

KWTX-TV, KNCT
EEO PUBLIC FILE REPORT
April 1, 2019 to March 31, 2020

I. VACANCY LIST

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Multi-Media Journalist (Bell County)	1,2,4,8,9,11,20,22,25,32,40,41,43,45,46,47,48	4
Meteorologist	1,2,4,7,8,9,11,20,22,25,31,40,41,43,46,47,48	7
News Producer	1,2,8,9,11,20,22,25,31,40,41,43,45,46,47,48	1
Account Executive – Bell County	1,4,7,8,9,11,20,25,27,31,32,40,41,43,45,46,47,48	1
Local Sales Manager	1,2,4,5,7,8,9,11,20,25,27,31,32,40,41,43,44,46,47,48	4
Digital Content Director	1,2,4,5,8,9,11,20,22,25,27,31,32,40,41,43,46,47,48	4
Copy Coordinator/Receptionist	1,4,5,8,9,11,20,25,27,31,32,40,41,43,45,46,47,48	31
Technical Media Producer	1,2,4,7,8,9,11,20,22,25,27,32,40,41,43,45,46,47,48	7
Morning Anchor/Producer/Investigative MMJ	1,2,4,5,8,9,11,20,22,25,27,32,40,41,43,45,46,47,48,49	5
Multi-Media Journalist/Producer – Bell County	1,2,4,7,8,9,20,22,25,27,31,32,40,43,45,46	7
Lead Sports Journalist	1,2,4,5,8,9,11,20,22,25,27,32,40,41,43,45,46,47,48	4
Multi-Media Journalist – Bell County	1,2,4,8,9,11,20,22,25,27,32,40,41,43,45,46,47,48	4
Technical Media Producer	1,2,4,7,8,9,11,20,22,25,27,32,40,41,43,45,46,47,48	7
Account Executive – Bell County	1,4,7,8,9,11,20,25,27,31,32,40,41,43,45,46,47,48	1
Telemundo Account Executive	1,4,7,8,9,11,20,25,27,31,32,40,41,43,45,46,47,48	1
Assistant News Director / Assignment Manager	1,2,4,5,8,9,10,11,20,22,25,27,31,32,40,41,43,45,46,47,48,49	4
Account Executive – Bell County	1,4,7,8,9,11,20,25,27,31,32,40,41,43,45,46,47,48	31
Technical Media Producer	1,2,4,7,8,9,11,25,27,31,32,40,41,43,45,46,47,48,49	7
Copy Coordinator/Receptionist	1,4,5,7,8,9,10,11,20,25,27,31,32,40,41,43,45,46,47,48,49	7

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II. 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) GDMSupport@gray.tv	N	14
2	TV Jobs.com tvjobs.com	N	
3	Media Line Mark Shilstone Box 51909 Pacific Grove, CA 93950 800-237-8073	N	
4	Gray Television Station Group https://gray.tv/careers#currentopenings	N	50
5	Internal Posting / Candidate	N	2
6	Walk Ins / Mail Ins / Unsolicited	N	
7	Word of Mouth Referrals	N	20
8	Texas Association of Broadcasters tab.org	N	
9	Heart of Texas Workforce Commission 1416 New Road Waco, TX 76711-1335 254-754-5421 Berenice.Gonzalez@hotworkforce.com	N	
10	Texas State Technical College – Waco kacey.darnell@tstc.edu 3801 Campus Drive Waco, TX, 76705 254-867-2067	N	
11	Baylor University https://app.joinhandshake.com/	N	
12	www.monster.com	N	
13	www.shoptalk.com	N	
14	Station Internship	N	
15	Job Fairs	N	
16	Former Employee	N	

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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
17	NAB Broadcast Career Link 1771 N. Street N.W. Washington, D.C. 20036 202-429-5498 https://jobs.broadcastcareerlink.com/employer/post/	N	
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	
19	Unknown (Interviewee did not adequately identify source)	N	
20	Texas A&M University https://tamu-csm.symplicity.com	N	
21	Waco Tribune Humberto Reveles 254-757-5869 Fax: 254-757-5866 hreveles@wacotrib.com	N	
22	Media Match 323-932-7885 Media-Match.com	N	
23	On Air Advertisement KWTX, NWTX	N	
24	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 info@michaelsmedia.com CollectiveTalent.com (Reporter and On-Air Jobs ONLY)	N	
25	University of North Texas Placement Coordinator P.O. Box 310589 Denton, TX 76203 940-565-2537 rtvf@UNT.edu https://app.joinhandshake.com	Y	1
26	National Association of Hispanic Journalist 1000 National Press Building Washington, DC 20045 202-662-7145 Fax: 202-662-7144 jobbank@nhj.org	N	
27	Central Texas College Career Center career.center@ctcd.edu 254-526-1200	N	

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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
28	Intentionally left blank		
29	Mississippi State University 662-325-3915 Fax: 662-325-9423 kchewe@geosci.mstate.edu renny@geosci.mstate.edu	N	
31	Indeed.com Posted on website by Gray Television	N	12
32	Texas Tech University Career Center Careercenter.ttu.edu 806-742-2011 Lewis.snell@ttu.edu	N	
33	Craigslist Craigslist.org	N	
34	Advertising Crossing http://www.advertisingcrossing.com/lcpostnowjob.php jobs@advertisingcrossing.com	N	
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	
36	Spots-n-Dots	N	
37	Dallas Producers Association Rebecca Preston www.dallasproducers.org info@dallasproducers.org	N	
38	Texas Workforce Commission http://www.twc.state.tx.us/	N	
39	Brazos County NAACP Ann Boney, President a-boney@tam.u.edu	N	
40	Sam Houston State University Debbi Hatton Hatton@shsu.edu	N	
41	Texas State University Lauri Fluker Lf04@txstate.edu https://app.joinhandshake.com	N	
42	Hispanic Forum Joseph Jody Rodriquez; Marci Ramirez Hispanic.forum.bcs@gmail.com	N	
43	Southern Methodist University Janet Hopkins jhopkins@smu.edu https://app.joinhandshake.com	N	
44	Linked-In www.linkedin.com	N	3

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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
45	McLennan Community College https://www.collegecentral.com/mclennan/Employer.cfm	N	
46	University of Texas https://moody-utexas-csm.symplicity.com/employers/	N	
47	Rice University https://app.joinhandshake.com/	N	
48	UT San Antonio https://app.joinhandshake.com/	N	
49	Texas Women's University http://app.joinhandshake.com/	N	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			102

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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 1 intern during the Summer semester. They worked in the sales, creative services, news, and production departments and were supervised by the General Sales Manager, Creative Services Director, News Director, and Production Director.

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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 April 1 & 2, 2019, KWTX News Director traveled to Ohio University in Athens, Ohio as part of a recruiting trip for Gray Television stations. He spoke in multiple classes, critiqued student newscasts, and interviewed six graduating and soon to be graduating seniors for open positions and internship opportunities with the company in roles of MMJ and Producer.</p> <p>On April 18, 2019, approximately 25 students from Valley Mills High School Speech Class came to the station for a tour and discussion about careers in broadcasting.</p> <p>On May 2, 2019, a station news employee discussed broadcasting careers with a dozen Baylor students during their last day of regular class.</p> <p>On May 14, 2019, the station hosted the YES! Expo in Waco. KWTX is one of the founding partners of this event. KWTX EEO officer attends monthly planning meetings for this event beginning in January and actively participates in hosting the event. More than 2,100 students from six counties learned about career opportunities from booths set up at the Extraco Events Center. Over 125 exhibitors had booths and hands-on exhibits to demonstrate the many career opportunities available to young people in Central Texas.</p> <p>On May 30, 2019, approximately 50 students from Corsicana, Kerens, and Rice came to the station for a tour about careers in broadcasting, including what educational paths are recommended. These students are part of a program called GEAR UP. This program is all about helping students get ready to be successful in college and follows participating students from 7th grade through their first year of postsecondary education.</p> <p>On August 12, 2019, 27 high school students from several Central Texas high schools visited the station as part of the Waco Chamber of Commerce's "Teen Leadership" program. The students visited with people in all departments and learned about broadcasting career opportunities and recommended education paths.</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. (CONTINUED FROM PREVIOUS PAGE)	<p>On September 5 & 6, 2019, the News Director represented KWTX/KNCT and Gray Television at the 2019 Excellence in Journalism conference held in San Antonio, Texas. This year's conference was a convergence of The Society of Professional Journalists, The National Association of Hispanic Journalists, and The Radio, Television & Digital News Directors Association. The News Director (along with three other Gray Television News Directors) interviewed and critiqued approximately 60 individuals including students, prospective interns and prospective employees for our individual stations, as well as other Gray-owned television stations.</p> <p>October 9, 2019, News Anchor facilitated a panel on college and career planning with middle and high school girls from Waco and Killeen with Central Texas Links Inc (women's organization that empowers girls and women) at Baylor University</p> <p>November 15, 2019, News Anchor attended Aquilla Career Day and spoke about careers in journalism with middle and high school students.</p> <p>November 20, 2019, News Director represented KWTX/KNCT and Gray Television at the University of North Texas as a recruiting visit with other Gray Television News Directors. He spoke in classes and met with students one-on-one for positions within KWTX and other Gray stations.</p> <p>On January 16, 2020, 30 high school students and their mentors from the Waco Chamber of Commerce LEAD Program attended the station for a tour. They were able to learn about careers in television broadcasting.</p> <p>On February 21, 2020, KWTX hosted two local high school students for a job shadow day. Two students job shadowed for a half day – one in Creative Services and one in News.</p> <p>The KWTX/KNCT News Director traveled to the University of Missouri on February 26 – 28, 2020 along with six other Gray television News Directors. Nearly 40 graduating students were interviewed over the course of the two days for possible openings within our individual stations and with the stations owned by Gray TV.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in job fairs.	<p>On September 25, 2019, the KWTX EEO Coordinator attended the Hire A Warrior Career Fair at Texas A & M Central Texas in Killeen, TX. 371 people attended the fair, at which we advertised for several KWTX job openings in News and Sales, as well as internships.</p> <p>On October 16, 2019, the Community Services Director attended the Waco Chamber Find Your Waco Career Fair. Open positions were featured, along with the KWTX internship program. This career fair specifically targeted veterans and military personnel from Fort Hood who are transitioning out of the Army, along with new residents of the Waco and Central Texas area. Several hundred people attended.</p> <p>KWTX EEO Officer and Local Sales Manager attended the McLennan Career Fair on March 5, 2020. Approximately 200 college students and alumni from McLennan Community College, Tarleton State University-Waco, and Texas Tech University-Waco were in attendance. Openings in News and Sales were advertised and internship information was distributed.</p>
4	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	<p>On November 15, 2019, KWTX Department Heads attended an EEO training meeting to provide a refresher course on the Gray Television posting template, job posting procedures, and EEO hiring paperwork required for the public file report.</p>