

**KWTX-TV**  
**EEO PUBLIC FILE REPORT**  
**April 01, 2007 – March 31, 2008<sup>1</sup>**

**I. VACANCY LIST**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Office Manager	1,2,4,5,8,9,21,25,	21
Creative Services Writer / Editor	1,2,4,5,8,10,11,23,25	1
Video Photographer / Editor	1,2,4,5,8,9,10,11,20,23,25	8
On Air Meteorologist	1,2,3,4,5,6,20,22,24,29	2
NOC Operator	1,2,4,5,8,10,11	1
Sports Reporter / Photographer / Fill in Anchor	1,2,3,4,5,8,11,22,24,25	2
Production Assistant /PT	1,2,4,7,8,10,11,16,25	7
Production Assistant /PT	1,2,4,7,8,10,11,16,25	7
Production Assistant /PT	1,2,4,7,8,10,11,16,25	11
Production Assistant /PT	1,2,4,7,8,10,11,16,25	16
Production Assistant /PT	1,2,4,7,8,10,11,16,25	1
Assistant News Director	1,2,3,4,8,22,25,27	27
Photojournalist	1,2,4,5,8,9,10,11,20,25	5
Internet Sales Manager	1,2,4,5,8,9,11,23,25,30	30
Traffic Facilitator	1,2,4,5,8,9,11,23,25	1
News Producer	1,2,3,4,7,8,11,22,25,30,31	7
New Media Account Executive	1,2,4,8,9,11,23,25,30	30
Production Assistant/PT	1,4,8,2,9,10,11,25,30	30, 10

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**MASTER RECRUITMENT SOURCE LIST (MRSL)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
1	www.kwtx.com (station website)	N	6
2	TV Jobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92025 760-754-8177	N	3
3	Media Line Mark Shilstone Box 51909 Pacific Grove, CA 93950 800-237-8073	N	0
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	0
5	Internal Posting / Candidate	N	13
6	Walk Ins / Mail Ins / Unsolicited	N	2
7	Word of Mouth Referrals	N	3
8	Texas Association of Broadcasters Craig Bean 502 E. 11 <sup>th</sup> St. Suite 200 Austin, TX 78701 512-322-9944	N	2
9	Heart of Texas Workforce Commission Rebecca Collins 1416 New Road Waco, TX 76711-1335 254-754-5421	N	2
10	Texas State Technical College – Waco Jerry Shaw/Robert Gordon 3801 Campus Drive Waco, TX, 76705 254-867-2067	N	1

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11	Baylor University Career Placement Temple Walker 1 Bear Place, Box 97036 Waco, TX 76706 254-710-3771	N	0
12	www.monster.com	N	0
13	www.shoptalk.com	N	0
14	Station Internship	N	<del>10</del>
15	Job Fairs	N	0
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	0
18	Association For Women In Communications 780 Ritchie Highway, Suite 28-S Marinee Mones Severna Park, MD 21146 703-370-7436	N	0
19	Unknown	N	1
20	Texas A&M University Randall S. Sumpter 4234 TAMU College Station, TX 77843 979-845-0208 Fax: 979-845-6594 R-Sumpster@TAMU.com	N	0
21	Waco Tribune Humberto Reveles 254-757-5869 Fax: 254-757-5866 hreveles@wacotrib.com	N	3
22	Media Match 323-932-7885 Media-Match.com	N	0
23	On Air Advertisement KWTX, NWTX	N	2

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24	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 info@michaelsmedia.com CollectiveTalent.com	Y	0
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	0
26	National Association of Hispanic Journalist 1000 National Press Building Washington, DC 20045 202-662-7145 Fax: 202-662-7144 jobbank@nhj.org	N	0
27	Solicited	N	1
28	Pool of Previous Applicants	N	0
29	Mississippi State University 662-325-3915 Fax: 662-325-9423 kchewe@geosci.mstate.edu renny@geosci.mstate.edu	N	0
30	KWTX Job Board	N	4
31	<b>TV News Gigs</b> Stacey Chaloux 318 SE Jackson St. Lee's Summit, MO 64063 info@tvnewsgigs.com	N	0

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**TOTAL INTERVIEWS OVER 12 MONTH PERIOD: 34**

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
	Internship program	<p>Students from the surrounding universities and colleges are given an opportunity to work and learn in a real time news situation. During the reporting period, the station had 12 interns, as follows:</p> <p style="padding-left: 40px;">SPRING 2007: 3 News interns from Baylor, 1 News intern from TSTC</p> <p style="padding-left: 40px;">SUMMER 2007: 3 News interns from Baylor</p> <p style="padding-left: 40px;">FALL 2007: 1 News intern from Baylor, 1 News intern from UMHB</p> <p style="padding-left: 40px;">SPRING 2008: 4 News interns from Baylor, 1 News intern from UMHB, 1 Internet Sales intern from Baylor</p>

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TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
<p>Event or program sponsored by educational institution relating to broadcast careers.</p>	<p>On 05/10/07 News 10 reporter Kristen Drew attended the Career Connections Expo at Brazos Middle School in Waco. She spoke with eight grade students about careers in the broadcast field.</p> <p>On 11/12/07 News 10 General Manager and Network Operations manager spoke with the Media Programming class at Baylor University about internship, careers in broadcasting, as well as current available openings at KWTX.</p> <p>On 11/29/07, the Director of New Media spoke to classes at Baylor University students about broadcasting jobs, preparation for jobs, job markets and resume preparation.</p> <p>On 12/14/07, one of the News 10 morning news anchors spoke with the 8<sup>th</sup> grade career explorations class at Palo Alto Middle School in Killeen. They discussed qualifications needed to work in a newsroom, the different careers in broadcasting, what a typical day is like and answered their questions about broadcasting and broadcasting careers.</p> <p>On 12/19/07 a News 10 Reporter/Photojournalist spoke at G.L. Wiley's Career Day. The students learned about the job responsibly of a reporter, they were able to read from scripts, and practice interview techniques.</p> <p>On 1/11/08 one of the News 10 morning news anchors and the VP of news visited Salado High School's web sciences class. They spoke about the careers in television and how computer skills are becoming more and more of a requirement in this field. The class was also instructed on how they could publish there own pictures and stories on the KWTX website through IIWtness and <b>YouC@st</b>.</p> <p>On 2/12/08 one of the News 10 morning news anchors and the VP of news visited Copperas Cove High School. They spoke about the careers in television and about how to obtain a career in television. The class was also instructed on how they could publish there own pictures and stories on the KWTX website through IIWtness and <b>YouC@st</b>. They spoke about the skills needed for the various jobs in television and how those roles. They also spoke with the Video Production class about how News 10 handles the newscasts, editing and writing.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
	Event or program sponsored by educational institution relating to broadcast careers. (Continued)	<p>On 2/27/08 a News 10 morning anchor spoke with four classes at Clear Creek Elementary School in Killeen. They spoke about how it's a journalist's job to cover history as it happens other aspects of a journalist's career, and the operations at News 10.</p> <p>3/31/08 a News 10 morning anchor spoke with several classes at Western Hills Elementary School in Temple for "Read across America Day". They spoke about how important reading is and how it applies to careers in broadcast television.</p>
	Participate in job fair	<p>On 06/29/07, the station participated in the HOT Workforce and Texas State Technical College Career Fair. In attendance for the station was the Vice President of news.</p> <p>On 10/16/07, the station participated in the TAB Career Expo at Stephen F. Austin State University in Nacogdoches. In attendance for the station was the Master control and NOC manager.</p> <p>On 2/13/08, the station participated in the Hire a Bear Career Fair at Baylor University. In attendance for the Station were the Promotions manager and Creative services coordinator.</p> <p>On 3/26/08, the station participated in the YES Career Fair at the Waco Convention Center. News 10 had two booths at the Career fair. One was to inform the community about careers in broadcasting and careers available at News 10. The other booth was set up to inform the attending of another resource for regional job searching and to show them one of the ways to find out what positions are available at News 10. This Career Fair was also hosted by News 10</p>
	Management EEO training	<p>Members of the station's management staff undergo semi-annual training and review of correct EEO guidelines and hiring practices.</p> <p>On 3/12/08 During the department meeting – attended by President/General Manager, VP/News, News Director, Production Manager, Master Control Manager, Chief Engineer, General Sales Manager, Programming/Community Service Director. The Operations Manager conducted training about and review of correct EEO guidelines and hiring practices.</p>



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	Host Job Fair	On 3/26/08 News 10 Hosted the YES Career Fair along with HOT Workforce. The YES (Youth Employment Solutions) Career Fair was held from 10am – 6pm at the Waco Convention Center. News 10 Staff members such as VP of News, Operations Manager, Creative Services Coordinator, and New Media Sales Manager met with HOT Workforce staff on many occasions to determine exact planning of the career fair. Over 30 businesses participated in the career fair and hundreds of youth attended.