



# KFDA-TV/KEYU-TV/KZBZ-CD/KEYU-FM

## EEO PUBLIC FILE REPORT

April 1, 2018 to March 31, 2019

### II. MASTER LIST OF RECRUITMENT SOURCES

*\*Sources with an asterisk (\*) denote organizations that requested notification of job vacancies*

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing/Email Address</u>	<u>Website</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
<b>COMMUNITY SOURCES</b>						
1	Amarillo College	Don Abel Recruiting Source	PO Box 7447, Amarillo, TX 79109 ddabel@actx.edu		806-371-5298	
2	Amarillo Hispanic Chamber of Commerce	Gus Trujillo Recruiting Source	PO Box 1861, Amarillo, TX 79109 staff@amarillohcc@gmail.com		806-379-8800	
3	Angelo State University	Recruiting Source	ASU Station #11026, San Angelo, TX 76904 / career.development@angelo.edu		325-942-2255	
4	Colorado Media School	D. Byrd	404 S Upham St., Lockwood, CO 80226 / dbyrd@beonair.com		303-937-7070	
5	Eastern New Mexico University	Recruiting Source	ENMU Station #34, Portales, NM 88130 / careerandcounseling.intern@enmu.edu		575-562-1011	1
6	Medialine	Rick Iler	Box 51909, Pacific Grove, CA 93950 / medialine@medialine.com		800-237-8073	
7	Native American Journalists Assoc.	Rebecca Landsberry	rebeccalandsberry@naia.com			
8	Oklahoma State University	Career Services	360 Student Union, Stillwater, OK 74078 / careers@okstate.edu		405-744-2242	
9	Society of Broadcast Engineers	Recruiting Source	9102 N Meridian St. Ste 150, Indianapolis, IN 46260 / contact@broadcast1source.com		317-846-9000	
10	Texas Association of Broadcasters	Anna Romero	anna.romero@tab.org 502 E 11th St. Ste. 200, Austin, TX 78701 / craig@tab.org		512-322-9944	1
11	Texas Tech University	Emily Balke	PO Box 43082, Lubbock, TX 79409 emily.balke@ttuedu		806-742-6500	

12	University of Texas	Recruiting Source	1 University Station, A0901 CMA 3102, Austin, TX / ccsmain@austin.utexas.edu		512-417-9421	
13	University of Texas El Paso	Recruiting Source	500 W University, 103 W Union Bld, El Paso, TX 79902 / careers@utep.edu		915-747-5640	
14	West Texas A&M	Samantha Green	WTAMU Box 60747, Canyon, TX 79015 / wtcareer@wtamu.edu	<a href="http://www.handshake.com">www.handshake.com</a>	806-651-2345	
15	(Workforce Solutions)Texas Workforce Center	Trent Morris Recruiting Source	PO Box 1682, Amarillo, TX 79109 <a href="mailto:tmorris@wspanhandle.com">tmorris@wspanhandle.com</a>		806-372-5521	
16	Welcome Pardner!	DJ Stubben	<a href="mailto:dj@welcomepardner.com">dj@welcomepardner.com</a>			4
<b>ADDITIONAL SOURCES</b>						
17	KFDA - TV Current Employee & Referrals					28
18	KFDA-TV Internship					
19	WTAMU Career Fair					4
20	Raycom Website			<a href="http://www.raycommedia.com">www.raycommedia.com</a>		28
21	KFDA Website			<a href="http://www.newschannel10.com">www.newschannel10.com</a>		26
22	LinkedIn			<a href="http://www.linkedin.com">www.linkedin.com</a>		
23	TV Jobs			<a href="http://www.tvjobs.com">www.tvjobs.com</a>		
24	TV On-air spot					5
25	Raycom Recruiter	Jamie Bianchi	<a href="mailto:jbianchi@raycommedia.com">jbianchi@raycommedia.com</a>		334-239-0350	1
<b>Total:</b>						<b>98</b>

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**III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): 4/25/18; 10/11/18; 10/29/18; 1/25/19; 2/21/19

Describe Nature of Initiative:

Participation in events or programs sponsored by Educational Institutions.

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

**West Texas A&M University Career Expo Fall 4/25/2018**

---Open to all WTAMU majors including underclassmen who are engaged in career exploration.

**River Road High School Career Fair 10/11/2018**

---Career Fair for all students in grades 9-12.

**Boys Ranch High School Career Fair at Boys Ranch, Texas 1/25/2019**

**West Texas A&M University Career Expo Spring 2/21/2019**

---Open to all WTAMU majors including underclassmen who are engaged in career exploration.

Names of Station Personnel involved in Initiative:

Tim Cato – HR Coordinator/Programming Manager

Ralph Cooper – Sports Director

Ryan Crawford – Marketing Director

Brent McClure – General Manager

Nyzah McDonald – News Reporter

Garrett Zamora – Asst. News Director

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### **III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Broadcasting of outreach recruitment to local organizations regarding job openings

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

KFDA-TV airs the below promo recruiting organizations who would like to receive our job openings.

"It is the policy of KFDA to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, sex, age or disability. If your organization distributes information about employment opportunities to job seekers please contact the KFDA NewsChannel 10 Human Resources Dept. at 806-383-1010 or 7900 Broadway Amarillo, TX 79108."

Names of Station Personnel involved in Initiative:

Tim Cato- Programming Manager/HR Coordinator  
Audra Yerger-Traffic Coordinator

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### **III. SUPPLEMENTAL OUTREACH INITIATIVES**

Date(s) of Initiative Event(s): Sept. 2018 thru May 2019

Describe Nature of Initiative:

Establishment of an intern program designed to assist members of the community.

We had one intern from Tascosa High School for Fall Semester 2018 and Spring Semester 2019.

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

KFDA offers an academic credit internship program for students involved in the Graphic Design Program at the Amarillo Area Center for Advanced Learning (AACAL). One intern, assisted our Creative Services team two hours a day, three days a week from Sept. 2017 to May 2018 building and designing graphics for commercial and news promotions as well as public service announcements. At the conclusion of the school year and his internship, the intern will have obtained the following certifications: Adobe Certified Associate in Photoshop, Adobe Certified Associate in Illustrator, OSHA-10 hour General Industry, Work Ethic-Center for Work Ethic Development.

Names of Station Personnel involved in Initiative:

Ryan Crawford – Marketing Director

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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 2019 thru June 2019

Describe Nature of Initiative:

Establishment of an intern program designed to assist members of the community.

We had one intern from Amarillo College for Spring Semester 2019

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

NewsChannel 10 partners with area colleges for student internships each year. Students must be eligible for additional class credits to qualify for the program. Once selected, each student intern will participate in a well-balanced rotation in the news department. Student interns will be immersed in editing, writing, videography as well as behind the scenes functions required to put a newscast together. Each student intern may have slightly different guidelines as each placement is custom fit with college instructors and news management to fit the educational requirements of each individual's school curriculum. The required hours of each student intern will be determined by the specific requirements of each school program.

Names of Station Personnel involved in Initiative:

Shawn Venhaus -- News Director

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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

KFDA – TV personnel speaking engagements

KFDA employees speak at various events throughout the year.

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

Speaker at Career Discovery Day for Rotary Club & Amarillo Women's Network; Speaker at WTAMU Job Fair Key Points of Interviews & Broadcast; Speaker at WTAMU Alumni Panel for Communication Week; Speaker at Buff Bridge Program; Speaker at Hispanic Student Association Gala; Emcee at American Heart Assoc. "Go Red for Women" Luncheon; Meteorologist Speakers at: Woodlands Intermediate; River Road H.S.; Rolling Hills Elem.; Canyon H.S.; Bushland H.S.; Dalhart H.S.; NWS Meeting; Sunrise Elem.; Glenwood Elem.; Emerson Elem.; San Jacinto Elem.; Severe Weather Expo; WX Radio Academy; Olsen Elementary; Bushland & Clovis Severe Weather Conferences.

Dave Oliver also teaches Meteorology and Broadcast Meteorology at West Texas A&M University

Names of Station Personnel involved in Initiative:

Brent McClure – General Manager  
Ali Allison – Morning News Anchor  
Allan Gwyn – Meteorologist  
Dave Oliver – Meteorologist  
Cameron Venable – Meteorologist  
Samantha Thomas – Meteorologist  
Paola Albarran – Anchor/Producer



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### III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): Ongoing

Describe Nature of Initiative:

KFDA – TV Station Tours

KFDA employees speak about what their job entails and answer questions about what it is like to work in Broadcasting Television.

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

5/8/18 River Road H.S. - 25 students from yearbook committee and the Arts program toured the station and watched the Noon Broadcast.

5/15/18 Guymon H.S. Audio Video Club – 15 students toured the station and watched the Noon Broadcast.

5/22/18 Amarillo ISD Mass Communication Club – 40 kids toured the station and watched the Noon Broadcast

5/23/18 Hooker, OK High School – 12 students of Audio Visual & Arts toured the station and watched the Noon Broadcast.

Names of Station Personnel involved in Initiative:

Shawn Venhaus – News Director (Lead Tours)

Brent McClure – General Manager (Lead Tours)

Dave Oliver – Meteorologist (Lead Tours)