

KCBD
EEO PUBLIC FILE REPORT
April 1, 2019 – March 31, 2020

I. VACANCY LIST

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
General Sales Manager	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
News Director	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
News Content Specialist	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
Digital Sales Manager	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
Local Sales Manager	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
Weekend Morning Anchor/MMJ	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
Account Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	18
Digital Producer	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
Multi-Media Journalist	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
Investigative Reporter	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
Account Executive	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	14
Producer	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	15
Sports Reporter	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18	15

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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	Givens Employment Agency, Attn: Octavia Givens 820 MLK, Lubbock, Texas 79403 806-763-8430	Y	
2	NAACP, Attn: Rose Wilson 3508 E. Cornell, Lubbock, Texas 79403 806-763-1807	Y	
3	Black Chamber of Entrepreneurs Attn: Eddie Richardson 903 E 28 th Street, Lubbock, Texas 79404 806-762-3612	Y	
4	Delta Sigma Theta Sorority 1510 E. 1 st Place, Lubbock, Texas 79403	Y	
5	New Hope Baptist Church 2002 Birch, Lubbock, Texas 79404 806-744-3352	Y	
6	Angelo State University, Attn: Pat Turner 10895 ASU Station, San Angelo, Texas 76904 325-842-2255	Y	
7	Texas Tech University Career Center, Attn: Jay Killough PO Box 45006, Lubbock, Texas 79409 806-742-2210	N	
8	Community Baptist Church, Attn: Glenda Shumate 220 MLK Blvd, Lubbock, Texas 79403 806-747-8004	Y	
9	TTU System Office of Community Affairs, Attn: Cory Powel, PO Box 45045, Lubbock, Texas 79409 806-742-8687	N	
10	Lyon’s Chapel Baptist Church, Attn: Linda Holly 1704 E 24 th Street, Lubbock, Texas 79404 806-763-7561	Y	
11	National Council of Negro Women 633 Pennsylvania Ave., NW Washington, DC 20004	Y	
12	Texas Tech University, Dept of Mass Comm Attn: Aleesa Ross, PO Box 43082 Lubbock, Texas 79409 806-742-3385	Y	
13	Workforce Solutions of the South Plains Attn: Danny Soliz, 1301 Broadway, Lubbock, Texas 79401 806-744-1987	N	
14	KCBD Employee Bulletin Board	N	19
15	Gray TV gray.tv	N	17
16	TV Jobs www.TVJobs.com	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Texas Association of Broadcasters www.tab.org	N	
18	Indeed www.indeed.com	N	7
TOTAL INTERVIEWEES OVER REPORTING PERIOD			43

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participated in Job Fair	On September 25-27, 2019 KCBD held a virtual job fair. We had approximately 6 different employers and 296 visitors. The job fair was managed by our Digital Sales Manager and Digital Sales Specialist
2	Co-Sponsored Career Day	KCBD participated in a Job Fair for Texas Tech University on March 4, 2020. Our Digital Sales Manager and Marketing Manager attended.
3	Internship Program	<p>KCBD had 4 interns from Texas Tech University at the station from April 1, 2019 – March 31, 2020.</p> <p>The students were from the following schools: Texas Tech University and worked in the following departments: News and Marketing</p>
4	Event Designed to Disseminate Information about Broadcast Careers	<p>Our News Director spoke to the Lubbock Chapter of Women in Communications lunch on February 4, 2020 on how to partner with a news organization.</p> <p>Our Digital Sales Manager helped judge for Integrated Communication and Marketing majors at TTU Rawls College of Business in May 2019</p> <p>On November 20, 2019 Our Account Executive spoke to the TTU Retail Promotional Class.</p> <p>On March 4, 2020 Our Marketing Manager, judged presentations for TTU Rawls College of Business Integrated Marketing Communication class for a new app promotion.</p>

	<p>On March 7, 2020 several KCBD employees attended the Severe Weather Awareness day on the impact of severe weather. Station attendees included: our Marketing Producer; Meteorologist; Weatherman; Weatherman; Marketing Producer; Marketing Producer; and Marketing Manager.</p> <p>On June 20, 2019, our business manager participated in a webinar training on the FCC's EEO Rules provided by Wiley Rein.</p>
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