

**KCBD, KLCW-TV, KXTQ-CD, KLBB-LD, KABI-LD, KMYL-LD****EEO PUBLIC FILE REPORT****April 1, 2023 - March 31, 2024****I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Digital Content News Producer	1, 4-5, 8-10, 12-14	8
PROMOTIONS/COMMERCIAL PRODUCER - K CBD	1, 4-6, 9-14	6
COMMERCIAL PRODUCER (BILINGUAL) - K CBD	1, 4-6, 9-14	6
DIGITAL SALES MANAGER - K CBD	1, 4-6, 9-11, 13-14	6
PHOTOJOURNALIST - K CBD	1-2, 4-6, 9-14	6
NEWSCAST PRODUCER (F/T) - K CBD	1-2, 4-5, 9-14	2
EXECUTIVE NEWS PRODUCER - K CBD	1, 4-6, 9-11, 13-14	6
BREAKING NEWS REPORTER - K CBD	1, 3-6, 9-14	6
SALES/ACCOUNT EXECUTIVE - K CBD	1, 4-5, 9-14	1
DIGITAL SALES SPECIALIST (SENIOR) - K CBD	1-2, 4-6, 9-14	6
TECHNICAL MEDIA PROD. (F/T - ASSO) - K CBD	1, 4-5, 9, 13-14	5
TECHNICAL MEDIA PROD. (F/T - ASSO) - K CBD	1, 4-5, 9, 13-14	5
VIDEOJOURNALIST/EDITOR - K CBD	1, 4-5, 7, 9, 11-14	4
SALES/ACCOUNT EXECUTIVE - K CBD	1, 4-5, 9-14	5
SALES/ACCOUNT EXECUTIVE - K CBD	1, 4-5, 9-14	4
NEWSCAST PRODUCER (F/T) - K CBD	1, 4-6, 9-10, 12-14	6
SALES/ACCOUNT EXECUTIVE - K CBD	3-5, 9-14	5
SALES/ACCOUNT EXECUTIVE - K CBD	3-5, 9-14	5

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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 Reporting Period
1	CareerBuilder.com (posted from Gray.TV/Careers) 200 N. LaSalle St. Chicago, Illinois 60601 Job Listings	N	1
2	Current Employee	N	4
3	Employee Referral	N	2
4	Gray TV Careers 4370 Peachtree Road, NE Atlanta, Georgia Url : <a href="http://gray.tv/careers">http://gray.tv/careers</a> Human Resources Manual Posting	N	9
5	Indeed.com (posted from Gray.TV/Careers) 6433 Champion Grandview Way Austin, Texas 78750 Job Listings Manual Posting	N	22
6	Internal Transfer/Promotion	N	8
7	Internship Program	N	1
8	Linked In - Not Directly Contacted by SEU	N	1
9	South Plains College Communications Dept. 1401 South College Ave. Levelland, Texas 79336 Phone : 806-716-2443 Email : <a href="mailto:jhoes@southplainscollege.edu">jhoes@southplainscollege.edu</a> Jay Hoes	N	0
10	Texas Association of Broadcasters 502 East 11th Street Suite 200 Austin, Texas 78701 Phone : 512-322-9944 Url : <a href="http://www.tab.org">www.tab.org</a> Email : <a href="mailto:jobs@tab.org">jobs@tab.org</a> Fax : 1-512-322-0522 Anna Romero	N	0
11	The Hispanic Chamber of Commerce 823 Congress Ave., Ste. 1330 Austin, Texas 78701 Phone : 512-476-7502 Fax : 512-476-6417 Claudia Olivares	N	0

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<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 Reporting Period</b>
12	TVjobs.com P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0019 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Email : <a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a> Mark Holloway	N	0
13	Workforce Solutions South Plains 1301 Broadway, Suite 201 Lubbock, Texas 79401 Phone : 806-744-1987 Email : <a href="mailto:anthony.torres@spworkforce.org">anthony.torres@spworkforce.org</a> Fax : 1-806-744-5378 Anthony Torres	N	0
14	<a href="http://www.mediagignow.com">www.mediagignow.com</a> 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a> MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>48</b>

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### III. RECRUITMENT INITIATIVES

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	4/6/2023	Participation in events or programs sponsored by educational institutions	SEU Sports Director was invited to speak at Lucinda Holt's Journalism class at Texas Tech University on April 6, 2023. Sports Director discussed possible avenues to enter the broadcast industry, what courses will prove beneficial and how to learn about career openings at station employment unit. He also gave feedback to students trying to enter the industry.	1	Sports Director
2	4/7/2023	Participation in events or programs sponsored by educational institutions	SEU Investigative Reporter provided a shadowing opportunity to a Texas Tech Journalism student on April 7, 2023. The student spent the day learning the various steps of becoming an investigative reporter, how IR carries out the day. The shadowing student was also able to observe IR conduct three interviews. They discussed the course work to take to enter broadcasting and how to learn about career opportunities at Station Employment Unit.	2	Investigative Reporter Reporter
3	4/11/2023	Participation in events or programs sponsored by educational institutions	Station Employment Unit Sports Reporter provided a shadowing opportunity to a Mass Communication student from Texas Tech University on April 11, 2023. The Sports Reporter introduced the student to on-the-job editing, shooting and writing. Student was able to observe an entire day of covering sports, how a newscast is put together and was also able to observe the 9 p.m. newscast. The college courses that most apply to our work were discussed during this visit and the steps to enter the broadcasting industry.	1	Sports Reporter
4	4/21/2023	Provision of training to management	SEU Office Manager and Administrative Assistant participated in an online webinar on the FCC's Equal Employment Opportunity Rules presented by Joan Stewart of Wiley Rein, LLP.	2	Office Manager Administrative Assistant

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5	5/4/2023	Participation in events or programs sponsored by educational institutions	Station Employment Unit News Director spoke to the National Technical Honor Society at Lubbock-Cooper High School on May 4, 2023. He discussed his career and how technical skills played a role in each job. He also discussed the technical skills used at the station each day, college courses that apply to broadcasting, and how to learn about career opportunities.	1	News Director
6	5/10/2023	Participation in events or programs sponsored by educational institutions	Station Employment Unit News Director and a Reporter attended Career Day at Idalou High School. They spoke to five different classes about their personal broadcast careers, including a video presentation showing students around the station. Areas to focus on to enter the broadcast industry were discussed and provided guidance on their college path. Shadowing and internship opportunities were presented to students and how to learn about open positions at the station.	2	News Director Reporter
7	7/5/2023	Participation in events or programs sponsored by educational institutions	A Wilson ISD High School teacher participated in a three day externship. This program places teachers at workplaces, to learn how the lessons they teach apply to the "real world". This also allows teachers to then go to their students and explain the education path needed to enter a broadcasting career. Details were shared on how to find current openings at the station. She also connected us with one of her former students, who now attends Texas Tech University, and will likely intern with our Telemundo team during the fall semester.	4	News Director Investigative Reporter Anchor Producer

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8	7/5/2023	Participation in events or programs sponsored by educational institutions	A Frenship ISD High School teacher participated in a three day externship from July 5-7, 2023. This program places teachers at workplaces, to learn how the lessons they teach apply to the "real world". This also allows teachers to then go to their students and explain the education path needed to enter a broadcasting career. We also shared details on how to find current openings at the station.	4	News Director Investigative Reporter Anchor Reporter
9	Ongoing Event	Establishment of an intern program designed to assist members of the community	Future Focus Paid Internship Program is offered by Gray Television to students in journalism, broadcasting, communication and related fields for the opportunity to gain hands-on experience in television. Gray Television strives to offer this opportunity to a diverse group of interns. In many cases, the intern can earn college or university credits and fulfill graduation prerequisites. The goal is to prepare these outstanding students for influential jobs with our broadcast organizations. During the Fall semester of 2023 Station Employment Unit hired three students from Texas Tech University to work in our news department.	1	News Director
10	10/2/2023	Participation in events or programs sponsored by educational institutions	SEU News Director spoke to a Public Relations class in the College of Media & Communication at Texas Tech University on October 2, 2023. News Director discussed how newsrooms interact with PR agencies and how we review PR pitches. News Director also discussed the coursework and skills needed to enter the broadcasting industry. How to find current job openings at KCBD was also discussed with the students.	1	News Director

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11	10/23/2023	Participation in events or programs sponsored by educational institutions	<p>During October 2023, various students in Mass Communications from Texas Tech University visited our newsroom to shadow staff involved in different areas of news reporting.</p> <p>Six students shadowed the Sports Department and staff. This opportunity offered a real-world example of how to write, shoot, edit and anchor.</p> <p>One student shadowed a weather anchor. The student learned how to produce a weather broadcast, the detail that goes into weather forecasting, how to write for digital, and the steps involved delivering a forecast on live TV.</p> <p>Two additional students shadowed various reporters and a newscast producer. The students learned about writing for TV, how to stack stories and the technical steps that go into broadcasting and more.</p> <p>The students visited from October 13-October 31, 2023.</p>	4	Sports Director Meteorologist Newscast Producer Reporters
12	11/14/2023	Participation in events or programs sponsored by educational institutions	<p>SEU Digital Content Manager was invited to speak at Eastern New Mexico University in Portales, New Mexico for their career day. He spoke with students about what it takes to enter broadcasting and journalism and spoke of the various roles he has held at the station. Insight on how to locate and apply for current open positions was also presented. He told the students how the skills they have gained working at the campus TV station will easily connect to our station.</p>	1	Digital Content Manager

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13	11/15/2023	Participation in events or programs sponsored by educational institutions	A Plains High School English teacher brought her class to visit the station. A former student that is now a station employee gave a tour of the building and explained what she does each day as a reporter, producer and anchor. Our employee tied the lessons learned at Plains HS to what was then learned at Lubbock Christian University and now to the last three years at the TV station. The students were also presented with the course study needed to take to enter the broadcasting field and how to learn about openings at our company.	2	News Director Anchor
14	11/30/2023	Participation in events or programs sponsored by educational institutions	SEU Managing Editor/Anchor who is a Journalism & Creative Media Industries Instructor at Texas Tech University had approximately 20 students from his classes visit the station. Students were able to learn specifics of how the lessons they learn in class apply to the real world. These broadcast classes are for juniors and seniors and they are able to apply for our entry-level positions. SEU internship opportunities were presented as well as entry-level jobs available. How students can learn more about these jobs and how to apply were also discussed. Station Employment Unit has hired several interns and full-time employees from this student group that visits each spring and fall.	2	News Director Managing Editor/Anchor
15	12/8/2023	Participation in events or programs sponsored by educational institutions	SEU News Director delivered a presentation at Frenship Independent School District with its media department. News Director provided examples of how the students classes apply to what is done every day in a newsroom. The process for high schoolers to take to gain education, knowledge and experience to enter the broadcasting industry was also presented. This event was hosted by a teacher who participated in an externship program at KCBD in the summer 2023.	1	News Director

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16	2/5/2024	Participation in events or programs sponsored by educational institutions	Two groups of Lubbock ISD-TV students visited the SEU with a tour provided by the Assistant News Director, Digital News Content Manager and Videography Supervisor. These students have experience producing newscasts at our local schools. The SEU has hired many students from LISD-TV over the years since they already have experience in video production and newscasts. The next steps to enter media broadcasting and how to learn about available job positions at our station were also presented to the students.	3	Assistant News Director Digital News Content Manager Videography Supervisor
17	2/16/2024	Participation in events or programs sponsored by educational institutions	SEU News Director spoke as part of a panel of professional journalists to a media class in the College of Media & Communication at Texas Tech University on February 16, 2024. The News Director discussed ethics, story selection and lessons students need to learn to enter the communications field. How to learn about career opportunities and internships within Gray Television were also presented to the students.	1	News Director
18	2/16/2024	Participation in events or programs sponsored by educational institutions	SEU Digital News Content Manager served as a judge for Regional Skills USA newscast competition at South Plains College. Multiple school districts compete in this event, putting together a short newscast with anchors, a camera operator and director. The Digital Content Manager and other judges are able to visit with the students and give them advice as they compare and discuss options for college and decide how to pursue a career in broadcasting.	1	Digital News Content Manager

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19	3/20/2024	Participation in events or programs sponsored by educational institutions	<p>SEU News Director attended the Hire Red Raiders Career Fair at Texas Tech University on March 20, 2024. The students in attendance were given an informational station sheet where they scanned our QR code to learn about openings not only at SEU but also at Gray Television. The students were also able to scan an additional QR code to learn about the Gray Talent Portal which allows job seekers to enter their information and resume to many Gray Television stations at once broadening the spectrum for job recruitment.</p> <p>The News Director received more than a dozen resumes after visiting with each of these students. This has led to job interviews for graduating seniors, as well as interviews for internships for students who will be in school during the spring and fall semesters. In addition, other Gray stations have received job applications for attendees to this career fair.</p>	1	News Director
20	3/27/2024	Participation in events or programs sponsored by educational institutions	<p>SEU Anchor-Reporter spoke to a class at Texas Tech University taught by a Game Warden with the Texas Parks and Wildlife on March 27, 2024. The discussion centered around the importance of public information officers and their relationships with news outlets. Students also went through a real-world interview practice. A presentation on how to learn about internships and job openings at SEU was also given.</p>	1	News Anchor/Reporter