



## **EEO Public File Annual Report**

**KTXS-TV 20 – NTXS 20.2 - QTXS 20.3 - KTXE-LP 38 –KTES-LP 40 – NTXE-LP 38.2**

*Reporting Period*  
*04/01/2016 through 03/31/2017*

## 1. Hires/Sources

<i>No.</i>	<i>Date of Hire</i>	<i>Title</i>	<i>Recruitment Sources Contacted</i>	<i>Referral Sources</i>	<i>Hire Source</i>
1	5/02/2016	<b>Account Executive</b>	10,11,19,20,21,23	21, 23(2)	23
2	6/20/2016	<b>Account Executive</b>	10,11,19,20,21,23	21(2), 20, 23(2)	23
3	7/18/2016	<b>News Reporter</b>	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,22,23,24,26,27	7,10,21	10
4	8/01/2016	<b>Sp. Reporter/Anchor</b>	6,7,10,11,19,28,29,30,31,32,33,34	7, 21	21
5	9/26/2016	<b>News Reporter</b>	7,10,11,19,29,30,31,32,33,34	21(3)	21
6	10/12/2016	<b>News Reporter/Producer</b>	7,10,11,19,29,30,31,32,33,34	21(3)	21
7	10/31/2016	<b>Account Executive</b>	10,11,19,20,21,23	10,19(2),20, 21	21
8	11/15/16	<b>Master Control</b>	10,11,19,25	10(2)19(3)	19
9	12/19/16	<b>Traffic Assistant</b>	6,7,10,11,13,18,19,20,22,23,24,25,26,27	19, 21,25	19
10	12/19/2016	<b>News Producer</b>	1,8,10,11,14,16,17,19,30,31,33,34,37,38	10, 21(2)	10
11	1/19/17	<b>Engineer</b>	1,2,3,4,6,9,10,11,12,16,19,23	19(3)	19
12	1/30/2017	<b>News Anchor</b>	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,21,22,23,24,26,27	7(3),21(2)	21
13	2/06/2017	<b>Weekend Meteorologist</b>	10,11,17,19,25,35,36	19,25	25
14	3/13/17	<b>Master Control</b>	1,2,3,4,6,8,9,10,11,15,16,17,19,21,23,25	10,19(2)	10

Total number of people interviewed for vacancies during the year = 48

## 2. Recruitment Source List

Recruitment Source No.	Recruitment Source Information	Has Recruitment Source requested Notification of Job Openings (Y/N)	Number of Interviews from this source
1	<b>Abilene Christian University</b> ACU Box 28180 Abilene, TX 79699 Phone: (325) 674-2653 Email: bradon.owens@acu.edu	N	
2	<b>Texas State Technical College</b> 650 E. Hwy 80 Abilene, TX 79601 Phone: (325) 734-3612 Email: julia.humphrey@tstc.edu	N	
3	<b>Hardin-Simmons University</b> Box 16090 Abilene, TX 79699 Phone: (325) 670-1251 Email: kwood@hsutx.edu	N	
4	<b>McMurry University Career Services</b> P.O. Box 968 Student Services Building, Abilene , TX 79607 793-4880 fax: 793-4879	N	
5	<b>Texas Workforce Center</b> Work In Texas (Official State of Tex. Site) (local office) 400 Oak Street Abilene , TX 79602 795-4200 fax: 795-4381	N	
6	<b>Texas Association of Broadcasters</b> www.tab.org (job posting website) 502 E. 11th Street, Suite 200 Austin , Texas 78701 512-322-9944 fax 512-322-0522	N	
7	<b>Television News Jobs</b> (job posting website) www.tvjobs.com Broadcast Employment Services P.O. Box 4116 Oceanside , CA 92052 PH (800) 374-0119 FX (760) 754-2115	N	5
8	<b>University of Oklahoma</b> 660 Parrington Oval, Norman, OK 73019 (405) 325-0311	N	
9	<b>University of Texas at El Paso</b> Online: www.utep.edu/careers Click Employer Login twice Usr : ktxs password: ktxs El Paso , Tx . 79968 fax: 915-747-5730	N	

10	<b>KTXS.com</b> Station Website www.ktxs.com 4420 North Clack Abilene , Texas 79603 325-677-2281 fax 325-676-9231	N	6
11	<b>bontenmedia.com</b> KTXS Corporate job posting website (internal) attn: Janice Ackerman	N	
12	<b>Angelo State University</b> ASU Station #11026 San Angelo, TX 76909-1026 Phone: (325) 942-2255 Email: <a href="mailto:julie.ruthenbeck@angelo.edu">julie.ruthenbeck@angelo.edu</a> <a href="mailto:kendra.gully@angelo.edu">kendra.gully@angelo.edu</a>	N	
13	<b>Talent Dymamics</b> 600 E. Las Colinas Blvd Ste 100 Irving , TX 75039 214 630-9590	N	
14	<b>University of Texas – Austin</b> <a href="http://myinterfaase.com/hireutexas/job.aspx">myinterfaase.com/hireutexas/job.aspx</a>	N	
15	<b>Howard Payne University</b> 1000 Fisk Street Brownwood, TX 76801 Phone: (325) 649-8616 Email: <a href="mailto:sjohnson@hputx.edu">sjohnson@hputx.edu</a>	N	
16	<b>Texas Tech University</b> <a href="http://www.careetservices.ttu.edu_employer/home.aspx">www.careetservices.ttu.edu_employer/home.aspx</a>	N	
17	<b>Oklahoma State Unveristy</b> Stillwater, OK 74074 Phone: <a href="tel:(405)744-5000">:(405) 744-5000</a>	17	
18	<b>Reporter News</b>  <a href="http://Reporternews.com">Reporternews.com</a>	18	
19	<b>Internal Posting</b> Posted on station bulletin boards	N	12
20	<b>On Air Broadcast Announcement</b> KTXS, KTXE, QTES, NTXS	N	2
21	<b>Referral</b>	N	17
22	<b>Monster.com</b> Aggregated from <a href="http://workintexas.com">workintexas.com</a>	N	
23	<b>Indeed.com</b>	N	4
24	<b>Media Recruiter.com</b>	N	
25	<b>Facebook status posting</b>	N	2
26	<b>Media Bistro</b> <a href="http://Mediabistro.com">Mediabistro.com</a>	N	
27	<b>American Classifieds</b> <a href="http://Americanclassifieds.com">Americanclassifieds.com</a>	N	

28	<b>Texas A&amp;M</b> 12 <sup>th</sup> Man Productions 862-5444 arichardson@athletics.tamu.edu	N	
29	<b>North Texas Chapter of the National Association of Hispanic Journalists</b> www.dfwhispanic.org/submit-job	N	
30	<b>University of Florida</b> WUFT-TV News Director 352-294-1504 mleeps@wuft.org	N	
31	<b>University of Missouri</b> Radio-Television Journalism Dept. 573-884-6397 reevesr@missouri.edu	N	
32	<b>University of Syracuse</b> Newhouse Sports Media Center 315-443-4065 Jsnich01@syr.edu	N	
33	<b>University of Alabama</b> Journalism and Creative Media 205-348-2697 chandra.clark@ua.edu	N	
34	<b>San Francisco State University</b> Broadcast & Electronic Communication Arts 415-338-1528 dibrahim@sfsu.edu	N	
35	<b>Penn State University</b> Broadcast & Electronic Communication Arts 415-338-1528 dibrahim@sfsu.edu	N	
36	<b>Mississippi State University</b> lcm193@msstate.edu	N	
37	<b>Texas Christian University</b> Bob Schieffer College of Communication schiefferschool@tcu.edu	N	
38	<b>University of North Texas</b> cathyturner@unt.edu	N	

# EEO Public File Report

KTXS-TV 20 - KTXE-LP 38 – NTXS 20.2

QTXS 20.3 - KTES-LP 40 – NTXE-LP 38.2

Reporting Period: 04/01/2016 through 03/31/2017

## 3. Outreach Initiatives

	Name of Outreach Activity	Description of Activity
1	<b>Job Fair Texas Tech March 7 Roger/Jamie</b>	The KTXS employment unit, consisting of Roger Ingram (Promotion & Marketing Manager) & Jamie Burch (News Director) traveled to Lubbock to meet with students from the communications department, in the College of Media and Communications Job Fair.
2	<b>San Angelo Business Expo October 6</b>	The KTXS employment unit consisting of Roger Ingram (Promotion & Marketing Manager), David Caldwell (Creative Services Manager), Feray Waggoner (Sales Manager), Cristal Murillo (National Sales Manager), and Bud Brown (General Manager), traveled to San Angelo to represent the KTXS family of stations at the San Angelo Business Round-Up. Doing one-on-one discussions about new positions in San Angelo.
3	<b>IRE Conference June 16-19, 2016 Jamie, Will</b>	In June of 2016, Jamie Burch (News Director) and Will Jensen (Anchor/Reporter) attended the IRE Conference in New Orleans. Panels, classes, and presentations on business, public safety, government, health care, education, the military, the environment and other key beats were held. Speakers shared strategies for locating documents and gaining access to public records, finding the best stories and managing investigations.
4	<b>IRE Watchdog Workshop March 10-11, 2017 Natalie</b>	KTXS Reporter Natalie Martinez attended the IRE Watchdog Workshop in Dallas, which focused on research techniques that allowed reporters to get a better grasp on deciphering government documents and data.
5	<b>NPPA News Video Workshop March 12-17, 2017 Nick</b>	Nick Bradshaw (Videographer) attend the NPPA News Video Workshop in Norman, OK, to learn fundamental skills for telling strong compelling news stories. This week long training focused on honing the approach of gathering, editing, and writing news stories.
6	<b>Kurlan Sales Coaching Ongoing</b>	This is sales training for our Account Executives; each AE receives training and coaching all year long to help them succeed in their positions. It is held every Thursday morning throughout the year.
7	<b>ProMax BDA June 21-23 Roger</b>	Roger Ingram (Promotion & Marketing Manager) attended the ProMax BDA conference/workshop in Las Vegas, Nevada for promotion and marketing executives. He attended numerous workshops and one-on-one training from network and syndication marketing specialists.
8	<b>Syndicaster Training August 10, 2016 Doug, Andrew</b>	Doug Meyers (Digital Media Manager) and Andrew McMillan (Digital Producer) trained on a new video clipping service used for web and on-air applications. Their day of training was then passed on to producers and directors of the station for use in daily broadcasts.
9	<b>Southwest Broadcast Newsroom Workshop October 15, 2016 News Producers</b>	The Southwest Broadcast Newsroom Workshop was held in October in Ft Worth. KTXS sent Jamie Burch (News Director), Maggie Contreras (Executive Producer), Rachel Smith (News Producer), Will Jensen (Anchor/Reporter) and Andrew McMillan (Digital Producer). The daylong event had multiple tracks of sessions on various aspects of newsgathering. A large contingent of Texas' best journalists and media attorneys served as speakers.

10	<b>Google Analytics Academy March 6-10, 2017 Doug, Andrew</b>	In March of 2017, our digital media team took the Google course on analytics so they can better analyze our web traffic, identify trends and determine what our viewers do and don't like.
11	<b>Jim Wili Consultant Coaching  May &amp; Sept 2016, Feb 2017</b>	KTXS employs Audience Research and Development principle, Jim Willi as a news coach. He held three workshops in the 2016/2017 year. AR&D reviewed producers and talked about ways to improve them, conducted two workshops - best practices for social media, storytelling
12	<b>Kerry Marshall Sales Consulting &amp; Coaching  February 17, 2017  January 11, 2017</b>	KTXS has hired Genesis Media Group, Kerry Marshall as a consultant/coach to teach account executives how to approach smaller, sole proprietor businesses.
13	<b>CMS Training  June 1-3, 2016  Doug, Andrew</b>	In June of 2016, Lakana trained the KTXS Digital management team on the new content management system, before the launch of the redesigned KTXS.com.
14	<b>Talent Coaching – Lou Michaels  June, August(2), November 2016</b>	In 4 separate training sessions, Lou Michaels of Talent Dynamics worked with the KTXS News staff on various aspects of news anchoring. These were done one-on-one with 4 anchors/meteorologists from the News Room
15	<b>World of Work Expo  November 16 Roger/Nikki/Nicole</b>	In November of 2016, the KTXS team of Roger Ingram (Promotion & Marketing Manager), Nikki Caudle (Production Manager), and Nicole Green (Promotion Producer) attended the World of Work Expo, a career fair geared towards showing high school students what kinds of jobs are out there, and what is required to be hired to the job they desire. High school students from all over Abilene and the Big Country attended the event.
16	<b>Texas Association of Broadcasters Conference  August 10-12, 2016</b>	In August of 2016, the KTXS team of David Caldwell (Creative Services Manager), Nikki Caudle (Production Manager), Maria Jeter (Programming Director), Bud Brown (General Manager), and Braid Blanks (News Anchor) attended the TAB conference in Austin. There, the team took part in workshops, meetings, and hands-on time with new equipment. The meetings were held over several days.
17	<b>Abilene Business Expo March 22  News &amp; Sales Teams</b>	In March of 2017, The entire KTXS anchor team, weather team, sales team, along with Roger Ingram (Promotion & Marketing Manager) and Nicole Green (Promotion Producer), attended the Abilene Business Expo. This was a chance for the audience to meet our KTXS staff, ask questions, and find out about any job opportunities.
18	<b>Abilene Farm and Ranch Wildlife Expo  February 21-22  News &amp; Sales Teams</b>	In February of 2017, The entire KTXS anchor team, weather team, sales team, along with Roger Ingram (Promotion & Marketing Manager) and Nicole Green (Promotion Producer), attended the Abilene Farm and Ranch Wildlife Expo. This was a chance for the audience to meet our KTXS staff, ask questions, and find out about any job opportunities.
19	<b>Comscore Training  November 3  David, Jamie, Roger</b>	In November of 2016, David Caldwell (Creative Services Manager), Jamie Burch (News Director), and Roger Ingram (Promotion & Marketing Manager) trained with a representative of ComScore, learning how to use the viewing habits of viewers, to better promote the news. This also severed had news applications.