

KWTX-TV
EEO PUBLIC FILE REPORT
April 1, 2017 to March 31, 2018¹

I. VACANCY LIST

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Morning Reporter	1,2,3,4,7,8,9,11,20,22,24,25	1
Sales Assistant	1,4,5,7,8,9,11,25,31, 44	44
Evening Bureau Reporter	1,2,3,4,5,7,8,9,11,20,22,24,25	5
Copy Coordinator	1,4,7,8,9,11,25,31	7
Promotion & Creative Services Editor	1,4,7,8,9,11,16,25,31	16
Sales Assistant	1,2,4,5,7,8,9,10,11,20,25,27,31,39,40, 41,43	31
Sales Account Executive	1,2,4,5,7,8,9,10,11,20,25,27,31,39,40, 41,43,44	7
Assistant News Director	1,2,3,4,5,7,8,9,11,16,20,22,25,27,31, 32,40, 41,43,45,46,47,48	7
News Director	1,2,3,4,5,7,8,9,11,16,20,22,25,27,31, 32,40, 41,43,45,46,47,48	5
Multi-Media Journalist	1,2,3,4,7,8,9,11,20,22,24,25,31	4
Multi-Media Journalist	1,2,3,4,7,8,9,11,20,22,24,25,31	31
Multi-Media Journalist	1,2,3,4,7,8,9,11,20,22,24,25,31	4
News Producer	1,2,3,4,5,7,8,9,11,20,22,25,27,31,32, 40,41,43,45,46,47,48	4
Assistant News Director / Assignment Manager	1,2,3,4,5,7,8,9,11,16,20,22,25,27,31, 32,40, 41,43,45,46,47,48	16
Technical Media Producer/Newscast Director	1,4,5,7,8,9,10,11,20,25,27,31,32,38,40, 41,43,45,46,47,48	7
Sales Account Executive	1,2,4,5,7,8,9,10,11,20,25,27,31,39,40, 41,43,44	1

¹ This report covers the time period March 25, 2017 – March 21, 2018. As allowed by FCC rules, the station is allowed to close out its reporting period 10 days prior to the deadline.

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MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	www.kwtx.com (station website)	N	27
2	TV Jobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92025 760-754-8177	N	5
3	Media Line Mark Shilstone Box 51909 Pacific Grove, CA 93950 800-237-8073	N	
4	Gray Television Station Group WSAW-TV Jane Ploeger 1114 Grand Avenue Wausau, WI 54403 715-845-4211 jplieger@wsaw.com <i>Source sends postings to other Gray stations.</i>	N	16
5	Internal Posting / Candidate	N	2
6	Walk Ins / Mail Ins / Unsolicited	N	
7	Word of Mouth Referrals	N	21
8	Texas Association of Broadcasters Craig Bean 502 E. 11 th St. Suite 200 Austin, TX 78701 512-322-9944	N	
9	Heart of Texas Workforce Commission 1416 New Road Waco, TX 76711-1335 254-754-5421	N	1
10	Texas State Technical College – Waco Robert Gordon/Anthony Taylor 3801 Campus Drive Waco, TX, 76705 254-867-2067	N	

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
11	Baylor University Career Placement Temple Walker 1 Bear Place, Box 97036 Waco, TX 76706 254-710-3771	N	
12	www.monster.com	N	
13	www.shoptalk.com	N	
14	Station Internship	N	1
15	Job Fairs	N	1
16	Former Employee	N	3
17	NAB Career Center Karen L. Hunter 1771 N. Street N.W. Washington, D.C. 20036 202-429-5497	N	
18	Association For Women In Communications 780 Ritchie Highway, Suite 28-S Marinee Mones Severna Park, MD 21146 703-370-7436 www.womcom.org	N	
19	Unknown (Interviewee did not adequately identify source)	N	
20	Texas A&M University ddunsford@tamu.edu	N	
21	Waco Tribune Humberto Reveles 254-757-5869 Fax: 254-757-5866 hreveles@wacotrib.com	N	
22	Media Match 323-932-7885 Media-Match.com	N	
23	On Air Advertisement KWTX, NWTX	N	
24	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 info@michaelsmedia.com CollectiveTalent.com (Reporter and On-Air Jobs ONLY)	N	

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25	University of North Texas Placement Coordinator P.O. Box 310589 Denton, TX 76203 940-565-2537 Fax: 940-369-7838 NTTV@UNT.edu	Y	
26	National Association of Hispanic Journalist 1000 National Press Building Washington, DC 20045 202-662-7145 Fax: 202-662-7144 jobbank@nhj.org	N	
27	Central Texas College Max Rudolph Max.Rudolph@knct.org 254-526-1199	N	
28	Intentionally left blank		
29	Mississippi State University 662-325-3915 Fax: 662-325-9423 kchewe@geosci.mstate.edu renny@geosci.mstate.edu	N	
31	Indeed.com Posted on website	N	15
32	Texas Tech University Career Center Careercenter.ttu.edu 806-742-2011	N	
33	Craigslist Craigslist.org	N	
34	Advertising Crossing http://www.advertisingcrossing.com/lcpostnowjob.php jobs@advertisingcrossing.com	N	
35	Division for Blind Services 801 Austin Ave, Suite 710 Waco, TX 76710 254-753-1552 Laura Lupfer laura.lupfer@dars.state.tx.us Budge Kimbell budge.kimbell@dars.state.tx.us	N	
36	Spots-n-Dots	N	
37	Dallas Producers Association Rebecca Preston www.dallasproducers.org info@dallasproducers.org	N	
38	Texas Workforce Commission http://www.twc.state.tx.us/	N	

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39	Brazos County NAACP Ann Boney, President a-boney@tamu.edu	N	
40	Sam Houston State University Debbi Hatton Hatton@shsu.edu	N	
41	Texas State University Lauri Fluker Lf04@txstate.edu	N	
42	Hispanic Forum Joseph Jody Rodriquez; Marci Ramierez Hispanic.forum.bcs@gmail.com	N	
43	Southern Methodist University Janet Hopkins jhopkins@smu.edu	N	
44	Linked-In www.linkedin.com	N	3
45	McLennan Community College https://www.collegecentral.com/mclennan/Employer.cfm	N	
46	University of Texas https://moody-utexas-csm.symplicity.com/employers/	N	
47	Rice University https://app.joinhandshake.com/	N	
48	UT San Antonio https://app.joinhandshake.com/	N	

TOTAL INTERVIEWS OVER 12 MONTH PERIOD: 95

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Establish an Internship program designed to assist members of the community to acquire skills needed for broadcast employment.	<p>Students from the surrounding universities and colleges are given an opportunity to work and learn careers in broadcasting. During the reporting period, the station had 6 interns, as follows:</p> <p>Summer 2017 - 4</p> <p>Fall 2017 – 3</p> <p>Spring 2018 – 3</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Participate in events or program sponsored by educational institution relating career opportunities in broadcasting.	<p>On May 18, 2017, 9 high school students from San Saba High School came to the station for a tour and discussion about career opportunities in broadcasting, including educational paths to reach their goals. These students were a member of the high school news team.</p> <p>On May 17, 2017, 20 members of the Waco Chamber Young Professionals came for lunch and a tour of the KWTX studios. They learned about careers in television.</p> <p>On May 16, 2017, the station co-hosted the YES! Expo in Waco. KWTX is one of the Founding Partners of this event. KWTX EEO Officer and KWTX Special Projects Director attend monthly planning meetings for this event beginning in January and actively participate in hosting this event. More than 2,100 students from 6 counties learned about career opportunities from booths set up at the Extraco Events Center. Over 125 exhibitors had booths and hands-on exhibits to demonstrate the many career opportunities available to young people in Central Texas.</p> <p>On May 17, 2017, KWTX Meteorologist Brian Germ visited Valley Mills High School to discuss careers in the field of meteorology with approximately 60 high school students.</p> <p>On May 18, 2017, San Saba High School News Team visited the KWTX Studios for a station tour. They visited with news reporters and anchors to learn about careers in broadcast journalism.</p> <p>On September 25, 2017, KWTX EEO Officer attended Careers in Texas Industries at the Extraco Fine Arts Building in Waco, Texas. Approximately 700 students, parents, teachers, and counselors attended the career fair. Approximately 25 employers and 75 colleges were represented.</p> <p>On November 1, 2017, 25 high school students and their mentors from the Waco Chamber of Commerce LEAD Program attended the station for a tour. They were able to learn about careers in television broadcasting.</p> <p>.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	Participate in events or program sponsored by educational institution relating career opportunities in broadcasting. (CONTINUED FROM PREVIOUS PAGE)	On January 19, 2018, the Baylor University Public Relations/Marketing Vice President brought 10 students for a tour of the station. They visited with the General Manager and the KWTX Promotions Director about careers in television media

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in job fairs.	<p>On March 28, 2017, the EEO Officer attended the McLennan Community College Career Fair at the MCC Conference Center. The job fair was open to the public.</p> <p>On August 29, 2017, KWTX EEO Officer and Copy Coordinator attended the Workforce Solutions Job Fair held at the Waco Convention Center from 3 to 6pm. The Job Fair attracted 420 job seekers with 75 job seekers specifically signing in at the KWTX/CW booth and discussing job opportunities with station personnel.</p> <p>On September 20, 2017, KWTX EEO and Copy Coordinator attended the Hire-A-Bear Career Fair held on the Fifth Floor of the Cashion Building on Baylor Campus in Waco, TX. The career fair was 3 to 7pm. The career fair was hosted by Baylor's Office of Career & Professional Development and was intended for Baylor students and alumni to seek information about professional job opportunities and student internships.</p> <p>On September 25, 2017, KWTX Community Services Director attended the YES! To Careers in Texas Industries career fair held at the Extraco Events Center General Exhibits Building in Waco, TX from 6-8pm.</p> <p>On Friday, March 23rd, KWTX News Director attended the University of North Texas Student Career Kickstarter – a career/job fair. During 20-minute speed networking sessions, he was able to meet approximately 20 students who were either seeking first fulltime employment opportunities.</p> <p>On Tuesday, March 27, 2018, KWTX EEO Officer attended the McLennan Community College Career Fair in Waco, Texas. This job fair was open to the public. Approximately 300 people attended the fair.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	On February 28, 2018, the EEO officer met with KWTX Department Heads to provide training on the New Gray Television job posting template, job posting procedures and EEO hiring paperwork required for public file report.