

# Annual EEO Public File Report

## KTBC-TV FOX 7 IS AN EQUAL OPPORTUNITY EMPLOYER

**Coverage Period:** April 1, 2014 – March 31, 2015

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

Section 1: Vacancy Information		
Full-time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree
Multimedia Graphic Designer/Animator	4/28/14	TV Jobs
Multimedia Journalist	5/28/14	TV Jobs
Editor	6/9/14	Indeed.com
Photographer	6/30/14	TV Jobs
Web Producer	7/10/14	Employee Referral
Director	7/28/14	Employee Referral (Re-Hire)
Director	8/4/14	Indeed.com (WOFL-TV Inter-Co)
News Producer	8/13/14	Indeed.com
Production Technician	8/18/14	KTBC Website
Photographer	8/25/14	KTBC Website
Promotion Producer	8/25/14	KTBC Website
Reporter	8/27/14	The NWT Group (agent)
Reporter	8/27/14	Inter-Co Reference
Production Technician	9/8/14	KTBC Website
Account Executive	10/1/14	Personal Reference
Web Producer	10/6/14	KTBC Website
Editor	10/20/14	Texas Association of Broadcasters
News Producer	11/3/14	Texas Association of Broadcasters
Executive Assistant	11/3/14	Indeed.com
Photographer	11/13/14	Employee Referral
Photographer	12/8/14	Indeed.com
Multimedia Journalist	3/2/15	KTBC Website
Promotion Producer	3/2/15	KTBC Website
Photographer	3/23/15	TV Jobs

**Total Number of Persons Interviewed During Applicable Period:** 97

## 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>		
<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: craymond@austincc.edu		
<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: slorino@austincc.edu		
<b>Austin Area Urban League</b>	0	All Positions
8011-A Cameron Rd., Bldg. A, Suite 100		
Austin, TX 78754		

Contact : L. Troy McHenry		
Workforce & Career Development Manager		
Phone : 512-478-7176 x221		
Fax : 512-478-1239		
Email : <a href="mailto:Troy_Mchenry@aaul.org">Troy_Mchenry@aaul.org</a>		
Website: <a href="http://www.aaul.org">www.aaul.org</a>		
<b>Boston University School of Management</b>	0	All Positions
Feld Career Center		
595 Commonwealth Avenue, Suite 123		
Boston, MA 02215		
Contact: Annette McBride, Corp. Relations		
Phone: 617-353-9491		
Fax: 617-353-4293		
Email: amcbride@bu.edu		
<b>Greater Austin Black Chamber of Commerce</b>	0	All Positions
5407 IH-35 N., #304		
Austin, TX 78723		
Contact: Kristine Davis		
Phone: 512-459-1181		
Email: admin@austinbcc.org		
Website: www.austinbcc.org		
<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: tina.solis@twc.state.tx.us		
<b>Concordia University Texas</b>	0	All Positions
11400 Concordia University Dr.		
Austin, TX 78726		
Contact: Randa Scott, Dir. Career Services		
Phone: 512-313-5041		
Email: careerservices@concordia.edu		
Website: www.concordia.edu/careerservices		
<b>Emma L. Bowen Foundation</b>	0	All Positions
524 West 57 <sup>th</sup> Street		
New York, NY 10019		
Contact: Sandra D. Rice, VP Eastern Region		
Phone: 212-664-3486		
Email: sandra.rice@nbcuni.com		

<b>Hispanic Link News Service</b>	0	All Positions
1420 N. Street, N.W.		
Washington, DC 20005		
<b>Huston-Tillotson University</b>	0	All Positions
900 Chicon St.		
Austin, TX 78702		
Contact: Paul Leverington		
Phone: 512-505-3041		
Email: cgd@htu.edu		
<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
3540 Wilshire Blvd., Suite 911		
Los Angeles, CA 90010-2353		
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: jtrasmonte@LULAC.org		
<b>MediaLine</b>	0	All Positions
P.O. Box 51909		
Pacific Grove, CA 93950		
Phone: 1-800-237-8073		
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>National Urban League</b>	0	All Positions
120 Wall Street		
New York, NY 10005		
Contact: Dorothy Millines		
Phone: 212-558-5423		
Email: dmillines@nul.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: www.stedwards.edu/hilltopcareers		
Email: andrewh@stedwards.edu		

<b>The Art Institute of Houston</b>	0	All Positions
4146 SW Fwy.		
Houston, TX 77027		
Contact: Mary Kate Robinson, Dir. Career Svcs.		
Phone: 713-353-4146		
Fax: 713-966-2776		
Email: mkrobinson@aia.edu		
<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: alemmons@aia.edu		
<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: kfmcf00@tamuk.edu		
<b>Texas Association of Broadcasters</b>	7	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: Craig@tab.org		
<b>Texas State University</b>	0	All Positions
601 University Dr.		
LBJ Student Center, Suite 5-7.1		
San Marcos, TX 78666-4616		
Contact: Casey Menn		
Phone: 512-245-2538		
Fax: 512-245-3993		
Email: caseymenn@txstate.edu		
Website: www.careerservices.txstate.edu		
<b>TV Jobs.com</b>	15	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 (except Exec. Asst. – doesn't accept clerical)
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>	23	All Positions
<b><a href="http://www.MyFoxAustin.com">www.MyFoxAustin.com</a></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		
<b><a href="http://www.21cf.com/careers">www.21cf.com/careers</a></b>		All Positions
<b>National Press Photographers Association</b>	0	Photographer (5)
Contact: Arthur D. Lauck		
Email: info@nppa.org		
<b>Graeme Newell 602 Communications</b>	0	Promotion Producer
1011 Lyndhurst Falls Lane		Multi-Media Graphic Designer/Animator

Knightdale, NC 27545		
Phone: 919-217-4438		
Email: gnewell@602communications.com		
<b>Television Bureau of Advertising</b>	0	Account Executive position filled 10/1/14
Website: tvb.org <i>(paid ads only per 2/15 notice)</i>		
Phone: 212-891-2214		
Email: <a href="mailto:tiffany@tvb.org">tiffany@tvb.org</a> and info@tvb.org		
<b>Collective Talent</b>	0	Reporter (2)
1721 Richardson Place		
Tampa, FL 33606		
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, 15 through Internal Posting and 4 from Agents. We also had 22 from Indeed.com, a third-party internet jobs aggregator, 1 from Inter-Company Posting, 1 from Inter-Company Reference, and 3 from Personal Reference.

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



**Participation in Job Fairs (i)**

KTBC FOX 7 participated in the *National Association of Hispanic Journalists Career Fair* in San Antonio, TX on August 8, 2014 by FOX 7 VP News Director Pam Vaught manning a recruiting booth for FOX 7 and as a representative for Fox Television Stations, Inc. A list of current open positions at KTBC was made available to job fair participants.

KTBC FOX 7 participated in the *Texas State University Fall Mass Communication Career Fair* on October 29, 2014 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 23 and 25, 2014. 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 Boston, MA on July 31-August 2, 2014. 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 Washington DC on August 14-15, 2014. 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)**

4/14-3/15 – 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.

6/14/14 – Anchor Lauren Petrowski emceed the Girl Scouts Gold Awards held at the State Capitol.

8/7/14 – VP News Director Pam Vaught and Anchor Amanda Salinas worked at a career clinic at the request of FOX News Channel at the National Association of Hispanic Journalists Convention in San Antonio, Texas. They worked together with other FOX News Channel and FOX News Latino panelists to critique live auditions of convention attendees.

8/16/14 – VP Creative Services Kathie Smith attended GRAMMY futureNOW with station Emma Bowen work/study trainee Jenna Hernandez. This day-long conference was held in Austin by The Recording Academy Texas Chapter. Jenna expressed interest in audio recording as a professional endeavor. Topics at the event were geared towards important issues trending in this field.

9/20/14 – VP News Director Pam Vaught, Reporter Rudy Koski and Reporter Ashley Paredez participated in the Texas Association of Broadcasters' Southwest Broadcast Newsroom Workshop held on the University of Texas campus. Pam was on the panel discussing how not to go about getting a job; Ashley was on a panel discussing how to get your first job and Rudy was on a panel discussing political reporting.

12/3/14 – Program Director Holly Breaux and Promotion Manager Lorena Higuera volunteered at the Austin Alliance for Women in Media "Spirits of Texas" event benefitting AWM Scholarships.

3/31/15 – Meteorologists Scott Fisher and Scott Prinsen were judges at the "Turn Around - Don't Drown" flood safety poster contest for kids in grades 1-8. The contest is sponsored by the City of Austin, the Texas Floodplain Management Association, the National Weather Service, the LCRA and the U.S. Geological Survey.

**Internship Program (v)**

FOX 7 provided 10 internships to students for college credit during Summer 2014, Fall 2014 and Spring 2015 semesters. These internships are designed to assist students interested in pursuing a career in broadcasting. The students interned in News, Sports, Weather, and

Promotion departments. The interns included students from The University of Texas, Texas State University, Texas A&M University, Austin Community College, and University of North Texas.

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

Job Shop at [www.myfoxaustin.com](http://www.myfoxaustin.com) is an ongoing initiative that allows employers to post jobs on the station website.

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

Fox Television Station's Inc. is a partner company of the Emma L. Bowen Foundation for Minority Interests in Media. Jenna Hernandez returned this Summer as a work/study trainee. She worked from 6/9/14-8/5/14 in the FOX 7 Creative Services Department. FOX 7 is committed to providing Jenna with Summer employment through her graduation from the University of North Texas. 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)**

9/22-26/14 – News Ticker setup and operations training was provided by Newsroom Solutions to James Stanley, Gene Kirby, Darrel Heckendorf and David Andrews in Engineering.

10/1/14-12/31/14 – With assistance from Fox Station Sales, KTBC provided on-going AE Training to new hire Account Executive Andy Richardson who was new to the sales broadcasting field.

10/13-14/14 – Legal Training was provided by FOX Legal to all News and Promotion staff.

10/27-31/14 – Ticker Training was provided by Newsticker to News Producers, Meteorologists and Sports.

11/6-7/14 – “Super-User” Training was provided by BitCentral to James Stanley, Gene Kirby, David Andrews, Darrel Heckendorf and Michael Hancock in Engineering.

11/13-14/14 – CORE newsroom system training was provided by BitCentral to Engineering staff, MIS Director and Chief Editor.

1/5-9/15 – BitCentral provided new system training to Creative Services employees, Lorena Higuera, Dustin Magwire and Jason Cannon.

1/5-16/15 – BitCentral provided training on CORE, Edius, Precis editing and video playout to all newsroom personnel.

3/2-31/15 – Internal training on Edius provided to new hire Promotion Producer Chelsea Judge.

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

FOX 7 participated in COOL Week (“Career Opportunities On Location”) by hosting two high school seniors from Vista Ridge High School on February 5, 2015. 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 about the broadcasting industry and careers. They were treated to lunch where they were able to ask questions and visit with news talent.

4/10/14 – Meteorologist Zack Shields gave a presentation on Weather to Kindergarteners of Austin ISD.

4/15/14 – Vice President and General Manager Michael Lewis was a guest speaker at a University of Texas Broadcast Journalism class.

4/17/14 – Anchor Lauren Petrowski was a guest speaker at the STAAR Pep Rally at Fuentes Elementary in Kyle.

9/23/14 – VP News Director Pam Vaught was a guest speaker at a University of Texas Broadcast Management class.

10/7/14 – University of Texas RTF student Rachael Teague job shadowed the news producers and spoke with VP News Director Pam Vaught to learn more about the position of producer at a television station.

10/7/14 – Vice President and General Manager Michael Lewis was a guest speaker at a University of Texas Broadcast Journalism class.

11/14/14 – Meteorologist Scott Fisher gave a presentation on Weather to students of Regents School of Austin.

11/19/14 – Meteorologist Zack Shields was a guest speaker on Career Day at Windermere Elementary of Pflugerville ISD.

11/21/14 – Meteorologist Zack Shields gave a presentation on Weather to third graders at River Ridge Elementary of Leander ISD.

1/23/15 – Meteorologist Zack Shields gave a presentation to preschoolers on Weather at Pickle Elementary of Austin ISD.

2/9/15 – Meteorologist Zack Shields gave a presentation on Weather to first graders at Serene Hills Elementary of Lake Travis ISD.

3/2/15 – Meteorologist Zack Shields provided a studio visit to a student from Round Rock Christian School and talked about his career as a meteorologist and answered questions for a school project of the student.

3/4/15 – Meteorologist Zack Shields gave a presentation on Weather to third graders at Bee Cave Elementary of Lake Travis 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 MyFoxAustin.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.