

**KWTX-TV**  
**EEO PUBLIC FILE REPORT**  
**April 01, 2008 – March 31, 2009<sup>1</sup>**

**I. VACANCY LIST**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
News Producer	1, 2, 4, 5, 7, 8, 25, 11, 20, 3, 22, 30, 31	5
Traffic Facilitator	1, 2, 4, 5, 8, 9, 11, 20, 23, 25, 30, 32	5
Photojournalist / Video Journalist	1, 2, 3, 4, 5, 7, 8, 9, 10, 11, 20, 22, 25, 30, 31	7, 7, 8
Office Manager	1, 4, 8, 9, 11, 25, 30, 32	30
Sports Photographer / Reporter	1, 2, 3, 4, 8, 11, 20, 22, 24, 25, 30, 31	2
New Media Account Executive	1, 4, 7, 8, 9, 11, 20, 23, 25, 30	30
Production Assistant	1, 2, 4, 5, 7, 8, 9, 10, 11, 20, 23, 25, 30, 32	5, 7, 30
Video Journalist	1, 2, 3, 4, 8, 9, 10, 11, 20, 22, 23, 25, 26, 30, 31, 32	1, 1
Local Sales Manager	1, 2, 4, 7, 8, 30, 36	7
Graphics Designer	1, 2, 4, 8, 9, 10, 11, 20, 25, 30, 33	2
News Reporter	1, 2, 3, 4, 8, 11, 20, 22, 24, 25, 26, 30, 31	1
New Media AE	1, 2, 4, 8, 9, 23, 30, 24	30
Reporter / Killeen Newsroom	1, 2, 3, 4, 8, 11, 20, 22, 24, 25, 26, 30	2
Video Photographer / Editor	1, 2, 4, 5, 8, 9, 10, 11, 20, 23, 25, 30, 37	5
Copy Coordinator	1, 2, 4, 8, 9, 10, 11, 30	9

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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	9
2	TV Jobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92025 760-754-8177	N	7
3	Media Line Mark Shilstone Box 51909 Pacific Grove, CA 93950 800-237-8073	N	1
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	5
6	Walk Ins / Mail Ins / Unsolicited	N	0
7	Word of Mouth Referrals	N	12
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 1416 New Road Waco, TX 76711-1335 254-754-5421	N	6
10	Texas State Technical College – Waco Robert Gordon/Anthony Taylor 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	0
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 www.womcom.org	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-Sumpter@TAMU.com	N	0
21	Waco Tribune Humberto Reveles 254-757-5869 Fax: 254-757-5866 hreveles@wacotrib.com	N	0
22	Media Match 323-932-7885 Media-Match.com	N	0

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23	On Air Advertisement KWTX, NWTX	N	0
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	0
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 www.kwtx.com	N	9
31	<b>TV News Gigs (No longer in business as of 10/20/08)</b> Stacey Chaloux 318 SE Jackson St. Lee's Summit, MO 64063 info@tvnewsgigs.com	N	0

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32	Texas Tech University Career Center Careercenter.ttu.edu 806-742-2011	N	0
33	Craigslist Craigslist.org	N	1
34	Advertising Crossing <a href="http://www.advertisingcrossing.com/lcpostnowjob.php">http://www.advertisingcrossing.com/lcpostnowjob.php</a> <a href="mailto:jobs@advertisingcrossing.com">jobs@advertisingcrossing.com</a>	N	0
35	Division for Blind Services 801 Austin Ave, Suite 710 Waco, TX 76710 254-753-1552 Laura Lupfer <a href="mailto:laura.lupfer@dars.state.tx.us">laura.lupfer@dars.state.tx.us</a> Budge Kimbell <a href="mailto:budge.kimbell@dars.state.tx.us">budge.kimbell@dars.state.tx.us</a>	N	0
36	Spots-n-Dots	N	4
37	Dallas Producers Association Rebecca Preston <a href="http://www.dallasproducers.org">www.dallasproducers.org</a> <a href="mailto:info@dallasproducers.org">info@dallasproducers.org</a>	N	0

**TOTAL INTERVIEWS OVER 12 MONTH PERIOD: 59**

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
	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>SPRING 2008: 3 News interns from Baylor, 1 News intern from TSTC</p> <p>SUMMER 2008: 3 News interns from Baylor</p> <p>FALL 2008: 1 News intern from Baylor, 1 News intern from UMHB</p> <p>SPRING 2009: 4 News interns from Baylor, 1 News intern from UMHB, 1 Internet Sales intern from Baylor</p>
	Participate in (4) events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.	<p>On 09/23/08, the station participated in the Heart of Texas Society of Human resource management Event. In attendance for the station was the Internet Sales Director. This event was held at the conference center of McLennan community College. KWTX News 10 had a booth at this full day event and were able to hand out several of the KWTX brochures that explained the different career opportunities within KWTX. Event was attended by approximately 65 people.</p>

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
	Participate in (4) events or program sponsored by educational institution relating career opportunities in broadcasting.	<p>On 04/25/08 17 Students from C.E. Ellison High School in Killeen visited the KWTX Studios to learn about careers in broadcasting.</p> <p>On 09/26/08 News 10 Sports Anchor / Reporter spoke with the first year and sophomore students at Southwestern University about internships and careers in broadcasting.</p> <p>On 08/2008, the Web content producer participated in an advisory board for TSTC to help with the curriculum planning for the 08/09 school year as it related to web/multimedia and broadcasting careers.</p> <p>In October of 2008 and again in January of 2009, one of the News 10 anchors spoke with students from Hillcrest PDS in Waco. He discussed what it was like to work at the News Station then answered the student's questions.</p> <p>On 10/24/08 a News 10 Reporter and News Photojournalist volunteered at career interview day for Carver Academy. They each interviewed students, some wanting careers in television. They also reported on the mock interviews during the 5pm newscast that day.</p> <p>On 2/06/09 News 10 evening staff hosted High School Students from Paris ISD interested in careers in broadcasting. The students had the opportunity to watch a newscast in studio, then after the show practice doing weather and anchoring. One of the News 10 evening anchors spoke with the students about careers in broadcasting.</p> <p>On 03/11/09 33 Students from C.E. Ellison High School in Killeen visited the KWTX Studios to learn about careers in broadcasting.</p>

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
	Participate in (4) job fairs.	<p>On 04/23/08, the station participated in the CTC Career Fair in Killeen. In attendance for the station was the Programming and Community Service Director.</p> <p>On 09/24/08, the station participated in the Killeen Daily Herald Job Fair in Killeen. In attendance for the station was the New Media Operation Director.</p> <p>On 9/25/08, the station participated in the Hire a Bear Career Fair at Baylor University. In attendance for the Station were the News Operations Manager and the Creative services coordinator.</p> <p>On 10/24/08, the station participated in the TAB Career Fair in San Antonio. In attendance for the Station was the Vice President of News.</p> <p>On 2/27/09 Virgil Teter, Vice President/News, attended the Texas Association of Broadcasters Career Fair at the Mesquite Campus of Texas A&amp;M Commerce. He represented both KBTS and KWTX. He spoke with over 40 people who were seeking information about employment in television. Some were seeking internships.</p>
	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	<p>Members of the station's management staff undergo annual training and review of correct EEO guidelines and hiring practices.</p> <p>On 5/15/08 Operations Manager and the Programming and Community Service Director participated in a corporate sponsored phone conference on the FCC's EEO requirements.</p> <p>On 3/10/09 Operations Manager and the Programming and Community Service Director conducted EEO training and review of correct EEO guidelines and hiring practices for the department heads of KWTX.</p>
	Host Job Fair	
	Provide Training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions	On 8/5/08 the Programming & Community Service Director met with Vocational Rehabilitation Teachers from the Blind Service center and discussed careers in broadcasting and what each position required so that they could have know what would be needed as each position opened for possible placement of their clients.