

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period April 1, 2014 to March 31, 2015.

Employment Unit: KTVT (CBS Stations Group of Texas LP); KTXA (Television Station KTXA LP)

Unit Members (Stations and Communities of License): KTVT CBS11/KTXA21

EEO Contact Information for Unit Member:

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**I. FULL TIME VACANCIES DURING REPORTING PERIOD – Jobs Filled
(See Master Recruitment Source List for recruitment source data)**

Job Title	Recruitment Source Notified of Job Vacancy	Recruitment Source of Hiree
Promotion Manager	1-25; 40; 45-48	48
Transmitter Supervisor	1-24; 26-29; 31, 41, 38-40; 45-48	45
Anchor/Reporter	1-25; 40; 45-48	46
Producer	1-25; 40; 45-48	48
VP News Director	1-25; 40; 45-48	4
Producer	1-40; 45-48	2
Producer	1-40; 45-48	21
Reporter	1-40; 45-48	46
Reporter	1-40; 45-48	46
Producer	1-41; 45-48	41
Meteorologist	1-40; 45-48	46
Account Executive New Business	1-40; 45-48	47
Account Executive New Business	1-40; 45-48	48
Account Executive	1-40; 45-48	2
Sales Assistant	1-40; 45-48	2
Media Technician	5	5
Producer	5	5
Producer	1-40; 45-48	2
Anchor	1-25; 40; 45-48	46
Account Executive	1-25; 40; 45-48	2
Sports Anchor/Reporter	1-25; 40; 45-48	46

II. MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

COD E #	RECRUITMENT SOURCE	ADDRESS	CONTACT	PHONE	REQUESTED NOTIFICATION (Y/N)	NUMBER OF INTERVIEWEES REFERRED
1	Direct Employers	www.my.jobs.com	Kenexa	Website	N	
2	CBSDFW.COM	www.cbsdfw.com	Kenexa	817-586-7206	N	21
3	CBS Campus Recruiting	www.cbsdfw.com	Kenexa	817-586-7206	N	
4	CBS Corporation	http://cbscorporation.jobs/	Kenexa	817-586-7206	N	12
5	CBS Internal Gateway	www.cbsandyou.com	Kenexa	817-586-7206	N	3
6	America's Job Exchange (AJE)	www.americanjobexchange.com	First Advantage	Website	N	
7	AJE Veterans Exchange	www.americanjobexchange.com	First Advantage	Website	N	
8	AJE Disability Exchange	www.americanjobexchange.com	First Advantage	Website	N	
9	AJE State Exchange for MA	www.americanjobexchange.com	First Advantage	Website	N	
10	Disabled Persons	www.Disabledperson.com	First Advantage	Website	N	
11	Diversity Jobs	www.Diversityjobs.com	First Advantage	Website	N	
12	Diversity Working	www.diversityworking.com	First Advantage	Website	N	
13	Veteran Jobs	www.Veteranjobs.net	First Advantage	Website	N	
14	Asian Hires	www.Asianhires.com	First Advantage	Website	N	
15	African American Hires	www.Africanamericanhires.com	First Advantage	Website	N	
16	Disability Jobs	www.Disabilityjobs.net	First Advantage	Website	N	
17	All LGBT Jobs	www.Alllgbtjobs.com	First Advantage	Website	N	
18	Job Opportunities for Disabled American Veterans (JOFDAV)	www.Jofdav.com	First Advantage	Website	N	
19	Career Jet	www.Careerjet.com	First Advantage	Website	N	
20	Glassdoor	www.Glassdoor.com	First Advantage	Website	N	
21	Indeed	www.Indeed.com	First Advantage	Website	N	17
22	Juju	www.Juju.com	First Advantage	Website	N	
23	Talent Dynamics	www.talentedynamics.com	First Advantage	214-640-3139	N	5
24	Simply Hired	www.simplyhired.com	First Advantage	Website	N	
25	Southern Methodist University	www.smu.edu	Alicia Love	214-768-2266	N	

26	Hispanic Communicators of Dallas/Fort Worth	www.dfwhispanic.org	Teevee Aguirre	Website	N	
27	Fort Worth Metropolitan Black Chamber of Commerce	www.fwmbcc.org	B Bolden	817-871-6538	N	1
28	Fort Worth Hispanic Chamber of Commerce	www.fwhcc.com	Lucy Roman	817-625-5411	N	
29	Tarrant County College-NE Campus	www.tccd.edu	Gina Maloy	817-515-8223	N	
30	University of North Texas	www.unt.edu	Dan Naegeli	940-565-2105	N	5
31	American Broadcasting School	www.radioschool.com	Michelle McConnell	817-695-2474	Y	
32	Texas Women's University	www.twu.edu	Sherri Williams	940-TWU-2000	N	
33	Texas Christian University	www.tcu.edu	Jessica Cates	817-257-2222	N	4
34	The Art Institute of Dallas	www.aii.edu	Nicole Rincon	469-587-1213	N	
35	University of Texas at Arlington	www.uta.edu	Barbara Peet	817-272-2932	N	2
36	Dallas Urban League	www.ulgdntx.com	Katrina King	214-915-4600	N	
37	University of Texas at Dallas	www.utdallas.edu	Nakoya Moss	972-883-2943	N	
38	DeVry Institute of Technology	www.devry.edu	Sondra Lohr	972-929-9353	N	
39	U.S. Department of Veterans Affairs	www.VA.gov	Rachelle Alexander	214-735-4201	N	
40	Texas Association of Broadcasters	www.tab.org	Craig Bean	512- 322-9944	N	6
41	Linked In	www.linkedin.com	Leslie Garrett	817-586-7206	N	2
42	Dallas Morning News	www.dallasnews.com	Email/Website Posting	800-925-1500	N	
43	Fort Worth Star Telegram	www.star-telegram.com	Email/Website Posting	800-776-7827	N	
44	TV Jobs	www.tvjobs.com	Email/Website Posting	Website	N	
45	Industry	n/a	n/a	n/a	N	15
46	Talent Agents	n/a	n/a	n/a	N	12
47	Employee Referral	n/a	n/a	n/a	N	10
48	Non-Employee/Previous Employee Referral	n/a	n/a	n/a	N	8

TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD

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III. Supplemental Recruitment Measures.

(a) Job Fairs.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>Participated in the NATPE Career Day and Job Fair held at The University of Texas at Arlington This Career Fair was attended by a diverse group of approximately 120 students and business-minded professionals. Applicants included undergraduate and graduate students, as well as recent college graduates from multiple Texas Universities & Colleges.</p>	10/25/14	Leslie Garrett – Human Resources
<p>Participated in the Mayborn School of Journalism Career Fair at The University of North Texas. This Fair was attended by approximately 400 UNT students interested in obtaining internships and career opportunities within the media industry.</p>	10/27/14	Leslie Garrett – Human Resources
<p>Developed and Hosted the 2015 Education Expo at Grapevine Mills Mall. Community based event, with more than 300 in attendance. This program was developed to help those who need to continue their education or further their career via continued education. Discussions were held on the opportunities in the marketplace including the broadcast industry and the opportunities and careers available at KTVT/ KTXA. The Expo allowed representatives of participating businesses to meet and speak with individuals regarding career and education opportunities. KTXA was the media sponsor for the Education Expo and aired PSA's and promoted the event on both stations and our website in an effort to widely disseminate and market the event.</p>	1/25/2015	James Perez- Sales Manager Elliott More- Sales Marketing Manager Zach Wohldmann- Account Executive Alison Valentine- Account Executive Nadia Mery- Account Executive Karen Kassanoff- Account Executive Lori Conrad- Director of Communications Jay Stokes- Account Executive Teresa Novak- Account Executive Jeff Palmer - Account Executive Brooke Champlin- Digital Account Executive Gwen Thompson- Sales Assistant David Baer- National Sales Manager

(b) Internship

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>1. Station Internship Program KTVT- TV continues to offer an internship program that is designed to assist college students to acquire skills needed for Broadcast employment. The program provided meaningful hands on work experience. Interns were exposed to all areas marketing, news gathering, commercial production including commercial shoots, sitting in on edit sessions, and going out on calls with our Reporters and Photographers. In addition, Interns were also given the opportunity to be involved with the Digital Media department where they wrote and learned the basics of web publishing. Interns were also given the opportunity to participate in numerous other production shoots which involved celebrity and political figures. Interns were mentored by various staff members.</p>	Ongoing Spring, Summer & Fall Semesters- 18 Student Interns during reporting period	Denise Bunkley- Public Affairs Producer/ Internship Coordinator David Hershey – VP/Director of Creative Services Tadd Van Cleve- Promotions Manager Mike Pool- Planning Manger Allen Manning- Assignment Manager Chris Bullock- Sports Producer Dandy Killeen- Sports Executive Producer Various Reporter and Photographers

(c) Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
Guest Lecturer- Southern Methodist University Spoke with Broadcast Journalism students about opportunities in the broadcast industry and the different career paths available to broadcast majors. Answered individual questions.	4/2/14	Adrienne Roark- News Director
Emcee- Hispanic Communications DFW DFW Chapter of the National Association of Hispanic Journalist. Spoke to group about his journey in broadcast and spoke about the challenges and opportunities embraced.	4/12/14	Ken Molestina- Anchor
Speaker- Trimble Tech High School Visited animation students and explained the opportunities in the television industry, helped them trouble shoot and generate ideas. Discussed opportunities and inspired them to continue succeeding through school and hard work.	4/25/14	Michael Fezatte- Director of Production
Career Days Speak to students to educate them about the importance of education and what their journey was like getting into broadcast. Each explained what role they play in the Industry and encouraged the students to learn and discover what they want to do when they grow up. Sherrod Elementary Marine Creek Elementary Acton Elementary Bear Creek Elementary Trinity Meadows Intermediate Math & Science Day at Carroll Elementary Ann Richards Middle School Independence Elementary Little Elm ISD Bogges Elementary Inspired Vision Elementary	5/2/14 5/2/14 5/6/14 5/9/14 5/9/14 5/9/14 5/20/14 5/23/14 10/9/14 & 10/14/14 12/18/14 2/18/15	Jake Shannon- Photojournalist Larry Mowry- Chief Meteorologist Larry Mowry- Chief Meteorologist Doug Dunbar- Anchor Scott Padgett- Meteorologist Larry Mowry- Chief Meteorologist Steve Pickett- Reporter Scott Padgett- Meteorologist Stewart McKenzie- Sr Producer Eric Atchley-Account Executive Lisa Villegas- Meteorologist
Speaker- University of Texas at Arlington Intro to Communication class where he discussed careers in the Television industry, a bit of broadcast history and current technology's benefits and issues.	11/7/14	David Young- Master Control Operator
Guest Lecturer- University of Texas at Arlington Spoke to undergraduate students about Digital Sales. The discussion centered on "How Digital Media influences they buy and what you can do to harness it." Also discussed opportunities in the Sales field for people in the media industry.	11/25/14	Tony Bishop- Digital Sales Manager
Guest Lecturer- University of Texas at Arlington Engaged students of a broadcasting class to explain the daily challenges or working together in a fast paced environment. How a photographer and reporter interact and the demands of the changing newsroom. They discussed aspects available to mold your career.	3/20/15	Elizabeth Dinh- Reporter Andy Abbott- Photojournalist
Guest Lecturer- Southern Methodist University Spoke on the opportunities available to the exiting students in the News Industry. What they should look to do to launch their career and help them navigate the industry and prepare for challenges.	3/24/15	JD Miles- Reporter

Manager- Enterprise City- St. Thomas Aquinas Participated in overseeing the running of a “virtual city” the 4 th grade students have jobs assignment including running a TV station. Our employee is there to guide them in a real life experience for learning purposes.	3/27/15	Kimberly Robison- Director of Research
Pro Tempore Professor- University of North Texas- Teaches course on Media Branding and Promotion.	Spring & Fall Semester 2014	David Hershey, Creative Services Director
Station Tours Station tours are given to various organizations and area school students for the primary purpose of providing an educational experience to the viewing public as to the inner workings of the stations.	Year round	Community Affairs Department

(d) Training Management Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
Train Hiring Executives in the recruitment process for openings within their respective departments. (Ongoing)	Leslie Garrett- Human Resources, Department Heads, and all Managers	Meet with individual Dept. Managers to go over recruitment process, do’s and don’ts of interviewing techniques, making sure a good mix of qualified candidates are interviewed prior to the hiring decision.
New Hire Orientation Meetings - EEO Policy Dissemination (Ongoing)	Leslie Garrett- Human Resources	The EEO Policy, as well as the Non-Discrimination and Anti-Harassment Policy (which can be found in the HR Policy Manual, accessible to employees through the CBS and You website portal), is discussed with all newly hired employees as part of their New Hire Orientation.
2014 version of the CBS Corporation Business Conduct Statement (BCS) , which summarizes the most important policies and rules that apply to CBS and its employees, including Equal Employment Opportunity and Harassment-Free Workplace Environment; September, 2014.	Distributed to all current employees and new hires via Leslie Garrett- Human Resources	Reading material, which requires employees to affirm their individual commitment to the highest standards of business ethics and workplace behavior as set forth in the CBS Corporation Business Conduct Statement. Must be completed by all Full-Time employees on a bi-annual basis and at the time of hire for new employees.
CBS Corporation Web-Based Training Modules distributed to all Full-Time and New Hire Employees <u>Mandatory Compliance Training Courses:</u> The 2014 CBS Business Conduct Statement Training Course Preventing Sexual Harassment: In Today's Workplace Addressing Sexual Harassment In Today's Workplace (Managers/Supervisors Only) CBS Privacy by Design Protecting Content and Preventing Piracy Information Security	All Full Time Staff Employees and Full Time New Hire Employees are required to complete these online training modules and print out their “Certificate of Completion”	Online training courses for the purpose of reviewing the company’s policies which include ensuring that our conduct is lawful and ethical and that our workplace is free of unlawful discrimination and harassment and conducive to the work we need to accomplish. Training also outlines steps employees should take if they believe unlawful practices occur in the workplace. These policies are also outlined in the CBS Human Resources Policy Guide which is accessible to all CBS Employees on the CBS & You website portal. The CBS Business Conduct Statement is also accessible to all CBS employees via the online CBS and You website postal as well.

<p>Continuing Education for CBS Directors/Managers</p> <p>Director and Manager level employees participated in a Management Training Seminar on March 17, 2015: “Coaching for Execution” where leaders learned to coach employees in a guided conversation to help employees improve their performance. Also explored and learned different responses and personality types to better understand the individuals they work with and how best to meet their needs as well as help each of them continue to engage in their skills and careers. They were taught to mentor, and how to use their influence to achieve results for themselves and for their teams, while increasing employee satisfaction and retention by creating positive turning points with their direct reports.</p>	<p>Middle Managers</p>	<p>Dean Pauley- Art Director Joel Benavides- Dir of On-Air Design Tadd Van Cleve- Promotion Manager Billy Sexton- Chief Photographer Michael McCardel- Assistant News Director Maggie Kerkman- Executive Producer Tanya Hayes- Executive Producer Raquel Amparo- Executive Producer Tamara Howard- Executive Producer Melvin Gully- Maintenance Supervisor Jorge Perez- Mint Tech Rod Perron- Master Control Tech Val Bonney- Sales Manager Brent Franks- Sales Manager James Perez- Sales Manager Lisa Navo- Traffic Manager Geoff Petrulis- Web Director/Digital Leslie Garrett- Human Resources</p>
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