

**KWTX-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2012 to March 31, 2013**

**I. VACANCY LIST**

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Photojournalist - Killeen	1,2,3,4,8,9,10,11,15,20,22,24,25,30	1
News Associate Content Producer	1,2,3,4,8,9,10,11,20,22,25	1
Experienced Reporter - Killeen	1,2,3,4,8,9,10,11,15,20,22,24,25,30	1
Video Journalist	1,2,3,4,8,9,10,11,15,20,22,24,25,30	25
Weekend Sports Anchor	1,2,3,4,8,9,10,11,15,20,22,24,25,30	2
Experienced Producer	1,2,3,4,8,9,10,11,15,20,22,25,30,37	2
Photojournalist	1,2,3,4,8,9,10,11,15,20,22,24,25,30	1
Account Executive	1,2,3,4,8,9,10,11,20,22,25	7
Promotions Director/Graphic Artist	1,2,3,4,8,9,10,11,20,22,25	1
Newscast Director/MCO	1,2,3,4,8,9,10,11,20,22,25	8
Account Executive	1,2,3,4,8,9,10,11,20,22,25	1
News Associate Content Producer	1,2,3,4,8,9,10,11,20,22,25	1
Newscast Director/MCO	1,2,3,4,8,9,10,11,20,22,25	1
News Content Producer	1,2,3,4,8,9,10,11,20,22,25	25
Video Journalist	1,2,3,4,8,9,10,11,15,20,22,24,25,30	1
Copy Coordinator	1,2,3,4,8,9,10,11,20,22,25	1

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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	24
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	0
5	Internal Posting / Candidate	N	0
6	Walk Ins / Mail Ins / Unsolicited	N	3
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	6
9	Heart of Texas Workforce Commission 1416 New Road Waco, TX 76711-1335 254-754-5421	N	4
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	2
15	Job Fairs	N	0
16	Former Employee	N	0
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	1
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	4
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	<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	0
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	0
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: 52**

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</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 style="padding-left: 40px;">Spring 2012: 3 News Interns</p> <p style="padding-left: 40px;">Summer 2012: 3 News Interns, 1 Sports Intern, 1 Weather Intern, 1 Social Media Intern</p> <p style="padding-left: 40px;">Fall 2012: 1 Sports Intern</p> <p style="padding-left: 40px;">Spring 2013: 1 Social Media Intern, 1 News Intern</p>

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>2</b>	Participate in events or program sponsored by educational institution relating career opportunities in broadcasting.	<p>On 5/08/12, the station participated in the YES! Expo in Waco. KWTX is one of the Founding Partners of this event. 2200 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 11/15/12, the EEO Officer manned a booth at the Education Summit in Waco. Educators were told about the Yes! Expo and careers in broadcasting.</p> <p>On 12/04/12, approximately 12 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> <p>On 12/12/12 KwTX News Anchor spoke to an 8<sup>th</sup> Grade class at Tennyson Middle School about working as a news anchor. The event lasted about 2 hours.</p> <p>On 2/06/13, the KWTX Director of New Media spoke to approximately 50 students at the Baylor University Journalism School regarding accessing jobs in media.</p>

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>3</b>	Participate in job fairs.	<p>On 5/31/12, the EEO Officer attended the McLennan County Veterans Job Fair, aimed specifically at helping Veterans find jobs.</p> <p>On 11/15/12, the EEO Officer and the Creative Services Director attended the Red, White, and You job fair. There were more than 60 employers represented and we spoke to more than 100 job seekers.</p> <p>On 2/13/13, the EEO Officer attended the HOT Work Force Solutions Job Fair at the Red Men Museum in Waco. Approximately 200 job seekers attended the fair.</p>
<b>4</b>	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	