



EEO Public File Annual Report

KTXS-TV 20 – NTVS 20.2 - QTVS 20.3 - KTXE-LP 38 –KTES-LP 40 – QTVS-38.2

Reporting Period
04/01/2015 through 03/31/2016

1. Hires/Sources

No.	Date of Hire	Title	Recruitment Sources Contacted	Referral Sources	Hire Source
1	4/27/2015	Account Executive	20,21,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	21(2), 20(1)	21
2	5/4/2015	Account Executive	20,21,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	21(3)	21
3	6/1/2015	News Reporter	1,2,3,4,5,6,7,9,10,11,12,19,22	6(2), 7(2), 10(1)	7
4	7/13/2015	Account Executive	1,2,3,4,5,6,9,10,11,12,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	6(1), 10(2), 19(1)	6
5	6/15/2015	Continuity/Graphic Artist	1,2,3,4,5,6,9,10,11,12,19,22,25	9(1), 19(1), 25(1)	25
6	7/20/2015	Weekend Meteorologist	1,2,3,4,5,6,9,10,11,12,14,15,16,17,18,19,21,22	10(2), 7(2), 19(1)	10
7	8/24/2015	News Director	1,3,4,5,6,7,8,10,11,12,16,17,19,21	21 (1), 6(1), 42(1)	21
8	9/8/2015	Receptionist	1,2,3,4,5,6,9,10,11,12,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	25(3),10(2)	25
9	9/8/2015	Sports Reporter/Anchor	1,2,3,4,5,6,9,10,11,12,14,15,16,17,18,19,21,22	7(3), 21(1)	7
10	9/29/2015	Account Executive	1,2,3,4,5,6,9,10,11,12,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	10(2), 23(1), 27(1)	10
11	11/9/2015	Bureau Reporter	1,2,3,4,5,6,7,9,10,11,12,14,15,16,17,18,19,21,22	7(1)	7
12	12/28/2015	Account Executive	20,21,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	23 (4), 21 (1)	23
13	1/11/2016	Account Executive	20,21,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	23 (4), 21 (1)	23
14	2/8/2016	Account Executive	20,21,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	23 (7), 20 (1), 21 (1)	20
15	2/16/2016	Account Executive	20,21,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42	23 (7), 20 (1), 21 (1)	23
16	2/16/2016	Account Executive	20,21,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38, 39,40,41,42	23 (7), 20 (1), 21 (1)	23
17	3/14/2016	News Producer	1,2,3,4,5,6,9,10,11,12,14,15,16,17,18,19,21,22,25	6(1), 10(1), 25(1)	10
19	1/11/2016	Technical Director	1,2,3,4,5,7,8,19,21	10(1), 7(1), 21(1), 19(1)	19

2. Recruitment Source List

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

10	KTXS.com Station Website www.ktxs.com 4420 North Clack Abilene , Texas 79603	N
11	bontenmedia.com KTXS Corporate job posting website (internal) attn: Janice Ackerman	N
12	Angelo State University ASU Station #11026 San Angelo, TX 76909-1026 Email: julie.ruthenbeck@angelo.edu kendra.gully@angelo.edu	N
13	Talent Dymanics 600 E. Las Colinas Blvd Ste 100 Irving , TX 75039	N
14	Western Texas College 6200 College Avenue Snyder , TX 79549	N
15	Howard Payne University 1000 Fisk Street Brownwood, TX 76801 Phone: (325) 649-8616 Email: sjohnson@hputx.edu	N
16	Texas Tech University www.careetservices.ttu.edu_employer/ home.aspx usr : ktxs password: ktxs	N
17	Oklahoma State Unveristy Stillwater, OK 74074	N
18	Reporter News Reporternews.com	N
19	Internal Posting Posted on station bulletin boards	N
20	On Air Broadcast Announcement KTXS, KTXE, QTES, NTXS	N
21	Referral	N
22	Monster.com	N
23	Indeed.com	N
24	Media Recruiter.com	N
25	Facebook status posting	N
26	Media Bistro Mediabistro.com	N
27	Linked In Linkedin.com	N
28	Bizjournals Bizjournals.com	N

29	Career Builder Careerbuilder.com	N
30	Drudge Report Drudgereport.com	N
31	American News Americannews.com	N
32	Apple Insider Appleinsider.com	N
33	Arcamax Arcamax.com	N
34	Eagle Rising Eaglerising.com	N
35	Business Insider Businessinsider.com	N
36	Good Reads Goodreads.com	N
37	Business Week Businessweek.com	N
38	Common Sense with Money Commonsensewithmoney.com	N
39	CBS News Cbsnews.com	N
40	Forbes Forbes.com	N
41	City Data City-data.com	N
42	Conservative Tribune Conservativetribune.com	N
43	Rick Gevers & Associates Rickgevers.com	N

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QTXS 20.3 - KTES-LP 40

Reporting Period: 04/01/2014 through 03/31/2015

3. Outreach Initiatives

	Name of Outreach Activity	Description of Activity
1	Job Fair Texas Tech July 29 David/Shelly	The KTXS employment unit, consisting of David Caldwell & Shelly Woods traveled to Lubbock, representing the KTXS family of stations for the University Career Fair.
2	San Angelo Business Expo	The KTXS employment unit consisting of Roger Ingram & Nicole Green, 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	Job Fair HSU Aug. 27 Nikki, Kori, Kile	The KTXS employment unit consisting of Nikki Caudle, Kori Huskey & Kile Morrow, went to Hardin-Simmons University to participate in their job fair for incoming students, recruiting for the production department.
4	Job Fair McMurry Sept. 10 David	The KTXS employment unit consisting of David Caldwell, went to McMurry University to participate in their job fair for incoming students, recruiting for the production department.
5	Job Fair Texas Tech Nov. 12 David	The KTXS employment unit consisting of David Caldwell, traveled to Lubbock to meet with students from the communications department, in the College of Media and Communications Job Fair.
6	Kurlan Sales Coaching Ongoing	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, at KTXS and follows the Dave Kurlan sales coaching model in the book Baseline Selling.
7	ProMax June 23 David/Roger	David Caldwell & Roger Ingram attended the ProMax conference/workshop in Las Vegas, Nevada for promotion and marketing executives. They attended numerous workshops and one-on-one training from network and syndication marketing specialists.
8	Adobe Training Oct. 3-7	Kyra Pitcox attended the Adobe Max Conference in San Jose California; this was a full week of training with Adobe products, i.e. Photoshop, Premiere, After Effects.
9	Southwest Broadcast Newsroom Workshop November	The Southwest Broadcast Newsroom Workshop was held on November in Austin. KTXS sent Jamie Burch, Maggie Contreras, Rachel Green, Will Jensen and Andrew McMillan. 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	NPPA National Press Photographers Association Workshop March 13-18	KTXS sent news photographer Nick Bradshaw to Norman Oklahoma March 13-18 of 2016, to participate in the NPPA workshop. Training focuses on tell strong, clear, and compelling video news stories and changing how you approach, gather, edit, write and present your work.
11	Mike Humphries News Workshop Oct. 13	On October 17, 2016, KTXS invited Mike Humphries to come in for a storytelling workshop that involved training for our newsroom staff. The training lasted for 4 hours.

12	Jim Wili Consultant Coaching August & November 2015	KTXS employs Audience Research and Development principle, Jim Wili as a news coach. He held two workshops in 2015, one in August the other in November to discuss reporting techniques, story-telling and fact checking.
13	Kerry Marshall Sales Consulting & Coaching March 15 April 7-9 2015	KTXS has hired Genesis Media Group, Kerry Marshall as a consultant/coach to teach account executives how to approach smaller, sole proprietor businesses.
14	Social News Desk Training May 28	In May of 2015, KTXS had digital marketing & news training from Social News Desk, for Laura Downey, David Caldwell, Roger Ingram & Doug Myers. Training was focused on Social Promotion events including news coverage. This was a 90 minute training session.
15	Ross Graphic Training Jan 26-29 2016	In January of 2016, KTXS transitioned from a DEKO graphic machine to a Ross Xpression. We had a week long, in-house training course with Ross, involving Nikki Caudle, Kori Huskey, Kile Morrow, Jamie Burch, Maggie Contreras & Rachel Green. The training consisted of advanced graphic design & news applications.