

**2007 ANNUAL PUBLIC FILE EEO
REPORT**

KVDA 60

1. Full-time vacancies summary for current reporting period:

- a. Photojournalist
- b. Receptionist
- c. Assignments Editor
- d. Production Manager
- e. Receptionist
- f. Account Executive (2)
- g. Sales Assistant (2)

2. See attached Data Forms for details on recruitment / interviewee data.

3. A total of 27 interviewees were interviewed for the aforementioned job vacancies during the period of April 1, 2006 to March 31, 2007.

4. Referral Summary Matrix:

Name of Recruitment Source	Total Number Of Interviewees Referred
Amerca's Job Bank	
GE Careers Website	1
Internal Candidate	2
Internal Referral	5
KVDA Internships	1
KVDA Job Hotline	
KVDA On-Air Job Promotions	
Monster.com	
National Association of Hispanic Journalists	
NBC Career Website	12
San Antonio Express News	4
Conexion	
Texas Association of Broadcasters	
Texasjobbank.com	
Yoh Managed Staffing	2

5. Broad Outreach Summary:

- a. In addition to the local outreach advertisement provided with the above noted jobs (local paper, job line, company website, etc.), all postings placed on the NBCU website are automatically routed to National Job Bank.
- b. Enrique Caballero, HR Director, posted public notice looking for recruiting sources in the community in the San Antonio Express News. No response from interested local agencies or groups.
- c. On September 16, 2006 Maricela Arce, Promotions Director, coordinated KVDA-60 coverage and participation at Avenida Guadalupe Festival. She coordinated a contest for children who are interested in reporting together with Mike Pesina, Anchor. During the event we had the contest winner experience what it is like to be a reporter by showing him and having him, do a stand-up and mini-report on camera.
- d. Enrique Caballero, HR Director, conducted an interview workshop Career Advancement Training to KVDA-60 News Team for all of KVDA employees on November 1st, 2006.
- e. Enrique Caballero, HR Director, conducted Career Advancement Training to KVDA-60 Leadership team on January 10th, 2007 to help guide them in supporting their employees during the self-assessment process and to help develop their careers.
- f. Enrique Caballero, HR Director, conducted Career Advancement Training to employees on December 13th, 2006 to help guide them in self-assessment and career planning within KVDA and NBC Company.
- g. Gabriela Gonzalez-Carmona, KVDA Office Manager, conducted Internship recruitment resulting in KVDA's sponsorship of 3 interns beginning January/February 2006 for the Spring Semester; 1 student from Incarnate Word University, 1 from Texas State University and 1 student from The University of Texas at San Antonio.
- h. Yolanda Vazquez, TPC Reporter, sponsorship 1 intern from San Antonio College during Spring 2007 semester, beginning in February 2007.
- i. Gabriela Gonzalez-Carmona, KVDA Office Manager, coordinated with various departments to offer computer application skills courses to administrative staff through the use of a trade agreement, Olivia Perez, Receptionist is currently attending the Spring Semester at the University of the Incarnate Word for a Introduction to Computer Course. Other courses will be available for the entire staff at the University during the Spring 2007 semester.

- j. In August, 2006 Maricela Arce, Promotions Director, coordinated Feria Escolar with one of our clients Citicorp. During this event Dan Garcia, News Director, and Yolanda Vazquez, Anchor, attended various elementary schools to deliver school supplies as well as talk about the Communications Industry.
- k. Roger Topping, Director of Technology was nominated to attend NBC's Inclusive Leaders Workshop, and attended the Dallas, TX session on April 2-7, 2007.
- l. Jose Rodriguez, Creative Services Manager, was nominated to attend NBC's New Leader Workshop, and attended the Universal City, CA session on March 7-9, 2007
- m. Arturo Fux, Sales Manager, was nominated to attend NBC's Developing Business Leaders, and attended the New Jersey session from March 3-11th, 2007
- n. Gabriela Gonzalez-Carmona, Office Manager, conducted a self-assessment of outreach initiatives during the completion of this report for potential corrective action. As a result of its self-assessment of its EEO efforts, the Station has decided as an action item in the coming year to not only identify and develop a list of organizations to which it will send job notices regardless of whether those organizations have responded to the newspaper ads by requesting job notices but also to develop a relationship with organizations in the community to continue our outreach initiatives. Listed below is a preliminary list which will be used, in addition to existing sources of applicants, beginning immediately:

LOCAL COMMUNITY NON-PROFITS

- i. Alamo Austin HWY Center
- ii. Veteran Affairs Benefits
- iii. Alamo Hillcrest Center
- iv. American GI Forum
- v. Alamo Castroville Rd Ctr

EDUCATIONAL INSTITUTIONS

- vi. University of Incarnate Word
- vii. Trinity University
- viii. University of Texas San Antonio
- ix. St. Mary's University
- x. San Antonio College
- xi. Our Lady of the Lake University

JOB VACANCY
RECRUITMENT SOURCE DATA FORM
 (To Be Attached to Annual Public File EEO Report)

Station: KVDA-60

Job Title: Account Executive (2)

Date Job Filled: 08/28/2006, 01/02/2007

Recruitment Source
 That Referred

Ultimate Hiree (if Any): Internal Referral (1), Candidate (1)

GE Company www.gecareers.com	KVDA Internships	San Antonio Express News (210) 250-2737
NBC Career Opportunities www.nbcjobs.com	KVDA Job Hotline 713-243-7759	America's Job Bank www.ajb.org
Internal Referrals	KVDA On-Air Job Announcements (5-7 days/wk when jobs open)	Texas Association of Broadcasters www.tab.org
Internal Applicants	Yoh Managed Staffing (305) 889-7034	National Association of Hispanic Journalists www.nahj.org
Texas Job Bank www.texasjobbank.com	Conexion (210) 250-2737	Monster www.monster.com

**JOB VACANCY
INTERVIEWEE DATA FORM
(To be maintained in Station's Private Files Until Next Renewal)**

Station: KVDA-60

Job Title: Account Executive (2)

Date Job Filled: 08/28/2006, 01/02/2007

Recruitment Source
That Referred
Ultimate Hiree (if Any): Internal Referral (2), NBC Web (4), Express News (1)

Total Number of
Interviewees: 7

Name of Interviewee	Referral Source	Name of Interviewee	Referral Source
Cynthia Rivas	Internal Referral	Marixa Flores	NBC Website
Raymundo Troche (hired)	Internal Referral	Alex Velazquez	NBC Website
Brenda Palacios (hired)	NBC Website	Monica Ozuna	NBC Website
Stephan Ortiz	San Antonio Express News	Ricardo Gutierrez	Internal Referral

JOB VACANCY
RECRUITMENT SOURCE DATA FORM
 (To Be Attached to Annual Public File EEO Report)

Station: KVDA-60

Job Title: News Photojournalist

Date Job Filled: 05/09/2005

Recruitment Source
 That Referred _____

Ultimate Hire: NBC Website

GE Company www.gecareers.com	KVDA Internships	San Antonio Express News (210) 250-2737
NBC Career Opportunities www.nbcjobs.com	KVDA Job Hotline 713-243-7759	America's Job Bank www.ajb.org
Internal Referrals	KVDA On-Air Job Announcements (5-7 days/wk when jobs open)	Texas Association of Broadcasters www.tab.org
Internal Applicants	Yoh Managed Staffing (305) 889-7034	National Association of Hispanic Journalists www.nahj.org
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**JOB VACANCY
INTERVIEWEE DATA FORM**
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Station: KVDA-60

Job Title: News Photojournalist

Date Job Filled: 04/17/06

Recruitment Source
That Referred
Ultimate Hiree (if Any): NBC Website

Total Number of
Interviewees: 1

Name of Interviewee	Referral Source	Name of Interviewee	Referral Source
Roy Ybarra (hired)	NBC Website		

JOB VACANCY
RECRUITMENT SOURCE DATA FORM
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Station: KVDA-60

Job Title: Assignment Editor

Date Job Filled: 06/05/2006

Recruitment Source
 That Referred
 Ultimate Hire: KVDA Internships

GE Company www.gecareers.com	KVDA Internships	San Antonio Express News (210) 250-2737
NBC Career Opportunities www.nbcjobs.com	KVDA Job Hotline 713-243-7759	America's Job Bank www.ajb.org
Internal Referrals	KVDA On-Air Job Announcements (5-7 days/wk when jobs open)	Texas Association of Broadcasters www.tab.org
Internal Applicants	Yoh Managed Staffing (305) 889-7034	National Association of Hispanic Journalists www.nahj.org
Texas Job Bank www.texasjobbank.com		Monster www.monster.com

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Station: KVDA-60

Job Title: Assignment Editor

Date Job Filled: 06/05/2006

Recruitment Source
That Referred
Ultimate Hiree (if Any): KVDA Internships (1)

Total Number of
Interviewees: 2

Name of Interviewee	Referral Source	Name of Interviewee	Referral Source
Jorge Topete (hired)	KVDA Internships		
Elma De Hoyos	Internal Candidate		

JOB VACANCY
RECRUITMENT SOURCE DATA FORM
 (To Be Attached to Annual Public File EEO Report)

Station: KVDA-60

Job Title: Production Manager

Date Job Filled: 08/04/2006

Recruitment Source That Referred Ultimate Hire: Internal Applicant

GE Company www.gecareers.com	KVDA Internships	San Antonio Express News (210) 250-2737
NBC Career Opportunities www.nbcjobs.com	KVDA Job Hotline 713-243-7759	America's Job Bank www.ajb.org
Internal Referrals	KVDA On-Air Job Announcements (5-7 days/wk when jobs open)	Texas Association of Broadcasters www.tab.org
Internal Applicants	Yoh Managed Staffing (305) 889-7034	National Association of Hispanic Journalists www.nahj.org
Texas Job Bank www.texasjobbank.com		Monster www.monster.com

**JOB VACANCY
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Station: KVDA-60
 Job Title: Production Manager
 Date Job Filled: 08/04/2006
 Recruitment Source
 That Referred
 Ultimate Hiree (if Any): Internal Applicant
 Total Number of
 Interviewees: 1

Name of Interviewee	Referral Source	Name of Interviewee	Referral Source
Jose Rogriguez (hired)	Internal Applicant		

JOB VACANCY
RECRUITMENT SOURCE DATA FORM
 (To Be Attached to Annual Public File EEO Report)

Station: KVDA-60

Job Title: Receptionist

Date Job Filled: 03/12/06

Recruitment Source
 That Referred
 Ultimate Hire: Yoh Managed Staffing

GE Company www.gecareers.com	KVDA Internships	San Antonio Express News (210) 250-2737
NBC Career Opportunities www.nbcjobs.com	KVDA Job Hotline 713-243-7759	America's Job Bank www.ajb.org
Internal Referrals	KVDA On-Air Job Announcements (5-7 days/wk when jobs open)	Texas Association of Broadcasters www.tab.org
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Station: KVDA-60

Job Title: Receptionist

Date Job Filled: 3/12/2007

Recruitment Source
That Referred
Ultimate Hiree (if Any): Yoh Managed Staffing

Total Number of
Interviewees: 6

Name of Interviewee	Referral Source	Name of Interviewee	Referral Source
Olivia Perez (hired)	Yoh Managed Staffing	Gloria Silvas	NBC Website
Ariana Garza	NBC Website	Sonya Sanders	GE Careers Website
Elena Jaquez	NBC Website		
Elida Rodriguez	NBC Website		

JOB VACANCY
RECRUITMENT SOURCE DATA FORM
 (To Be Attached to Annual Public File EEO Report)

Station: KVDA-60

Job Title: Sales Assistant

Date Job Filled: 03/12/2007, 03/19/2007

Recruitment Source
 That Referred

Ultimate Hire: NBC Website

GE Company www.gecareers.com	KVDA Internships	San Antonio Express News (210) 250-2737
NBC Career Opportunities www.nbcjobs.com	KVDA Job Hotline 713-243-7759	America's Job Bank www.ajb.org
Internal Referrals	KVDA On-Air Job Announcements (5-7 days/wk when jobs open)	Texas Association of Broadcasters www.tab.org
Internal Applicants	Yoh Managed Staffing (305) 889-7034	National Association of Hispanic Journalists www.nahj.org
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**JOB VACANCY
INTERVIEWEE DATA FORM
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Station: KVDA-60

Job Title: Sales Assistant

Date Job Filled: 03/12/2006, 3/19/2007

Recruitment Source
That Referred
Ultimate Hire: NBC Website

Total Number of
Interviewees: 8

Name of Interviewee	Referral Source	Name of Interviewee	Referral Source
Dinorah Talamantez (hired)	Yoh Managed Staffing	Marie Moreno	Internal Referral
Amanda Amaya (hired)	NBC Website	Rosa Martinez	San Antonio Express News
Diane Lott	NBC Website	Janie Esquivel	www.mysa.com
Amber Roesle Weaver	San Antonio Express News	Morri Martinez	Internal Referral

JOB VACANCY
RECRUITMENT SOURCE DATA FORM
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Station: KVDA-60

Job Title: Account Executive

Date Job Filled: OPEN

Recruitment Source
 That Referred
 Ultimate Hire: OPEN

GE Company www.gecareers.com	KVDA Internships	San Antonio Express News (210) 250-2737
NBC Career Opportunities www.nbcjobs.com	KVDA Job Hotline 713-243-7759	America's Job Bank www.ajb.org
Internal Referrals	KVDA On-Air Job Announcements (5-7 days/wk when jobs open)	Texas Association of Broadcasters www.tab.org
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