

A Journalist-led association working within the news media to advance fair and accurate coverage of LGBT/q Communities and issues. Promotes diverse and inclusive workplaces by holding the industry accountable and providing education, professional development, and mentoring.

August 25-27, 2022

**NAJA (National American Journalist Association)** 

Presenters: Kim Caballero, Regional HR Director and Virginia Luna, Office Manager

NAJA - The conference program will feature indigenous media professional development and address evolving Covid-19 coverage and best practices through training and workshops to support journalists covering Indigenous communities.

October 21, 2022 Annual Career Day

Dr. Javier Saenz Middle School

Presenter: Brenda Cantu, Meteorologist

Career Day was divided into three sessions for  $6^{th}$ ,  $7^{th}$  &  $8^{th}$  graders. Each presenter had a booth set-up with props, posters, flyers, and giveaways where presenter was able to speak to students and answer questions, share her career story to motivate students to stay in school.

Approximate attendance: 650 students

**November 16, 2022** 

RGV H.I.R.E.S Inclusive Job Fair

**Brownsville Event Center** 

Presenter: Laura Repreza, VP of Marketing & Angelica Falcone, Marketing Specialist

The **RGV HIRES** inclusive **job fair** seeks to give people with a disability a fighting chance in the workforce. This event is focused on helping individuals reach exponential success and promotes inclusion in the RGV employment workforce.

**November 30, 2022** 

**Field Trip for STEM Students** 

William J Clinton STEM Elementary, La Joya ISD

Presenter: Jose Flores, President and GM

A group of Media tech students visited our studios, met with General Manager for a brief presentation and tour of the studios, spoke to news reporters, anchors, engineers, and production personnel. Their goal was to watch a live newscast during prime time; they also spoke to the Studio engineer, asked questions about career opportunities and the different degrees needed to work in a television station.

**January 18, 2023** 

**Annual Career Day** 

Narciso G. Cavazos Elementary

Presenter: Brenda Cantu, Meteorologist, Gaby Gutierrez, Weather Anchor, Adalberto Lopez, Chief Photographer

News weather team made a special presentation to students in their classrooms about the different career opportunities within a Television station. Spoke to students about their career paths, education, and work experience.

**January 27, 2023** 

**Annual Career Day** 

**Daniel Singleterry Elementary** 

Presenter: Ana Cecilia Mendez, Responde Reporter and Sergio Garcia, News Photographer

Presenters made individual presentations in 4 classrooms, spoke to students about their professional experience in the television industry, what they do on a typical workday, how they have to prepare to speak in front of cameras and the different jobs behind cameras.

Estimated attendance: 120 students

**February 9, 2023** 

**Annual Career Day** 

Idea Quest College Preparatory (Edinburg)
Presenter: Brenda Cantu, Meteorologist

Presenter spoke to students about her career experience, education, schools she attended, what she loves the most about her job. She rotated several classrooms to present to different groups of students. Students participated in a simulated live weather presentation in front of their peers and teachers.

February 16, 2023

Career Fair

Dr. Rodney D. Cathey Middle School

Presenters: Ana Cecilia Mendez, Responde Reporter and Sergio Garcia, News Photographer

Career Day set-up - Presenters had a table/booth where they spoke to students from 7<sup>th</sup> to 8<sup>th</sup> graders, answered questions, talk to students about job opportunities, motivate them to continue studying and stay in school

February 17, 2023

Career Fair

Juan de Dios Salinas Middle-School

Presenters: Yulieth Botello, News Anchor and Karina Segovia, Meteorologist

Career Day set-up - Presenters had a table/booth where they spoke to students from 7<sup>th</sup> to 8<sup>th</sup> graders, gave swags, they interviewed students about their education goals, asked them what they wanted to study and if they were planning to go to college.

**February 23, 2023** 

**Career Day** 

**McAuliffe Elementary School** 

Presenters: Ana Cecilia Mendez, Responde Reporter and Sergio Garcia, News Photographer

The objective of this career day was to showcase as many careers as possible to students. Presenter shared her career journey, including how she became interested in her current field, what education/trainings she needed to accomplish, what is a typical day at her job, and advised to students considering a career in her field.

March 8, 2023

Career Fair

**Lucile McKee Hendricks Elementary** 

Presenters: Brenda Cantu, Meteorologist

Presenters spoke to students about their broadcasting career, education, work experience and career opportunities within the media industry.

Attendance: 3-5 Grade Students

March 10, 2023

Career Fair

Thigpen-Zavala Elementary

Presenters: Yulieth Botello, News Anchor and Karina Segovia, Meteorologist

Presentation was catered for elementary students and teachers with the goal to motivate and educate students about the many different career options available to them. Presenters gave a brief description about their broadcasting career as a News Anchor and Meteorologist, responsibilities and education emphasizing on the benefits of being bilingual.

Attendance: 350-400 Students (booth setting)

March 30, 2023 Career Fair

St. Mary's Catholic School

Presenter: Martha Alicia Lopez, Video Journalist

Presenter will set up a booth where she will talk to students about the different career opportunities within a Television Station not only in front of cameras but also behind the scenes, careers in Finance, Engineering, Human Resources, Marketing, Graphic Designers, Communication degrees and more. Expected attendance: 500 students

#### 1. <u>INTERNET RECRUITING</u>

Telemundo 40 posts all open positions on <a href="www.nbcunicareers.com">www.nbcunicareers.com</a> and on our website, <a href="www.telemundo40.com">www.telemundo40.com</a>. We also post openings on the following websites: <a href="www.indeed.com">www.indeed.com</a>, <a href="www.indeed.com

### 2. <u>INTERNSHIP PROGRAM</u>

Spring, summer and Fall 2022 – Spring 2023

Telemundo 40 has an established internship program for qualified undergraduate and graduate students interested in the TV broadcasting industry. Interns gain hands-on experience while working on challenging projects, network with professionals and learn from some of the brightest minds in the business. Unfortunately, due to the pandemic, the internship program has temporarily been on hold. As such, KTLM did not host any interns during the current reporting period. However, the station plans to resume the program during the next reporting period.

### 3. SCHOLARSHIP PROGRAM

Telemundo 40 participates annually with 2 local High Schools and during the past year awarded 4 qualified seniors pursuing careers in Mass Communications and Broadcasting with Scholarships of \$1000 each.

#### 4. Internal Outreach Publications

Telemundo 40 continuously announces all job openings and internship opportunities on air and social media sites.

#### 5. INTERNAL EMPLOYEE EEO TRAINING

All Station employees and management are required to attend an annual mandatory training (by each September) on methods to ensure equal employment opportunities and to prevent employee harassment and discrimination. "Respect in the Workplace" is a training course that outlines the company's policies regarding the prevention of harassment and discrimination in the workplace.

#### 6. INTERNAL SKILLS ENHANCEMENT PROGRAMS

NBCUniversal provides its employees with training that is designed to enable station personnel to acquire skills that could qualify them for higher level positions. The Talent Lab is NBCUniversal's suite of nomination-based learning and developmental experiences that are uniquely designed to develop and engage NBCUniversal employees. It consists of five "tracks" with several underlying programs and experiences designed to develop leadership capabilities, enhance business acumen, and help shape and define culture within NBCUniversal.

**April 4-9, 2022** 

**National Tropical Weather Conference, South Padre Island (in person)** 

Participants: Brenda Cantu & Karina Segovia Meteorologist, Gaby Gutierrez, Weather Anchor

Hurricane Conference for TV, Radio and digital media meteorologists, corporate emergency management.

May 26, 2022

**National Weather Service Hosts Media Workshop** 

Participants: Brenda Cantu & Karina Segovia, Meteorologist, Gaby Gutierrez, Weather Anchor

The National Weather Service hosted a media workshop this afternoon. Our own Chief Meteorologist John Harris, Meteorologist Chris Martin, and Meteorologist Britney Trumpy were there with others to talk about severe weather operations. They also covered how the NWS and tv stations can better coordinate their severe weather response.

June 22-26, 2022

Investigative Reporters & Editors Annual Conference Participant: Ana Cecilia Bortoni, Responde Reporter

In person conference in Denver where more than 3,000 journalists, educators and students attended the IRE Conference after the Pandemic. This event took part in more than 200 sessions with tools to improve on investigative journalism skills.

July 7-8, 2022

**Talent Coaching Virtual and in-Person Training Sessions** 

Telemundo Orlando

Participant: Karina Segovia

Talent coaching offered for Meteorologist from various Telemundo and NBC Stations aiming to learn new skills and share best practices.

September 20-22, 2022 New Leader Immersion Program

**Participant: Benny Bryant-Montecinos** 

A 3-day experience designed to align new hires or newly promoted managers to the leadership expectations of NBCUniversal Local, in addition to providing the tools and resources needed to support the shift to joining NBCUniversal Local. This training helps leaders acclimate to our culture and best practices through the discussion and exposure of fundamental topics, key activities, and processes.

**September 28, 2022** 

Lunch & Learn: Active Shooter Training Refresher

Presenter: Enrique Mendiola, Security

In-person mandatory training for all staff offered by Director of Security. Training is focused to support training efforts and build awareness by publicizing the actions to take if confronter by an active shooter.

September 2022

Respect in the Workplace

Attendance: All employees Mandatory training

NBCUniversal is committed to creating and fostering a culture that is respectful and inclusive. This course outlines the company's policies and relevant laws surrounding the prevention of harassment and discrimination in the workplace, and how to be part of fostering a positive work environment. The company is committed to creating an environment where everyone feels comfortable speaking up without fear of retaliation, and this course will ensure that employees are aware of the resources available to them.

September 2022 Diversity, Equity & Inclusion All Employees Mandatory Training

NBCUniversal is committed to foster a culture of Diversity, equity, and inclusion that seeks to promote "the fair treatment and full participation of all people", particularly groups "who have historically been underrepresented or subject to discrimination" based on identity or disability.

October 4, 2022

**Leader Newsroom Program** 

**Participant: Benny Bryant-Montecinos** 

Our **leadership** development **programs** focus on ensuring that **newsroom leaders** face challenges and opportunities from a position of strength as well as training for news gathering work management and improvement of skills in the newsroom.

October 12-14, 2022 Weather Summit (in-person)

**Boston NBC** 

Participants: Brenda Cantu and Karina Segovia, Meteorologist

Throughout this course, presenters will look at seasonal and long-term expectations for severe thunderstorms, winter storms, hurricanes, and wildfires as well as explore topics of vulnerability and resiliency. The quarterly updates also will encompass a review of meaningful recent events and the emerging implications they may have on best practices in catastrophe risk management.

October 24-28, 2022 NBCU Virtual/In Person Career Week 2022 Here You Can Be a Champion

Presenters: Special Speakers and Corporate Human Resources Team

Career Week is a week of new and exciting trainings and development opportunities aimed to provide quality, interactive development experiences, knowledge, and tools to promote success at Telemundo Enterprises, Stations & NBCU employees. Some of the courses offered were the following:

"El Poder en Ti - Championing our Hispanic Community, Building Your Brand Like a Champion, Winning Together with Eli, Develop – In Person Core Lab, Meet the Moment Watching Party, the Successful Process of Internal Mobility, Microsoft Excel Essentials-Tech Tools, Budgeting, Emotional Intelligence, Unstoppable Women – Let's Talk Business Finance, Find the Champion Within You with Preventive Care, Play to Win – the Clown Way, Joining ERG & the Impact in Your Development, Getting to Yes: Essentials of Negotiations, START Networking Event and Ignite Your Purpose, Buying Your Dream Home, Unleash Your Best Self"

October 2022 Meet the Moment Together we can Session 6

Participants: All Staff Mandatory Training

"Meet the Moment" is an actionable Diversity, Equity and Inclusion (DEI) initiative designed to challenge, inspire and unite us in ways that create lasting, meaningful change.

This is our moment to come together as one company and commit to building a more diverse, equitable and inclusive workplace, where everyone is treated with respect and our differences are embraced and celebrated.

March 2 & 9, 2023 Start Leading Virtual Talent Lab

Participant: Arturo Vargas, Assignments Desk Manager

START Leading is NBCUniversal's onboarding experience for new leaders of people. This experience supports our newest people leaders during a key inflection point in their career. The experience provides foundational leadership tools, resources, and training in real time.

March 28, 2023 NBCU Career Day "Owning Your Career" Participants: All Staff

**Owning Your Career** is a year-round program that aims to provide you with interactive, accessible, purposeful and universal learning experiences that elevate your skill set in the areas of: *Career Development* | *Business Knowledge* | *Digital & Technology* | *Creativity & Innovation*.

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: <u>KTLM TV- 40</u>

Job Title: <u>65009BR</u> - <u>Marketing Specialist</u>

Date Job Filled: 07/05/22

Recruitment Source

That Referred

Ultimate Hire: <u>Employee Referral</u>

Number of Interviewees: 7

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
nbcunicareers. com	http://www.nbcunicareers.co m/	Scott Williams	Scott.williams2 @nbcuni.com 954-622-6839	No
Americas Job Bank	http://www.ajb.dni.us/	Scott Williams	Scott.williams@ nbcuni.com 954-622-6839	No
Employee Referral	http://www.nbcunicareers.co m/	Kim Caballero	Kim.caballero@t elmundo.com	No
Current/Former Employee		Kim Caballero	Kim.caballero@n bcuni.com	No
TVjobs.com	http://www.tvjobs.com/			No
YOH Managed Contractors		Viviana Morrone	Viviana.morrone @nbcuni.com	No
Internship Program	http://media.telemundo40.co m/documents/Telemundo+40 +Internship+Program.pdf	Martha Muniz	Martha.muniz@t elemundo.com 956-686-0040	No
UTRGV website	https://www.utrgv.edu/career center	Ronnie Garcia	Ronnie.garcia@u trgv.edu 956-665-2245	No

South Texas College website	http://studentservices.southtex ascollege.edu/careerservices	Melody Portillo	mportill@southte xascollege.edu	No
Career and Job Fairs		Laura Repreza	Laura.Repreza@t elemundo.com 956-686-0040	No
Social Media Sites-LinkedIn, FB, Instagram, Twitter		Martha Muniz	Martha.muniz@t elemundo.com 956-686-0040	No
TAB.org	https://www.tab.org	Anna Romero	Anna.Romero@t ab.org 512-322-9944	No
Handshake	https://app.joinhandshake.co m/login	Martha Muniz	Martha.muniz@t elemundo.com 956-686-0040	No

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: <u>KTLM TV- 40</u>

Job Title: <u>68453BR</u> – <u>Account Executive</u>

Date Job Filled: 05/23/22

Recruitment Source That Referred

Ultimate Hire: Employee Referral

Number of Interviewees: 3

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
nbcunicareers. com	http://www.nbcunicareers.co m/	Scott Williams	Scott.Williams2 @nbcuni.com 954-622-6839	No
Americas Job Bank	http://www.ajb.dni.us/	Scott Williams	Scott.williams2 @nbcuni.com 954-622-6839	No
Internal Referral		Kim Caballero	Kim.caballero@ nbcuni.com	No
Internal Candidate		Kim Caballero	Kim.caballero@ nbcuni.com	No
Tvjobs.com	http://www.tvjobs.com/			No
YOH Managed Contractors		Viviana Morrone	Viviana.morrone @nbcuni.com	No
Internship Program	http://media.telemundo40.co m/documents/Telemundo+40 +Internship+Program.pdf	Martha Muniz	Martha.muniz@t elemundo.com 956-686-0040	No
UTRGV website	https://www.utrgv.edu/career center	Ronnie Garcia	Ronnie.garcia@utr gv.edu 956-665-2245	No

South Texas College website	http://studentservices.southte xascollege.edu/careerservices	Melody Portillo	mportill@southte xascollege.edu	No
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TAB.org	https://www.tab.org	Anna Romero	Anna.Romero@t ab.org 512-322-9944	No
Handshake	https://app.joinhandshake.c om/login	Martha Muniz	Martha.muniz@t elemundo.com 956-686-0040	No

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: <u>KTLM TV - 40</u>

Job Title: 51509020 – Assignments Desk Manager

Date Job Filled: 10/3/22

Recruitment Source That Referred

Ultimate Hire: <u>nbcunicareers.com</u>

Number of Interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
nbcunicareers. com	http://www.nbcunicareers.co m/	Scott Williams	Scott.Williams2 @nbcuni.com 954-622-6839	No
Americas Job Bank	http://www.ajb.dni.us/	Scott Williams	Scott.Williams2 @nbcuni.com 954-622-6839	No
Employee Referral		Kim Caballero	Kim.caballero@n bcuni.com	No
Current/Former employee		Kim Caballero	Kim.caballero@n bcuni.com	No
Tvjobs.com	http://www.tvjobs.com/			No
YOH Managed Contractors		Viviana Morrone	Viviana.morrone @nbcuni.com	No
Internship Program	http://media.telemundo40.co m/documents/Telemundo+40 +Internship+Program.pdf	Martha Muniz	Martha.muniz@t elemundo.com 956-686-0040	No
UTRGV website	https://www.utrgv.edu/career center	Ronnie Garcia	Ronnie.garcia@u trgv.edu 956-665-2245	No
South Texas College website	http://studentservices.southtex ascollege.edu/careerservices	Melody Portillo	mportill@southte xascollege.edu	No

Career and Job Fairs		Laura Repreza	Laura.repreza@t elemundo.com 956-686-0040	No
Social Media Sites-LinkedIn, FB, Instagram, Twitter		Martha Muniz	Martha.muniz@t elemundo.com 956-686-0040	No
TAB.org	https://www.tab.org	Anna Romero	Anna.Romero@t ab.org 512-322-9944	No
Handshake	https://app.joinhandshake.co m/login	Martha Muniz	Martha.muniz@t elemundo.com 956-686-0040	No