

KWTX-TV
EEO PUBLIC FILE REPORT
March 26, 2015 to March 31, 2016

I. VACANCY LIST

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Administrative Assistant	1,2,3,4,8,9,11,15,20,22,24,25	7
Front Desk – Media Coordinator	1,2,3,4,8,9,11,15,20,25, 31	7
Promotions Producer	1,2,3,4,8,9,11,15,20,25	2
10p News Anchor	1,2,3,4,8,9,11,15,20,25	1
TMP / Newscast Director	1,2,3,4,8,9,11,15,20,25, 31	31
Weekend Sports Anchor	1,2,3,4,8,9,11,15,20,25	7
Bureau Chief/Reporter – Killeen News Room	1,2,3,4,8,9,11,15,20,22,24,25	7
Account Executive	1,2,3,4,8,9,11,15,20,22,24,25, 31	31
TMP / Newscast Director	1,2,3,4,8,9,11,15,20,22,24,25	1
Local Sales Manager	1,2,3,4,8,9,11,15,20,22,24,25	4
Morning Anchor	1,2,3,4,8,9,11,15,20,25	4
Meteorologist	1,2,3,4,8,9,11,15,20,25	2
Social Media Manager	1,2,3,4,8,9,11,15,20,25	7
Sports Anchor	1,2,3,4,8,9,11,15,20,25	2
MMJ/Videojournalist	1,2,3,4,8,9,11,15,20,25	1
Newscast Producer	1,2,3,4,8,9,11,15,20,25	7

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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	17
2	TV Jobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92025 760-754-8177	N	11
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 jploeger@wsaw.com <i>Source sends postings to other Gray stations.</i>	N	2
5	Internal Posting / Candidate	N	2
6	Walk Ins / Mail Ins / Unsolicited	N	
7	Word of Mouth Referrals	N	8
8	Texas Association of Broadcasters Craig Bean 502 E. 11 th St. Suite 200 Austin, TX 78701 512-322-9944	N	3
9	Heart of Texas Workforce Commission 1416 New Road Waco, TX 76711-1335 254-754-5421	N	
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	
15	Job Fairs	N	
16	Former Employee	N	
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	

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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
24	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 info@michaelsmedia.com CollectiveTalent.com	Y	
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	2
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		
28			
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	5
32	Texas Tech University Career Center Careercenter.ttu.edu 806-742-2011	N	

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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	
39	Brazos County NAACP Ann Boney, President a-boney@tamu.edu	N	
40	Sam Houston State Debbi Hatton Hatton@shsu.edu	N	
41	Texas State Univ Dept. 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	

TOTAL INTERVIEWS OVER 12 MONTH PERIOD: 56

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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 10 interns, as follows:</p> <p>Summer 2015 – 3</p> <p>Fall 2015 – 4</p> <p>Spring 2016 - 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 4/2/15, KWTX Morning Anchor spoke at the ESC Region 12 Gear Up Financial Literacy Summit Agenda about jobs in television broadcasting and the importance of ensuring that high school students are aware of the careers available to them and ways to apply for scholarships.</p> <p>KWTX General Manager attended a Demo Reel Workshop at Sam Houston State University. Topics discussed were resume reels, interview questions, job opportunities at television stations, and expectations in the changing media environment and performance evaluation.</p> <p>On 5/21/15, KWTX Morning Anchor spoke at the University High School Academic Achievers banquet. She spoke about her job and how she attained her position at KWTX.</p> <p>On 5/19/15, the station participated in the YES! Expo in Waco. KWTX is one of the Founding Partners of this event. Approximately 2000 students from 6 counties learned about career opportunities from booths set up at the Extraco Events Center. Over 120 exhibitors had booths and hands-on exhibits to demonstrate the many career opportunities available to young people in Central Texas.</p> <p>On 4/13/15, approximately 28 students from the Waco Chamber of Commerce Leadership Team toured the station to learn about job opportunities in television broadcasting.</p> <p>On 11/6/15, 25 Creative Writing High School students from Fort Worth toured the station to learn about news reporting.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in job fairs.	<p>On 4/8/15, the EEO Officer attended the McLennan University Center Career Fair. Approximately 90 people attended. These were current or soon to graduate college students as well as recent bachelor's and master's degree students.</p> <p>On 4/22/15, the EEO Officer attended the Work In Waco Job Fair. Approximately 200 people attended. These were soon to graduate or recently graduated students from Baylor Univ., McLennan Community College, and Texas State Technical College.</p> <p>On September 15th, 2015, the EEO Officer attended the 2015 Career Expo/Professional School Fair at Sam Houston State University. Over 639 current, soon to graduate and recently graduated students attended.</p> <p>On October 14th, 2015, the EEO Officer attended the Communication Job and Internship Fair at the University of Texas at Austin. Current, soon to graduate and recently graduated students attended.</p> <p>On September 23, 2015, the Special Projects Director and Operations Manager attended the HireABear Career Fair at Baylor University. Current, soon to graduate and recently graduated students attended.</p> <p>On January 26, 2016, the EEO Officer attended the Heart of Texas Workforce Solutions January Job Fair. Approximately 85 job seekers attended.</p> <p>On March 22, 2016, the Special Projects Director attend the Texas Association of Broadcasters Career Expo. Approximately 50 job seekers attended.</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 October 8 th , 2015, the EEO Officer attended a Gray Television webinar called "FCC's EEO Rules and Regulations (Annual Reporting and Audits), presented by Joan Stewart with Wiley Rein. The webinar provided training on EEO Rules and Regulations.