

KIII-TV
EEO PUBLIC FILE REPORT
April 1, 2015 – March 31, 2016¹

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
Sales Account Executive	1-14, 16-17, 22-23	14
Chief Engineer	1-14, 16-17, 21-23	23
Weathercaster/Reporter	1-14, 16-17, 21-24	24
Digital Sales Account Executive	1-14, 15-17, 22-23, 25	17
Graphic Design/Media Coordinator	1-14, 21-23	21
Sales Assistant	1-14, 15-17, 22-23, 25, 28	14
Sales Account Executive	1-14, 16-17, 22, 25, 28	25
Digital Sales Manager	1-14, 16-17, 21-22, 25-28	28

¹ This report reflects recruitment activity beginning March 22, 2015 through March 21, 2016

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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	Texas Workforce Solutions www.wit.twc.state.tx.us	Yes	0
2	Division For Rehabilitation Services Corpus Christi Unit Jennifer Valerio Jennifer.valerio@dars.state.tx.us Phone: 361-854-1475	Yes	0
3	Texas A & M @ Corpus Christi Patricia Chastain Patricia.chastain@tamucc.edu Phone: 361-825-2628	No	0
4	Coastal Bend College Beeville, TX 78102 Twila Johnson twilaj@coastalbend.edu Phone: 361-358-2838	No	0
5	Goodwill Industries 2961 S Port Corpus Christi, TX 78405 Contact: FAX: 361-884-4090 Phone: 361-884-4068	No	0
6	Hispanic Chamber of Commerce PO Box 5523 Corpus Christi, TX 78405 Contact: FAX 361-888-9473 Phone: 361-887-7408	No	0
7	Multi-Cultural Center 1581 N Chaparral Corpus Christi, TX 78401 Contact: Christi Pena Phone: 361-883-0639	No	0
8	Texas A& M University - Kingsville Lori Urbanovsky Lori.urbanovsky@tamuk.edu Phone: 361-593-2111	Yes	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Del Mar College East Campus Vocational Placement Office Joe Hayen jhayen@delmar.edu	Yes	0
10	Corpus Christi Chamber of Commerce 1201 N Shoreline Corpus Christi, TX 78401 www.corpuschristichamber.org Phone: 361-881-1800	No	0
11	YWCA Women's Resource Office 4601 Corona Dr Corpus Christi, TX 78411 Fax: 361-882-1427 Phone: 361-857-5661	No	0
12	LULAC Educational Center Ms. Valdez fvaldez@lnesc.org Phone: 361-883-5134	No	0
13	Internal Posting (<i>station's bulletin board</i>)	No	2
14	KIII-TV Web Site www.kiiitv.com	No	2
15	Corpus Christi Caller Classified Ads Fax: 361-886-3777 Phone: 361-883-1111	No	7
16	Broadcast Employment Services www.tvjobs.org	No	1
17	Texas Association of Broadcasters www.tab.org	No	1
18	Walk-in/Self-Referral	No	0
19	In-House Job Fair	No	1
20	KIII-TV On-Air Announcements	No	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Indeed.com www.indeed.com	No	1
22	CareerBuilder Jobs www.careerbuilder.com	No	0
23	Gannett Careers Corporate Website www.gannett.com/careers	No	1
24	News Check Media phersh@newscheckmedia.com	No	1
25	Monster Jobs www.monster.com	No	2
26	Birschback Media Sales & Marketing d/b/a Media Recruiter www.mediarecruiter.com	No	1
27	Spots N Dots www.ads@spotsndots.com	No	0
28	TEGNA Careers Corporate Website www.tegna.com (added 09/11/2015)	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			22

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III. RECRUITMENT INITIATIVES

#	Type of Recruitment Initiative	Brief Description of Activity and Scope of Broadcaster's Participation
1	Host a Job Fair	On April 21, 2015, our SEU hosted a job fair at the station. The station planned and implemented this event and solicited participation from local employers. Twenty-seven community businesses were represented and over 700 job candidates attended the job fair. Our SEU also participated in the job fair distributing information about our station and current job opportunities and application procedures. Station participants included our Sales Manager and Production Manager.
2	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On May 28, 2015, our SEU hosted 7 th grade students from Ricardo Middle School in Ricardo, Texas. Our promotions department took the students on a tour of our facilities. They toured the news room and production department and they were informed about the different career choices in broadcasting. They met reporters, producers and production employees and got a firsthand view of some aspects of producing a news show.
3	Host a Job Fair	One July 21, 2015, our SEU hosted a job fair at the station. The station planned and implemented this event and solicited participation from local employers. Fifteen community businesses were represented and over 935 job candidates attended the job fair. Our SEU also participated in the job fair distributing information about our station, current job opportunities and application procedures. Station participants included our Sales Manager and Production Manager.
4	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On September 18, 2015, one of our morning anchors hosted the Hispanic Women's Network Las Estrellas annual event. She spoke with the members about the business of broadcasting and the changes in our business due to social media. The Hispanic Women's Network encourages the advancement of Hispanic women in the community.

#	Type of Recruitment Initiative	Brief Description of Activity and Scope of Broadcaster's Participation
5	Host a Job Fair	On October 20, 2015, our SEU hosted a job fair at the station. The station planned and implemented this event and solicited participation from local employers. Twenty-seven community businesses were represented and over 500 job candidates attended the job fair. Our SEU also participated in the job fair distributing information about our station, current job opportunities and application procedures. Station participants included our Sales Manager and Production Manager.
6	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On November 17, 2015, our SEU hosted students from the freshman journalism class of London High School in Corpus Christi, TX. Our promotions department took the students on a tour of our facilities. They toured the news room and production department and were informed about the different career choices in broadcasting. They met reporters, producers and production employees and got a firsthand view of some aspects of producing a news show.
7	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On December 9, 2015, our SEU hosted journalism students from Calallen Middle School in Corpus Christi, TX. Our promotions department took the students on a tour of our facilities. They toured the news room and production department and they were informed about the different career choices in broadcasting. They met reporters, producers and production employees and got a firsthand view of some aspects of producing a news show.
8	Host a Job Fair	One January 19, 2016, our SEU hosted a job fair at the station. The station planned and implemented this event and solicited participation from local employers. Fifteen community businesses were represented and over 935 job candidates attended the job fair. Our SEU also participated in the job fair distributing information about our station, current job opportunities and application procedures. Station participants included our Sales Manager and Production Manager.
9	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On January 29, 2016, our morning meteorologist spoke to students at Gregory-Portland High School in Portland, TX during their Career Day event. His talk included information about weather video and careers in weather forecasting.

#	Type of Recruitment Initiative	Brief Description of Activity and Scope of Broadcaster's Participation
10	Training program designed to enable personnel to acquire skills that could qualify them for higher-level positions	On February 10, 2016, one of our employees began a 6 week Corporate sponsored training course on creativity and simplicity in marketing. Included in the class were tips for developing ideas for different platforms, using research, how to sell and how to move on, and the different phases of a creative project. Students were encouraged to work on projects using the techniques learned in the class.
11	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On February 25, 2016, our morning meteorologist hosted a freshman student from St. Stephen's Episcopal School in Houston, TX sharing in depth information about weather and climate change and how it relates to weather forecasting.
12	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	Our certified meteorologist taught a meteorology class at Texas A&M University - Corpus Christi in Corpus Christi, TX during the fall semester from August 17, 2015 through December 14, 2015. He is enthusiastic and encouraging to students who are interested in a career in broadcast meteorology.