

KWTV-TV
EEO PUBLIC FILE REPORT
April 1, 2009 to March 31, 2010¹

I. VACANCY LIST

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Video Journalist	1,2,3,4,5,8,9,10,11,15,25	1
Master Control Operator	1,2,3,4,5,8,9,10,11,15,20,25	1
Morning News Co-Anchor	1,2,3,4,5,6,8,9,10,11,15,24,25	6
Weekend Meteorologist*	7	7
Video Journalist	1,2,3,4,5,8,9,10,15,25	5
Sales Account Executive	1,2,3,4,5,8,9,11,15,20,25	1
Client Services Director	1,2,3,4,5,8,9,10,11,15,22,25	1
Master Control Operator	1,3,4,5,7,8,9,10,11,15,25	7
News Production Assistant	1,3,4,5,8,9,10,15,25	1
Newscast Producer	1,2,4,7, 8,9,10,23,25	7
Newscast Producer	1,2,4,7, 8,9,10,23,25	7
Newscast Producer	1,2,4,7, 8,9,10,23,25	8
Weekend Anchor/Weekday Reporter	1,2,3,4,5,6,7,8,11,24,25	7

*Exigent Circumstances

¹ This public file report covers the time period from April 1, 2009 – March 22, 2010. The remainder of March 2010 will be covered in the next year's report.

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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	15
2	TV Jobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92025 760-754-8177	N	0
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	2
6	Walk Ins / Mail Ins / Unsolicited	N	11
7	Word of Mouth Referrals	N	8
8	Texas Association of Broadcasters Craig Bean 502 E. 11 th 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	0
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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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	1
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	2
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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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	0
24	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 info@michaelsmedia.com CollectiveTalent.com	Y	1
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: 43

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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.	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 11 interns, as follows: Summer 2009: 4 News Interns Fall 2009: 5 News Interns, 1 Sports Intern, and 1 Sales Intern

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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.	<p>On 5/12/09 a News 10 Anchor person visited Career Day at Troy High School. Students in grades 9-12 attended. Six 30-minute presentations were given to groups of about 25 students each. They were told about the education needed to do the different jobs at a television station and opportunities available.</p> <p>On 5/14/09 a News 10 Anchor person visited Travis Middle School in Temple. Students in 8th grade attended. 2 presentations of about an hour each were given, discussing the different jobs at a television station and opportunities available.</p> <p>On 12/1/09 a group of 40 students from the Technology Club at Union Grove Middle School in Harker Heights visited the KWTV Studios to learn about careers in broadcasting. A News Anchor, a Weather Anchor, an Executive Producer, and the Vice President of News all visited with the children and answered their questions about broadcasting.</p> <p>On 12/03/10 the Internet News Director presented a 90-minute presentation on TV jobs and job-seeking guidance to Baylor students.</p> <p>On 3/30/10 approximately 30 Students from C.E. Ellison High School in Killeen visited the KWTV Studios to learn about careers in broadcasting.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in job fairs.	<p>On 04/21/09, the station participated in the “Work in Waco Job Expo” at the Waco Convention Center. In attendance for the station was the Programming/Community Service Director and the News Operations Manager.</p> <p>On 5/19/09, 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. The morning anchor, morning meteorologist, graphics operator, 10 o'clock producer, production manager and Vice President of News all were available to answer questions from high school students. We displayed pictures of the various jobs around the station, and showed a video about the station. 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 3/25/10, the station participated in the TSTI Waco Industry Career Day and Job Fair. The Chief Engineer and the Programming and Community Services Director attended.</p>
4	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 3/09/10 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>