

KCBD

EEO PUBLIC FILE REPORT

April 1, 2017 - March 31, 2018

I. VACANCY LIST

See Master Recruitment Source List for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Account Executive	1 - 20	16
News Producer	1 - 20	16
Multi-Media Journalist	1 - 20	17
Photographer/MMJ	1 - 20	16
News/Content Director	1 - 20	17
Digital Sales Manager	1 - 20	16
Sales Assistant	1 - 20	16
News/Content Specialist	1 - 20	16
Sales Assistant	1 - 20	16
Receptionist	1 - 20	21
Photographer/MMJ	1 - 20	16
Reporter/MMJ	1 - 20	17
Reporter	1 - 20	17
Reporter/MMJ	1 - 20	16
Account Executive	1 - 20	21
Account Executive	1 - 20	16
Sales Assistant	1 - 20	16
General Sales Manager	1 - 20	17
Associate Producer	1 - 20	17
Director	1 - 20	16
Reporter/MMJ	1 - 20	18
Photographer	1 - 20	21

Reporter/MMJ	1 - 20	18
Account Executive	1 - 20	16

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II. MASTER RECRUITMENT SOURCE LIST

**Sources with an asterisk (*) denote organizations that requested notification of job vacancies*

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
COMMUNITY SOURCES						
1	Givens Employment Agency	Octavia Givens	820 MLK, Lubbock, TX 79403		806-763-8430	
2	NAACP	Rose Wilson	3508 E. Cornell, Lubbock, TX 79403		806-763-1807	
3	Black Chamber of Entrepreneurs	Eddie Richardson	903 E. 28th St., Lubbock, TX 79404		806-762-3612	
4	Delta Sigma Theta Sorority		1510 E. 1st Place, Lubbock, Tx 79403			
5	New Hope Baptist Church		2002 Birch, Lubbock, TX 79404		806-744-3352	
6	Angelo State Univeristy		10895 ASU Station, San Angelo, TX 76904		325-942-2255	
7	Texas Tech University Career Center	Jay Killough	PO Box 45006, Lubbock, TX 79409		806-742-2210	1
8	Community Baptist Church	Glenda Shumate	220 MLK Blvd, Lubbock, TX 79403		806-747-8004	
9	TTU System Office of Community Affairs	Cory Powel	PO Box 45045, Lubbock, TX 79409		806-742-8687	
10	Lyon's Chapel Baptist Church	Linda Holly	1704 E. 24th St., Lubbock, TX 79404		806-763-7561	
11	South Plains College, Mass Comm. Dept	Ben Alexander	1401 S. College, Levelland, TX 79336		806-894-9611	

12	National Council of Negro Women		633 Pennsylvania Ave., NW Washington, DC 20004			
13	Texas Tech University, Dept of Mass Comm	Ali Luempert	PO Box 43082, Lubbock, TX 79409		806-742-3385	
14	Workforce Solutions of the South Plains	Danny Soliz	1301 Broadway, Lubbock, TX 79401		806-744-1987	1
15	South Plains College			www.collegecentral.com		
16	KCBD Employee Bulletin Board/Referrals					25
ADDITIONAL SOURCES						

17	Raycom Media			www.raycommedia.com		18
18	TV Jobs			www.TVJobs.com		5
19	On air spots	Lindsey Meador				2
20	TAB			www.tab.org		
21	Scraped sites					9
					TOTAL	61

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

List every upper-level opening in a job bank or newsletter of media trade group whose membership includes substantial participation of women and minorities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

During the period April 1, 2017 through March 15, 2018, KCBD listed every job opening with the following job banks: Givens Employment Agency, NAACP, Black Chamber of Entrepreneurs, Delta Sigma Theta Sorority, New Hope Baptist Church, Angelo State University, Texas Tech University Career Center, Community Baptist Church, TTU System Office of Community Affairs, Lyon's Chapel Baptist Church, South Plains College, Mass Comm. Dept., National Council of Negro Women, NAHJ, Texas Tech University, Dept. of Mass Comm., Workforce Solutions, South Plains College

Names of Station Personnel involved in Initiative:

Jennifer Robinson, EEO Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Establish an internship program designed to assist members of the community in acquiring skills needed for broadcast employment.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

During this period, 5 college students were involved in Internships with KCBD TV in Production, Weather, Creative Services and Sales.

Names of Station Personnel involved in Initiative:

John Robison, Meteorologist; David Williams, News Director; Alex Hale, Production Manager; Lindsey Meador, Marketing Manager; Kembra Gerner, Digital Marketing Manager

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Various (see below)

Describe Nature of Initiative:

Participate in at least four events or programs relating to career opportunities in broadcasting sponsored by educational institutions.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

1. Kembra Gerner spoke at Texas Tech University regarding job market experiences. 4/17/17
2. David Williams served on a panel at South Plains College on 9/29/17 for Constitution Day, First Amendment and Fake News. 09/29/17
3. Kembra Gerner mentored a class of marketing students at Lubbock-Cooper high school. 10/6/17
4. Christian Rivera gave a station tour to Laura Bush Middle School. 09/08/17
5. Clay Erwin gave a presentation to the Applied Economic Sales students at Texas Tech University. 11/7/17
6. Clay Erwin gave a presentation to the Hospitality and Hotel Management students at Texas Tech University. 11/15/17
7. Christian Rivera gave a station tour to the West Texas County Judges and Commissioners Association. 4/25/17

Names of Station Personnel involved in Initiative:

Kembra Gerner, Digital Marketing Manager; David Williams, News Director; Christian Rivera, Creative Services; Clay Erwin, Sales Executive; Melissa Carter, Business Manager; Jennifer Robinson, EEO Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 7 & 8, 2017 and March 29 & 30, 2018

Describe Nature of Initiative:

Host at least one job fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

1. On September 7th and 8th, 2017 KCBD hosted a Virtual Job Fair. We had approximately 7 different businesses with available jobs posted and approximately 1145 visitors
2. On March 29th and 30th, 2018, KCBD hosted a Virtual Job Fair. We had approximately 6 different businesses with available jobs posted and approximately 1000 visitors

Names of Station Personnel involved in Initiative:

Ryan Robinson, Digital Sales Specialist; Randi Mitchell, Digital Sales Manager; Kembra Gerner, Digital Marketing Manager; Lindsey Meador, Marketing Manager

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 28, 2017

Describe Nature of Initiative:

EEO Webinar/Training

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended Webinar Training on EEO matters. Webinars were conducted by Covington and Burling. The webinars covered requirements for EEO recruitment and reporting.

Names of Station Personnel involved in Initiative:

Jennifer Robinson, EEO Coordinator
Melissa Carter, Business Manager