

# ANNUAL EEO PUBLIC FILE REPORT

**KLBK-TV**

**April 1, 2016 through March 31, 2017**

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

KLBK-TV

The information contained in this Report covers the time period beginning April 1, 2016 to and including March 31, 2017 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from April 1, 2016 through March 31, 2017

Station(s) Comprising the Station Employment Unit: KLBK-TV

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Position Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Social Media Coordinator	04/13/2016	U	7	A-Y
2	Reporter	04/12/2016	U	2	A-Y
3	Reporter	05/26/2016	Z	3	A-Y
4	Reporter	05/26/2016	Q	3	A-Y
5	Reporter	06/22/2016	U	2	A-Y
6	Morning Meteorologist	04/14/2016	Q	2	A-Y
7	Sports Director	05/20/2016	U	3	A-Y
8	Accounts Payable Clerk	08/19/2016	T	12	A-Y
9	Account Executive	10/24/2016	G	4	A-Y
10	Account Executive	10/18/2016	U	4	A-Y
11	Account Executive	11/16/2016	X	4	A-Y
12	Staff Accountant	11/22/2016	T	4	A-Y
13	Reporter	11/02/2016	B	3	A-Y
14	Reporter	12/05/2016	Q	2	A-Y
15	Reporter/Weekend Meteorologist	01/02/2017	U	2	A-Y
16	Local Sales Manager	01/30/2017	W	3	A-Y
17	Account Executive	02/06/2017	W	4	A-Y
18	Sales Assistant	02/06/2017	W	3	A-Y
19	Account Executive	02/23/2017	U	1	A-Y

Total Number of Persons Interviewed During Applicable Period: 68

Appendix 2 to Annual EEO Public File Report

Covering the Period from April 1, 2014 through March 31, 2015

Station(s) Comprising the Station Employment Unit: KLBK-TV

Section 2: Recruitment Source Information

	<b>Recruitment Source</b>	<b>Contact</b>	<b>Address</b>	<b>Phone</b>	<b>Requested Notice (Y/N)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>
A	Station Bulletin Board	Crystal Reagan	7403 S. University Ave. Lubbock, TX 79423	806-776-3828	N	3
B	Nexstar.TV Website	Crystal Reagan	7403 S. University Ave. Lubbock, TX 79423	806-745-2345	N	8
C	South Plains College	Amber Dixon	1401 S. College St. Levelland, TX 79336	806-894-9611 Ext. 2363	N	0
D	Town Square Media	Bob Schattuck	4413 82 <sup>nd</sup> Street #300 Lubbock, TX 79424	806-798-7078	N	0
E	Texas Association of Broadcasters	Craig Bean	502 E. 11 <sup>th</sup> Suite 200 Austin, TX 78757	512-322-9944	N	0
F	Station Website: everythinglubbock.com	Jason Davis	7403 S. University Ave. Lubbock, TX 79423	806-745-2345	N	0
G	Station Broadcasting: 15/30 Second Spots	Jeff Pitner	7403 S. University Ave. Lubbock, TX 79423	806-745-2345	N	4
H	Kaplan College	Jim Michelle	1421 9 <sup>th</sup> Street Lubbock, TX 79401	806-765-7051	N	0
I	Lubbock Christian University	Link Blevins	5601 19 <sup>th</sup> Street Lubbock, TX 79407	806-796-8800	N	0
J	Nexstar in Abilene	Marian Zett	4510 S 14 <sup>th</sup> Street Abilene, TX 79605	325-695-2777	N	0
K	Workforce of the South	Greg Ricks	1218 14 <sup>th</sup> St.	806-765-5038	N	0

	<b>Recruitment Source</b>	<b>Contact</b>	<b>Address</b>	<b>Phone</b>	<b>Requested Notice (Y/N)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>
	Plains		Lubbock, TX 79401	Ext. 2152		
L	My Father's House	Sharon Stevens	1111 S Loop 289 Lubbock, TX	806-799-0990	N	0
M	DARS	Laura Rook	1 Briarcroft Office Park Lubbock, TX 79414	806-783-2960	N	0
N	Wayland Baptist University	Raquel Sena	1900 W. 7 <sup>th</sup> St. Plainview, TX 79072	806-291-3764	N	0
O	Vista College	Gulrez Khan	4620 50 <sup>th</sup> Street Lubbock, TX 79414	806-686-1515	N	0
P	Nexstar in San Angelo	Sheri Scott	2800 Armstrong St San Angelo, TX 76903	325-949-8800	N	0
Q	TV Jobs.com	email	None	None	N	9
R	Texas Tech University	Janelle Zamora	PO Box 43082 Lubbock, TX 79416	806-742-2210	N	2
S	Medialine.com	Mark Shilstone	Box 51909 Pacific Grove, CA 93950	800-237-8073	N	0
T	Indeed.com	Website	None	None	N	9
U	Employee Referral	None	None	None	N	14
V	Internship Program	Russ Poteet	7403 S. University Lubbock, TX 79423	806-745-2345 Ext. 2101	N	2
W	Word of Mouth	None	None	None	N	11
X	Job Fair	None	None	None	N	0
Y	Walk-in	None	None	None	N	0
Z	Found on Youtube.com	None	None	None	N	1
Aa	Jobspot	None	None	None	N	0
Bb	Job Fair	None	None	None	N	1
Cc	LinkedIn	None	None	None	N	2
Dd	Unknown Source	None	None	None	N	2

Appendix 3 to Annual EEO Public File Report

Covering the Period from April 1, 2016 through March 31, 2017

Station(s) Comprising the Station Employment Unit: KLBK-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KLBK-TV

	<b>Recruitment Initiative</b>	<b>Description</b>
1	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	KLBK offers internships in the newsroom to students attending Texas Tech University. Internships are offered for the Spring, Summer and Fall sessions. 01/16-05/16 we hosted 4, 06/16-08/16 we hosted 2, 09/16-12/16 we hosted 3 and 01/17-05/17 we are hosting 4. The goal is to expose students interested in broadcast careers to a real working environment. Students learn the skills, techniques, responsibilities and work ethic required to be successful in the broadcasting business. 13 interns were hosted during the reporting period.
2	Participation in Job Fair by News Director and staff from the news room	KLBK's News Director along with 2 News Anchors participated in Texas Tech University College of Media and Communication's Career Fair on March 7, 2017 at McKenzie-Merket Alumni Center
3	Co-sponsoring and partnership at two job fair with an organization in the business and professional community whose membership includes substantial participation of women and minorities.	KLBK's Production Manager, Social Media Director, Promotions Manager, New's Director, Traffic Manager, Sales Assistant, Business Manager, and Operations Manager participated in the 2016 South Plains Job Fair held on April 12 & October 5, 2016. The station used broadcast spots and station website to promote participation by local employers and those seeking employment opportunities. The fair was a big success with thousands of participants. KLBK Staff also provided tips and advice on broadcasting careers and how to prepare for interviews. KLBK staff collected resumes and applications from those in attendance.
5	Participation in other activities designed by the station reasonably calculated to further the goal of wide disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	KLBK Sales Managers made public appearances at college campuses to talk about their areas of responsibilities, available positions in the station, education requirements to work in broadcasting sales and how to land a career in broadcasting sales.

6	Participation in other activities designed by the station reasonably calculated to further the goal of wide disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	KLBK on-air personalities and KLBK's General Manager make many public appearances at junior and senior high schools and civic clubs over the course of the year. KLBK staff talks about their areas of responsibilities, available positions in the station, education requirements to work in broadcasting and how to land a career in broadcasting.
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