

**Annual EEO Public File Report**  
**KTBC-TV FOX 7 IS AN EQUAL OPPORTUNITY EMPLOYER**

**Coverage Period:** April 1, 2015 – March 31, 2016

**Station's Comprising Station Employment Unit:** KTBC-TV FOX 7, Austin, Texas

[illegible]

**Total Number of Persons Interviewed During Applicable Period: 52**

## Section 2: Recruitment Source Information

Recruitment Source (Company, Address, Telephone #, Contact Person)	Total Number of Interviewees This Source Has Provided During this Period (If Any)	Full-time Positions For Which Source Was Utilized
<b>American Broadcasting School</b>	0	All Positions
712 N. Watson Road, Suite 200		
Arlington, TX 76011		
Contact: Michelle McConnell , Job Placement Director		
Email: michelle@radioschool.com		
Phone: 817-695-2474		
Fax: 817-695-2838		
<b>Austin Association of Black Communicators</b>	0	All Positions
305 S. Congress Ave.		
Austin, TX 78704		
Contact: Susan Smith, President		
Phone: 512-445-3500		
Fax: 512-445-3679		
<b>Austin Alliance for Women in Media Foundation</b>	0	All Positions
P.O. Box 2684, Austin, TX 78768		
Contact: Ginny Schoggins		
Website: <a href="http://awmaustin.org">http://awmaustin.org</a>		
Email: <a href="mailto:gschoggins@emmisaustin.com">gschoggins@emmisaustin.com</a>		
<b>Austin Community College</b>	0	All Positions
11928 Stonehollow Drive		
Austin, TX 78758-3101		
Attn: Radio-TV-Film Dept.		
Contact: Christian Raymond		
Phone: 512-223-4732		
Email: <a href="mailto:craymond@austincc.edu">craymond@austincc.edu</a>		
<b>Austin Community College (Rio Grande)</b>	0	All Positions
1212 Rio Grande		
Austin, TX 78701		
Contact: Susan Lorino, Counselor		
Career Center Phone: 512-223-3145		
Fax: 512-223-3428		
Email: <a href="mailto:slorino@austincc.edu">slorino@austincc.edu</a>		
<b>Austin Area Urban League</b>	0	All Positions
8011-A Cameron Rd., Bldg. A, Suite 100		

Austin, TX 78754		
Contact : William « Teddy » McDaniel		
President		
Phone : 512-478-7176		
Fax : 512-478-1239		
Email : <a href="mailto:teddy_mcdaniel@aaul.org">teddy_mcdaniel@aaul.org</a>		
Website: <a href="http://www.aaul.org">www.aaul.org</a>		
<b>Boston University School of Management</b>	0	News Producer
Feld Career Center		News Producer
595 Commonwealth Avenue, Suite 123		Director
Boston, MA 02215		Director
Contact: Annette McBride, Corp. Relations		Promotion Producer
Phone: 617-353-9491		Account Executive
Fax: 617-353-4293		Account Executive
Email: <a href="mailto:amcbride@bu.edu">amcbride@bu.edu</a>		Weekend Meteorologist
		Web Producer
		Promotion Manager
		Anchor/Reporter
		Reporter/Fill-In Weather Anchor
		Photographer
		Producer/Assignment Editor
		Web Producer
<b>Greater Austin Black Chamber of Commerce</b>	0	All Positions
912 E. 11th Street, Suite A		
Austin, TX 78702		
Contact: Deanna Johnson		
Phone: 512-459-1181		
Email: <a href="mailto:admin@austinbcc.org">admin@austinbcc.org</a>		
Website: <a href="http://www.austinbcc.org">www.austinbcc.org</a>		
<b>Capital of Texas Workforce Solutions Ctr.</b>	0	All Positions
3401 Webberville Rd., Bldg. 1000		
Austin, TX 78702		
Contact: Bernadette Lopes, Site Manager		
Phone: 512-223-5400 (Tina 512-223-5422)		
Email: <a href="mailto:tina.solis@twc.state.tx.us">tina.solis@twc.state.tx.us</a>		
<b>Concordia University Texas</b>	0	All Positions
11400 Concordia University Dr.		
Austin, TX 78726		
Contact: Randa Scott, Director, Center for Vocation and Professional Development		
Phone: 512-313-5041		
Email: <a href="mailto:careerservices@concordia.edu">careerservices@concordia.edu</a>		

Website: <a href="http://www.concordia.edu/careerservices">www.concordia.edu/careerservices</a>		
<b>Emma L. Bowen Foundation</b>	0	All Positions
30 Rockefeller Plaza		
(1221 Avenue of Americas, 28A41)		
New York, NY 10112		
Contact: Sandra Rice, SVP National Recruitment		
Phone: 212-664-3486		
Email: <a href="mailto:sandra.rice@nbcuni.com">sandra.rice@nbcuni.com</a>		
<b>Hispanic Link News Service</b>	0	News Producer
1420 N. Street, N.W.		News Producer
Washington, DC 20005		Director
		Director
		Promotion Producer
		Account Executive
		Account Executive
		Weekend Meteorologist
<b>Huston-Tillotson University</b>	0	All Positions
900 Chicon St.		
Austin, TX 78702		
Contact: Paul Leverington		
Phone: 512-505-3041		
Email: <a href="mailto:cgd@htu.edu">cgd@htu.edu</a>		
<b>Japanese American Citizens League</b>	0	All Positions
National Headquarters		
1765 Sutter St.		
San Francisco, CA 94115		
Phone: 415-921-5225		
<b>Korean American Coalition</b>	0	All Positions
3727 W. 6 <sup>th</sup> St., Suite 305		
Los Angeles, CA 90020-5108		
Contact: Charles Kim		
Phone: 213-365-5999		
<b>LULAC National Office</b>	0	All Positions
1133 19 <sup>th</sup> St., NW, Suite 1000		
Washington, DC 20036		
Contact: Jorge Trasmonte		
Phone: 202-833-6130		
Fax: 202-833-6135		
Email: <a href="mailto:jtrasmonte@LULAC.org">jtrasmonte@LULAC.org</a>		

<b>MediaLine</b>	0	All Positions
1209 Wood Valley Road		
Augusta, GA 30909		
Contact: Rich Everitt - President		
Phone: 706-364-7564		
Email: medialine@medialine.com		
<b>N.A.A.C.P.</b>	0	All Positions
1704 East 12 <sup>th</sup> St.		
Austin, TX 78702		
Contact: Gary Bledsoe, President		
Phone: 512-476-6230		
Fax: 512-476-7425		
<b>National Association of Black Journalists</b>	0	All Positions
1100 Knight Hall, Suite 3100		
College Park, MD 20742		
Contact: Scott Berry		
Phone: 301-405-0248		
Fax: 301-314-1714		
Email: sberry@nabj.org		
Website: www.nabj.org		
<b>National Association of Broadcasters</b>	0	All Positions
1771 N Street, NW		
Washington, DC 20036-2891		
Contact: Alex Hitz-Sanchez, Dir. NAB Career Ctr.		
Phone: 202-429-5497		
Website: www.nab.org		
<b>National Hispanic Media Coalition</b>	0	All Positions
55 S. Grand Ave.		
Pasadena, CA 91105-1602		
Attn: Alex Nogales/Brenda Rivas		
Phone: 626-792-6462		
Email: brivas@nhmc.org		
<b>Southwestern University</b>	0	All Positions
1001 E. University Ave.		
Georgetown, TX 78626		
Contact: Dana Luna, Career Services		
Phone: 512-863-1346		
Fax: 512-863-1270		
Email: career.services@southwestern.edu		

<b>St. Edwards University</b>	0	All Positions
Career Planning		
Moody Hall 134		
3001 S. Congress Ave.		
Austin, TX 78704-6489		
Contact: Andrew Harper		
Phone: 512-464-8803		
Fax: 512-448-8549		
Website: <a href="http://www.stedwards.edu/hilltopcareers">www.stedwards.edu/hilltopcareers</a>		
Email: <a href="mailto:andrewh@stedwards.edu">andrewh@stedwards.edu</a>		
<b>The Art Institute of Houston</b>	0	All Positions
4146 Southwest Freeway		
Houston, TX 77027		
Contact: Aaron Swarts, Career Services		
Phone: 713-353-4146		
Email: <a href="mailto:aswarts@aia.edu">aswarts@aia.edu</a>		
<b>The Art Institute of Austin</b>	0	All Positions
101 W. Louis Henna Blvd., Suite 101		
Austin, TX 78728		
Contact: Amber Lemmons, Career Services Advisor		
Phone: 512-691-5052		
Fax: 512-691-4918		
Email: <a href="mailto:alemmons@aia.edu">alemmons@aia.edu</a>		
<b>Texas A&amp;M University, Kingsville</b>	0	All Positions
MSC178		
Kingsville, TX 78363		
Contact: Dr. Manuel Flores		
Phone: 361-593-3401		
Fax: 361-593-3402		
Email: <a href="mailto:kfmcf00@tamuk.edu">kfmcf00@tamuk.edu</a>		
<b>Texas Association of Broadcasters</b>	2	All Positions
502 E. 11 <sup>th</sup> St., Suite 200		
Austin, TX 78701		
Contact: Craig Bean		
Phone: 512-322-9944		
Fax: 512-322-0522		
Email: <a href="mailto:Craig@tab.org">Craig@tab.org</a>		
<b>Texas State University</b>	0	All Positions
601 University Dr.		
LBJ Student Center, Suite 5-7.1		
San Marcos, TX 78666-4616		

Contact: Ross Wood		
Phone: 512-245-2645		
Email: rossw@txstate.edu		
Website: www.careerservices.txstate.edu		
<b>TV Jobs.com</b>	5	All Positions
P.O. Box 4116		
Oceanside, CA 92052-4116		
Contact: Mark C. Holloway, CEO		
Phone: 760-754-8177		
Toll Free: 1-800-374-0119		
Fax: 760-754-2115		
Email: Markch@tvjobs.com		
<b>University of Texas at Austin Career Services</b>	0	All Positions
BMC 2.302		
Austin, TX 78712		
Contact: Debbie Kubena, Dir. Of Communication		
Career Services		
Phone: 512-471-9421		
Fax: 512-232-1827		
Email: ccsmain@austin.utexas.edu		
<a href="http://recruit.utexas.edu/hireutexas/">http://recruit.utexas.edu/hireutexas/</a>		
<b>WICI Job Bank Rep</b>	0	All Positions
7010 Fireoak		
Austin, TX 78759		
Contact: Margaret Harris		
<b>KTBC Website</b>	12	All Positions
<b>www.Fox7Austin.com</b>		
KTBC-TV		
119 E. 10 <sup>th</sup> Street		
Austin, TX 78701		
Contact: Lisa Cordes		
Phone: 512-476-7777		
<b>KTBC Jobline</b>	0	All Positions
<b>512-494-2030</b>		
KTBC-TV		
119 E. 10 <sup>th</sup> Street		
Austin, TX 78701		
Contact: Lisa Cordes		
Phone: 512-476-7777		

<a href="http://www.21cf.com/careers">www.21cf.com/careers</a>		All Positions
<b>FTS Career Website (Taleo)</b>	4	All Positions
<b>National Press Photographers Association</b>	0	Photographer
Contact: Arthur D. Lauck		
Email: <a href="mailto:info@nppa.org">info@nppa.org</a>		
<b>Graeme Newell 602 Communications</b>	1	Promotion Producer
1011 Lyndhurst Falls Lane		Promotion Manager
Knightdale, NC 27545		
Phone: 919-217-4438		
Email: <a href="mailto:gnewell@602communications.com">gnewell@602communications.com</a>		
<b>Collective Talent</b>	0	Weekend Meteorologist
1721 Richardson Place		Anchor/Reporter
Tampa, FL 33606		Reporter/Fill-In Weather Anchor
Contact: Michael Bille		
Phone: 813-254-9695		
Email: <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a>		
Website: <a href="http://www.collectivetalent.com">www.collectivetalent.com</a>		
(source requested use for on-air positions only)		

In addition, we had 6 through Employee Referral, 6 through Internal Posting and 2 from Agents. We also had 5 from Indeed.com, a third-party internet jobs aggregator, 1 from Inter-Company Reference, 7 from Personal Reference of applicant, and 1 former intern.

\* Asterisk notes recruitment sources which requested job notification announcements. (none this period)



**Participation in Job Fairs (i)**

KTBC FOX 7 participated in the *Texas State University Fall Mass Communication Career Fair* on March 2, 2016 by hosting a recruitment booth manned by FOX 7 Human Resources Director Lisa Cordes.

Fox Television Station Human Resources representatives manned recruiting booths for the FTS group at the *Emma Bowen Foundation Career Fair* in New York, NY on June 24, 2015. A list of current open positions at KTBC was made available to job fair participants.

Fox Television Station Human Resources representatives manned recruiting booths for the FTS group at the *National Association of Black Journalists Career Fair* in Minneapolis, MN on August 6-8, 2015. A list of current open positions at KTBC was made available to job fair participants.

Fox Television Station Human Resources representatives manned recruiting booths for the FTS group at the *Asian American Journalist Association Career Fair* in San Francisco, CA on August 13-14, 2015. A list of current open positions at KTBC was made available to job fair participants.

Fox Television Station Human Resources representatives manned recruiting booths for the FTS group at the *Excellence in Journalism Career Expo* in Orlando, FL on September 18-20, 2015. A list of current open positions at KTBC was made available to job fair participants. This event was organized by the Radio Television Digital News Association (RTDNA), the Society of Professional Journalists (SPJ) and the National Association of Hispanic Journalists (NAHJ).

Fox Television Station Human Resources representatives manned recruiting booths for the FTS group at the *Howard University School of Communications Job & Internship Fair* in Washington, DC on October 22, 2015. A list of current open positions at KTBC was made available to job fair participants.

**Participation in Events Sponsored by Organizations Representing Groups Present in the Community Interested in Broadcast Employment Issues (iv)**

4/15-3/16 – Program Director Holly Breaux served as Secretary for the Alliance for Women in Media, Austin Affiliate. Austin Alliance for Women in Media harnesses the promise, passion and power of women in all forms of media to empower career development, engage in thought leadership, and drive positive change for the industry and societal progress.

4/30/15 – The Austin Alliance for Women in Media Trailblazer and Awards Gala was held at the Omni Hotel in Austin. FOX 7 Account Executives Alyssa Brown and Andy Richardson, Assistant Traffic Manager Pam Moore, Promotion Coordinator Amanda King and Web Producer Donny Wong were all finalists for 2015 Awards of Excellence. Special Projects Manager Ernesto Hernandez was a finalist for Best TV PSA Campaign. Sr. Promotion Producer Dustin Magwire won the Best TV Visual Creative Award. Program Director Holly Breaux was presented with a Mary Strickland Lifetime Achievement Award.

6/24/15 – VP, News Director Pam Vaught was a Women in Communication panelist at J.P. Morgan Chase Women's Interactive Network (WIN) event. The mission of WIN is to provide the tools that enable the successful retention, development and advancement of women.

8/5-6/15 – Program Director Holly Breaux attended panel sessions at the Texas Association of Broadcasters Convention and Trade Show. Sessions attended included: The Next Generation of Customer Connection, Programmatic Buying, 2020 Vision, DC Regulatory Update, Think Small/Produce Big, Broadcasting and the Future, Efficient Workflow Solution, Spectrum Repacking.

10/28/15 – FOX 7 Good Day Austin provided an on-set interview with Tiffany Daniels, Manager of Communications and Community Relations at Workforce Solutions Capital Area, to discuss the Hiring Red, White and You! Veterans Job Fair to be held in Austin on November 12, 2015. The job fair presented by Texas Workforce Commission in cooperation with the local Workforce Solutions partners aims to connect veterans and their spouses with employment in the local community.

11/7/15 – Producer Lauren Gardner, Reporter Elizabeth Saab and MMJ Bridget Spencer participated in the Texas Association of Broadcasters' Southwest Broadcast Newsroom Workshop held in Austin.

11/11/15 – KTBC FOX 7 was the media sponsor of the Veterans Day Parade held in downtown Austin.

### **Internship Program (v)**

FOX 7 provided 3 internships to students for college credit during the Spring 2016 semester. These internships are designed to assist students interested in pursuing a career in broadcasting. The students interned in the News and Sports departments. They attended The University of Texas.

### **Participation in Job Banks, Internet Program, and Other Programs Designed to Promote Outreach Generally (vi)**

Job Shop at [www.fox7austin.com](http://www.fox7austin.com) is an ongoing initiative that allows job-seekers to search for jobs on the station website; links to helpful sites are also provided for job seekers.

### **Scholarship Program (vii)**

Fox Television Station's Inc. is a partner company of the Emma L. Bowen Foundation for Minority Interests in Media. Hannah Holt began this Summer as a work/study trainee. She worked from 6/1/15-8/14/15 in the FOX 7 News and Creative Services Departments. FOX 7 is committed to providing Hannah with Summer employment through her graduation from Prairie View A&M University. She receives an hourly wage as well as matching compensation to help pay for college tuition and expenses.

### **Establishment of Training Programs Designed to Enable Station Personnel to Acquire Skills that could Qualify them for Higher Level Positions (viii)**

Summer 2015 – Emma Bowen Work/Study Trainee Hannah Holt received Premier Pro Essential training through Lynda.com.

July-Aug 2015 – Promotion Coordinator Amanda King received in-house training on Edius.

9/8/15 – VP/GSM Scott Moore attended a political seminar and software usage-specialization training from Rentrak.

10/11/15 – Special Projects Manager Ernesto Hernandez received DSLR Camera training through Austin School of Film.

12/10/15 – VP Finance Bob Sorrels and Director of Finance Maria-Luisa Martinez received training from home office on A3, a new financial reporting system.

2/29/16-3/4/16 – Local Sales Manager Carly Gill received in-house training on the use of Dart for web metrics.

March 2016 – Promotion Producer Chelsea Judge received training on After Effects through Lynda.com.

March 2016 – Promotion Manager David Squires received in-house training on Wide Orbit.

### **Participation in Events/Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting (x)**

FOX 7 participated in the Communities in Schools of Central Texas (CIS) Job Shadow Day on June 12, 2015 by hosting a group of students. Vice President, Creative Services Kathie Smith, along with Special Projects Manager Ernesto Hernandez, discussed television careers and answered questions they had prepared in advance. The students were then escorted to the studio where they were greeted by Anchor Ann Wyatt Little and were live in the studio for the last 15 minutes of the show, which included a live band performance. After the show, they learned about studio operations. Meteorologist Zack Shields demonstrated how a weather segment is put together. Afterwards, the group was treated to lunch, and each received FOX TV show merchandise based on shows they said were their favorites earlier in the day. The students were very excited to participate in this event. The Communities in Schools organization works to decrease drop-out rates of local area students. Each year, they provide students with an opportunity to experience a day in the working world. CIS Job Shadow Day allows students to expand their perspectives about prospective careers and the skills needed to pursue them, and makes school relevant.

FOX 7 hosted University of Texas Junior Stephanie Martinez-Arndt for a job shadow. Stephanie shadowed in Traffic, Sales, Programming, Promotion and Production departments for four afternoons during the month of July, 2015.

FOX 7 participated in COOL Week ("Career Opportunities On Location") by hosting two high school seniors on February 4, 2016. The experience was part of Leander ISD's College and Career Readiness program. The students observed first-hand how news is produced by shadowing employees in the newsroom and studio, attending editorial meetings and watching live newscasts. They met with Human Resources Director Lisa Cordes and Vice President, News Director Pam Vaught. They were treated to lunch, and were given an opportunity to visit with news talent, and other station employees from News and Creative Services, and learn and ask questions about careers.

5/8/15 – Sports Anchor Dennis de la Pena read to students of Austin ISD's Zavala Elementary during their Reading Rally.

10/16/15 – MMJ Bridget Spencer, Web Producer Liliana Llamas and Sports Anchor Dennis de la Pena were role models at the "Role Model Fair" at Barbara Jordan Elementary of Austin ISD.

11/3/15 – Meteorologist Zack Shields gave a presentation on Weather to third graders at Liberty Hill ISD.

1/14/16 – Meteorologist Zack Shields gave a presentation on Weather to eighth graders at Smithville Middle School.

1/20/16 – Meteorologist Zack Shields gave a presentation on Weather to first graders at Serene Hills Elementary of Lake Travis ISD.

1/25/16 – Anchor Ann Wyatt Little and Meteorologist Chelsea Andrews gave a presentation on News and Weather at Harmony Public Schools.

1/27/16 – Sports Anchor Dennis de la Pena was a role model at the "Role Model Fair" at Blackshear Elementary of Austin ISD.

1/28/16 – Meteorologist Chelsea Andrews gave a presentation on Weather to fourth graders at Pfluger Elementary of Hays CISD.

2/16/16 – Meteorologist Zack Shields gave a presentation on Weather to fourth graders at Lago Vista Elementary School.

2/24/16 – Sports Anchor Dennis de la Pena and Reporter Elizabeth Saab were role models at the "Role Model Fair" at Campbell Elementary of Austin ISD.

#### **Listing of Each Upper-Level Job Opening in a Job Bank or Newsletter of Media Trade Groups Whose Membership Includes Substantial Participation of Women and Minorities (xii)**

All job openings were listed in the Alliance for Women in Media local chapter newsletters and/or website.

#### **Participation in Other Activities to Disseminate Information as to Employment Opportunities in Broadcasting (xvi)**

**Notice on Fox7Austin.com:** Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request KTBC-TV to provide them with information about full-time openings at the station. Such requests must include the organization's name, mailing address, e-mail address if applicable, telephone number and contact person, and identify the category or categories of job openings for which it requests notices. Requests should be directed to Human Resources, KTBC FOX 7, 119 E. 10<sup>th</sup> Street, Austin, TX 78701. We appreciate your organization's help in publicizing our job openings! KTBC-TV is an Equal Opportunity Employer.