

EEO PUBLIC FILE REPORT
KTRE
For period April 1, 2010 – March 31, 2011

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

**Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)
[With Hiree's Recruitment Source in Brackets]**

Master Control Operator (1-9, 11, 13-30) [8]
Master Control Operator (1-31) [18]
Account Executive (1-10, 12-31, 39) [39]
Master Control Operator (1-8, 16, 18-19) [8]
News Producer (1-9, 11-31, 38) [38]

Total Interviewees for all Full-Time Positions
27

Number of Referrals from Sources Used
#5 (4) #8 (2) #18 (3) #19 (8) #32 (5) #38 (1) #39 (4)

Supplemental Outreach Activities

FCC Menu of Recruitment Initiative contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the period (usually the prior year), including station personnel involvement.

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notifications of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including contact person, address and phone)

1. Angelina College – Gayle Farley P.O. Box 1768 Lufkin 75902 936-633-5292
2. Stephen F. Austin Placement Center - Sherry Moore – P.O. Box 13032 Nacogdoches 75962 936-468-3305
3. SFA Communications Dept. – Dr. Sherry Wilford - 936-468-1278 - swilliford@sfasu.edu
4. Angelina County Chamber of Commerce - Jerry Huffman –936-634-6644 - gfarley@angelina.edu
5. Lufkin Workforce Center - Sandra Hopson –936-639-1351– sandra.hopson@twc.state.tx.us
6. KTRE Internal Posting – Cheryl Curry –936-853-5873
7. *Mosaic Center – Kitty Bounds – P.O. Box 154225 Lufkin 75915 936-639-5068

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

8. *Texas Association of Broadcasters – Craig Bean – craig@tab.org
9. *TVJobs – Mark Halloway – jobs@tvjobs.com
10. *Media – match – www.media-match.com/post job
11. *Medialine – Mark Shilstone – medialine@medialine.com
12. *Talent Dynamics – Hedding– hedding@talentdynamics.com
13. National Association of Hispanic Journalists – jobbank@nahj.org
14. Careerwomen.com – Corporate Raycom member
15. Diversitysearch.com – Corporate Raycom member
16. Native American Journalists Association www.naja.com – Jeff Harjo – jharjo@ou.edu
17. Asian American Journalist Association – www.aaja.org – Corporate Raycom member
18. Raycom Media Website – www.raycommedia.com – Marcella Jenkins
19. KTRE Website – ktre.com

20. *California Chicano News Media Association – Sylvia Wells –
ccnmainfo@ccnma.org
21. *Tyler Jr. College – Melinda Coker – khar@tjc.edu
22. *Goodwill Industries of East Texas – Hannah Marietta – 409 W. Locust St. Tyler
TX 75702 PH: 903-593-8438 – hmarietta@tylergoodwill.com
23. *MS Gulf Coast Community College – Wayne Kuntz – 2226 Switzer Rd.
Gulfport, MS 39507 – wayne.kuntx@mgccc.edu
24. *LSU Manship School of Mass Communications – R. Garay – 221 Journalism
Bldg. Baton Rouge LA 70803 – rgaray@lsu.edu
25. *Ohio University College of Commerce – Holly Jacobs – RTV Bldg. 484 Athens,
OH 45701-2979 PH: 740-593-9994 – dashiell@ohio.edu
26. *Television Bureau of Advertising – Hope Etheridge – 3 East 54th St. 10th Fl. NY
NY 10022 PH: 212-468-1111 – hope@tvb.org
27. *Art Institute of Dallas – Davis Elias – 8080 Park Lane #100 Dallas TX 75231 PH:
800-275-4243 – delias@aii.edu
28. *Univ. of North TX – Tiffani Butler – P.O. Box 262862 Plano, TX 75026 PH: 469-
371-7708 – journiemajor@yahoo.com
29. *American Broadcasting School – Michelle McConnell – 712 North Watson Road
Ste 200 Arlington, TX 76011 PH: 817-695-2474 – michelle@radioschool.com
30. *Just For Starters – turner@mail.uwlax.edu
31. *Scripps College Of Communication Ohio University – Tina Stewart- 740-593-
9994-stewart1@ohio.edu

OTHER SOURCES

32. KTRE Employee Referrals
33. KLTV Referral
34. University of Houston Career Fair
35. Current KTRE Employee
36. Former KTRE Employee
37. Temporary KTRE Employee
38. KTRE Intern
39. KTRE Job Fair

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 1/24/2011

Describe Nature of Initiative:

Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KTRE hosted an intern from SFA. The intern participated in News producing and editing for on air reports. The intern was under the supervision of Tina Sellers, KTRE News Director.

Names of Station Personnel involved in Initiative:

Tina Sellers, News Director

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): April 1, 2010 – March 31, 2011

Describe Nature of Initiative:

Listing upper-level openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

NAJA
NAHJ
Careerwomen.com
Diversitysearch.com

Names of Station Personnel involved in Initiative:

Cheryl Curry, HR Benefits Coordinator

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 7/8/2010, 9/16/2010

Describe Nature of Initiative:

Participate in at least four job fairs by station personnel who have substantial responsibility for hiring decisions.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

U.S. Congressman Louie Gohmert East Texas Job Fair

Workforce Solutions Job Fair 2010

Names of Station Personnel involved in Initiative:

Cheryl Curry- HR Coordinator, Randy Robinson- AE, Paula Divello- ISD, Pierre Cromartie- GM

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 11/22/2010, 12/17/2010, 2/18/2011, 3/9/2011

Describe Nature of Initiative:

Participate in at least four events or programs relating to career opportunities in broadcasting sponsored by educational institutions.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

SFA Television Production Class, Lovelady High School Career Fair, Garrison Elementary 4th Grade School Talk, Huntington High School Career Day

Names of Station Personnel involved in Initiative:

Donna McCollum- Reporter, Nick James- Sports Director, Brad Hlozek- Chief Meteorologist, Christel Phillips- 5pm Anchor/Producer, Brad Hill- Chief Photographer

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 12/8/2010

Describe Nature of Initiative:

Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

KTRE management attended a webinar held by Raycom Media.

Names of Station Personnel involved in Initiative:

Pierre Cromartie, GM; Paula Divello, ISD; Tina Sellers, News Director; Jerry Foley, Engineer

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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