

KWTX-TV
EEO PUBLIC FILE REPORT
April 1, 2010 to March 31, 2011

I. VACANCY LIST

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Video Journalist	1,2,3,4,5,6,7,8,11,24,25	7
News Producer	1,2,3,4,5,6,7,8,9,10,11,15,25	8
Sports Photographer/Reporter	1,2,3,4,7,8,9,10,11,24,25	7,2
News Producer	1,2,3,4,8,9,10,11,24,25	1
Killeen Bureau Chief / Reporter	1,2,3,4,8,9,10,11,24,25	4
Video Journalist	1,2,3,4,5,6,7,8,9,10,11,22,24,25,32	1,7,8
Newscast Director/MCO	1,3,4,5,6,7,8,9,10,11,,25,32	23,6
New Business Account Executive	1,2,4,5,6,7,8,9,10,11,20,22,25	6,1
Photojournalist	1,4,5,6,7,8,9,10,11,,25,32	7,16
Newscast Director	1,4,5,6,7,8,9,10,11,,25,32	5
Morning Newscast Producer	1,2,4,5,6,7,8,9,10,11,20,22,24,25,32	7
Associate Content Producer	1,2,3,4,5,6,7,8,9,10,11,20,25	14,7

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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	13
2	TV Jobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92025 760-754-8177	N	2
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	1
5	Internal Posting / Candidate	N	7
6	Walk Ins / Mail Ins / Unsolicited	N	1
7	Word of Mouth Referrals	N	10
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	1
10	Texas State Technical College – Waco Robert Gordon/Anthony Taylor 3801 Campus Drive Waco, TX, 76705 254-867-2067	N	0

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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	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 (Interviewee did not adequately identify source)	N	0
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	2
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			
28			
29	Mississippi State University 662-325-3915 Fax: 662-325-9423 kchewe@geosci.mstate.edu renny@geosci.mstate.edu	N	0
31	TV News Gigs (No longer in business as of 10/20/08) 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	0
34	Advertising Crossing http://www.advertisingcrossing.com/lcpostnowjob.php jobs@advertisingcrossing.com	N	0
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	0
36	Spots-n-Dots	N	0
37	Dallas Producers Association Rebecca Preston www.dallasproducers.org info@dallasproducers.org	N	0

TOTAL INTERVIEWS OVER 12 MONTH PERIOD: 41

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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 style="text-align: center;">Summer 2010: 1 Weather Intern, 4 News Interns</p> <p style="text-align: center;">Fall 2010: 2 Sports Interns, 2 News Interns</p> <p style="text-align: center;">Spring 2011: 1 News Photography 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.	On 1/27/11, KWTX Programming and Community Services Director visited Career Day at Bremond ISD. Approximately 300 students from 6 school districts attended. They were told about the education needed to do the different jobs at a television station and opportunities available.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in job fairs.	<p>On 5/11/10, the station participated in the YES! Expo in Waco. 1300 students from 6 counties learned about career opportunities from booths set up at the Waco Convention Center. Students got pamphlets detailing the various jobs available at KWTX, and got a business card for JobBoardTV to find out how they could apply.</p> <p>On 9/24/10, we participated in the Computer Graphics Job Fair on the TSTC campus. Our EEO officer and the Client Services Director attended.</p> <p>On 10/10/10, we participated in a Job Fair put on by Veterans Services in Waco. KWTX-TV EEO officer attended.</p> <p>On 3/31/11, we participated in the TSTC Industry Career Day job fair. Our EEO officer attended.</p>
4	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	<p>On 05/11/10 the Programming and Community Service Director and the Operations Manager attended an EEO Webinar entitled "Navigating the FCC's Equal Employment Opportunity Rules". This was conducted by Brendan Holland, Davis Wright Tremaine LLP and was made available by the TAB.</p> <p>Members of the station's management staff undergo annual training and review of correct EEO guidelines and hiring practices.</p> <p>On 3/15/11 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>