

KWTV-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.kwtv.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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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	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
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.	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: Summer 2011: 5 News Interns, 1 Production Intern, 1 Sports Intern, 1 Sales Intern Fall 2011: 5 News Interns, Three Sports Interns, 1 Social Media 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 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 KWTV, 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.	