

KWTX-TV
EEO PUBLIC FILE REPORT
April 1, 2011 to March 31, 2012

I. VACANCY LIST

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Associate Content Producer	1,2,4,5,8,9,10,11,15,20,22,25,30	1
Meteorologist	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	2
Reporter	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	5
Bureau Chief/Reporter	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	5
Associate Content Producer	1,2,4,5,8,9,10,11,15,20,22,25,30	8
Newscast Director/MCO	1,2,4,5,8,9,10,11,15,20,25	7
Sports Director	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	7
Morning News Co-Anchor/Reporter	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	2
Accounting Clerk / Office Mgr	1,2,4,5,8,9,10,11,15,20,23,25,30	1
Experienced Reporter	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	5
Sports Photographer / Reporter	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	7
Video Journalist	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	1
News Content Producer	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	7
Photojournalist	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	7
Copy Coordinator	1,2,4,5,8,9,10,11,15,20,23,25,30	1
Photojournalist - Killeen	1,2,3,4,5,8,9,10,11,15,20,22,24,25,30	Not filled as of 3/31/12

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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	27
2	TV Jobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92025 760-754-8177	N	12
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	3
6	Walk Ins / Mail Ins / Unsolicited	N	1
7	Word of Mouth Referrals	N	14
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	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	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	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: 59

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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="padding-left: 40px;">Summer 2011: 5 News Interns, 1 Production Intern, 1 Sports Intern, 1 Sales Intern</p> <p style="padding-left: 40px;">Fall 2011: 5 News Interns, Three Sports Interns, 1 Social Media 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.	<p>On 05/03/11 approximately 36 Students from C.E. Ellison High School in Killeen visited the KWTX Studios to learn about careers in broadcasting.</p> <p>On 10.05.11 our Intern Manager spoke to two Baylor University classes of 20-25 students each about media, broadcasting, broadcasting jobs, job-related skills. Each presentation was about 45 minutes.</p> <p>On 12.1.11 our Intern Manager spoke to 14 Baylor University students about TV jobs and opportunities.</p> <p>On 01.05.12 our Director of New Media and one of our Morning News Anchors met with three students from Midway High School who were winners of a photography contest at a “Mentors Luncheon” to discuss careers in journalism, technology and going to college.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Participate in job fairs.	<p>On 5/10/11, 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 9/22/11, the EEO Officer attended a Hiring Heroes job fair, aimed specifically at helping Veterans find jobs.</p> <p>On 03/29/12, the EEO Officer attended “Industry Career Day” at TSTC.</p>
4	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	