

KWTX-TV
EEO PUBLIC FILE REPORT
April 1, 2013 to March 26, 2014

I. VACANCY LIST

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Executive Producer	1,2,3,4,8,9,11,15,20,22,25,37	5
News Content Producer	1,2,3,4,8,9,11,15,20,22,25,37	25
Sports Director	1,2,3,4,8,9,11,15,20,22,24,25	5
Experienced Reporter – Killeen	1,2,3,4,8,9,11,15,20,22,24,25	1
Video Journalist – Killeen	1,2,3,4,8,9,11,15,20,22,24,25	2
Newscast Director / MCO	1,2,3,4,8,9,11,15,20,22,24,25, 27	8
Producer – News Content	1,2,3,4,8,9,11,15,20,22,25,37	1
Associate Content Producer	1,2,3,4,8,9,11,15,20,22,25,37	5
Meteorologist	1,2,3,4,8,9,11,15,20,22,24,25	5
Bureau Chief/Reporter - Killeen	1,2,3,4,8,9,11,15,20,22,24,25	5
Sports Director	1,2,3,4,8,9,11,15,20,22,24,25	5
Promotions Manager / Editor	1,2,3,4,8,9,11,15,20,22,24,25,27	5
Experienced Producer	1,2,3,4,8,9,11,15,20,22,25,37	1
Sports Reporter / Anchor	1,2,3,4,8,9,11,15,20,22,24,25	4

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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	10
2	TV Jobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92025 760-754-8177	N	6
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	7
6	Walk Ins / Mail Ins / Unsolicited	N	1
7	Word of Mouth Referrals	N	4
8	Texas Association of Broadcasters Craig Bean 502 E. 11 th St. Suite 200 Austin, TX 78701 512-322-9944	N	1
9	Heart of Texas Workforce Commission 1416 New Road Waco, TX 76711-1335 254-754-5421	N	3
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	1
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 Randall S. Sumpter 4234 TAMU College Station, TX 77843 979-845-0208 Fax: 979-845-6594 R-Sumpter@TAMU.com	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	

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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
23	On Air Advertisement KWTX, NWTX	N	
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	1
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	
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	

TOTAL INTERVIEWS OVER 12 MONTH PERIOD: 36

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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 12 interns, as follows:</p> <p style="text-align: center;">Spring 2013: 1 Social Media Intern</p> <p style="text-align: center;">Summer 2013: 1 Sales Intern, 8 News Interns</p> <p style="text-align: center;">Fall 2013: 1 Production Intern</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 (7)	<p>On 2/24/13, the KWTX Internet Director spoke to 17 Baylor students for about 90 minutes about jobs in broadcasting.</p> <p>On 5/14/13, 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 Waco Convention Center. Students received pamphlets detailing the various jobs available at KWTX and a business card for JobBoardTV to find out how they could apply.</p> <p>On 11/21/13, the KWTX EEO Officer and a Morning News Anchor attended the Career Day fair at Moody High School. Approximately 450 students attended and were told about careers in the broadcasting and television fields.</p> <p>On 12/09/13, the KWTX EEO Officer spoke to approximately 20 students at Oglesby High School in the Careers Exploration Class about careers in TV and broadcasting.</p> <p>On 02/21/14, the Vice President of News attended a high school Career Day at Central Texas College and spoke to approximately 50 students about careers in broadcasting.</p> <p>On 2/24/14, a KWTX Morning Co-Anchor spoke for about two hours to a PR class at Baylor University about being in the TV business and careers in TV.</p> <p>On 03/19/14, approximately 16 High School Students participating in the LEAD program from the Waco Chamber of Commerce visited the KWTX studios. They learned about careers in broadcasting, computer technology, video editing, and journalism.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in job fairs (3)	<p>On 05/22/13, the EEO Officer attended a job fair at KC Hall in West, TX, directed to helping those who lived through the West explosion find employment. Approximately 200 people attended.</p> <p>On 11/14/13, the EEO Officer attended the Red, White, and You job fair. There were more than 60 employers represented more than 100 job seekers attended.</p> <p>On 02/12/14, the EEO Officer and Operations Manager attended a job fair at Texas A&M University. Approximately 500 students attended.</p> <p>On 3/26/14, the EEO Officer attended a job fair at the HOT Workforce Solutions. Approximately 120 people attended.</p>
4	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	<p>On 06/11/13, the KWTX Operations Manager, EEO Officer, and one Supervisor attended a webinar training about the Commission's EEO requirements and recordkeeping, conducted by Wiley Rein LLP.</p>