

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report
April 1, 2016 – March 31, 2017**

- I. A list of all full-time vacancies filled by the station's employment unit during the preceding year, identified by job title.

Fifteen (15) Positions:

Vice President, Major Gifts	Open 09/14/2015 – Filled 05/10/2016
Statewide Coordinator Editor	Open 09/29/2015 – Filled 07/31/2016
Arts Reporter/Digital Editor	Open 12/17/2015 – Filled 05/25/2016
Associate Producer/Think	Open 01/22/2016 – Filled 05/21/2016
Digital News Editor	Open 01/22/2016 – Filled 08/22/2016
Marketing & Communications Coordinator	Open 04/21/2016 – Filled 07/31/2016
Executive Administrative Assistant	Open 05/11/2016 – Filled 08/08/2016
Major Gifts Administrative Assistant	Open 07/23/2016 – Filled 08/29/2016
Major Gifts Manager	Open 07/23/2016 – Filled 11/14/2016
Digital Coordinator	Open 08/30/2016 – Filled 02/21/2017
KXT Host/Operations & Production Coordinator (Radio)	Open 08/31/2016 – Filled 02/13/2017
Chief Financial Officer	Open 12/05/2016 – Filled 03/06/2017
Vice President Membership	Open 12/20/2016 – Filled 01/09/2017
Digital Designer-Developer	Open 01/19/2016 – Filled 02/06/2017
Data Manager Report Developer	Open 01/20/2017 – Not yet filled

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report
April 1, 2016 – March 31, 2017**

2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, recruitment organizations that specifically requested notification of job vacancies, which should be separately identified), identified by name, address, contact person and telephone number. **(For ease of reference, addresses and contact information are attached as Addendum #1. This list includes information about sources sent forth in section 2, but also includes additional resources that may be considered for sourcing as is appropriate for a specific job vacancy.)**

Vice President, Major Gifts

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Listed with Texas Employment Commission
Recruiting Agency – Pena Search Consulting
NMS Consulting

Statewide Coordinator Editor

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
Texas Association of Broadcasters
National Association of Hispanic Journalist
National Association of Black Journalist
Asian American Journalists Association
Corporation for Public Broadcasting
Mediabistro
JournalismJobs.com
Recruiting Agency – Livingston Associates

Arts Reporter/Digital Editor

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
Texas Association of Broadcasters
National Association of Hispanic Journalist
National Association of Black Journalist
Asian American Journalists Association

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report
April 1, 2016 – March 31, 2017**

Corporation for Public Broadcasting
JournalismJobs.com
Current Newspaper

Associate Producer/Think

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
Texas Association of Broadcasters
National Association of Hispanic Journalist
National Association of Black Journalist
Asian American Journalists Association
Corporation for Public Broadcasting

Digital News Editor

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
Texas Association of Broadcasters
National Association of Hispanic Journalist
National Association of Black Journalist
Asian American Journalists Association
Corporation for Public Broadcasting

Marketing and Communications Coordinator

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
National Association of Hispanic Journalist
National Association of Black Journalist
Asian American Journalists Association

Executive Administrative Assistant

Posted internally - Bulletin Board
Posted on KERA website

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report
April 1, 2016 – March 31, 2017**

Posted on KERA Facebook
Tweeted
Texas Employment Commission

Major Gifts Administrative Assistant

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission

Major Gifts Manager

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Non-Profits
Opportunity 501 Dallas
Texas Employment Commission
Center for Non-profit Management

Digital Coordinator

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
Glassdoor
Indeed
Dallas 16th Annual Diversity Job Fair

KXT Host/Operations and Production Coordinator (Radio)

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
Current on-line job board
TripleARadio
AllAccess
Dallas 16th Annual Diversity Job Fair

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report
April 1, 2016 – March 31, 2017**

Chief Financial Officer

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
Current Newspaper

Vice President Membership

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission

Digital Designer Developer

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
National Association of Hispanic Journalist
National Association of Black Journalist
Asian American Journalists Association
Authentic Jobs
Dallas Society of Visual Communication
Krop, Creative, Design & Tech Jobs

Data Manager Report Developer – In Process

Posted internally - Bulletin Board
Posted on KERA website
Posted on KERA Facebook
Tweeted
Texas Employment Commission
Glassdoor
Indeed
LinkedIn
Jobs2Carrers
Corporation for Public Broadcasting
Texas Non-profits
MODIS Consulting

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report
April 1, 2016 – March 31, 2017**

3. The recruitment source that referred the hire for each full-time vacancy during the preceding year.

Vice President Major Gifts	NMS Consulting – Contract to Perm
State Coordinator Editor	KERA.org Website/Facebook/Twitter
Arts Reporter/Digital	KERA.org Website/Facebook/Twitter
Associate Producer/Think	KERA.org Website/Facebook/Twitter
Digital News Editor	Internal Promotion
Marketing and Communications Coordinator	Referred by Employee
Executive Administration Assistant	KERA.org Website/Facebook/Twitter
Major Gifts Administrative Assistant	Referred by Employee/ Prior Volunteer
Major Gifts Manager	Center for Non-Profit Management
Digital Coordinator	KERA.org Website/Facebook/Twitter
KXT Host/Operations & Production Coordinator (Radio)	KERA.org Website/Facebook/Twitter
Chief Financial Officer	Referred by former CFO – Found through an accounting associate
Vice President Membership	KERA.org Website/Facebook/Twitter (Former employee)
Digital Designer Developer	KERA.org Website/Facebook/Twitter
Data Manager Report Developer	In process

North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM

EEO Recruiting Report
April 1, 2016 – March 31, 2017

4. Data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.

Position	Recruitment Sources
Vice President, Major Gifts	5 – Agency – Pena Search Consulting 1 – NMS Consulting
Statewide Coordinator Editor	5 – KERA.org Website/Facebook/Twitter
Arts Reporter/Digital Editor	3 – KERA.org Website/Facebook/Twitter 1 – Employee Referral
Associate Producer/Think	4 – KERA.org Website/Facebook/Twitter
Digital News Editor	1 – Filled internally - Promotion
Marketing and Communications Coordinator	3 – KERA.org Website/Facebook/Twitter 1 – Employee Referral
Executive Administrative Assistant	5 – KERA.org Website/Facebook/Twitter
Major Gifts Administrative Assistant	4 – KERA.org Website/Facebook/Twitter 1 – Employee Referral/Prior Volunteer
Major Gifts Manager	6 – KERA.org Website/Facebook/Twitter 1 – Center for Non-profit Management
Digital Coordinator	5 – KERA.org Website/Facebook/Twitter
KXT Host/Operations & Production Coordinator (Radio)	3 – KERA.org Website/Facebook/Twitter
Chief Financial Officer	5 – KERA.org Website/Facebook/Twitter 1 – Employee Referral
Vice President Membership	1 – KERA.org Website/Facebook/Twitter (Former Employee)
Digital Designer-Developer	3 – KERA.org Website/Facebook/Twitter
Data Manager Report Developer (In Process)	2 – KERA.org Website/Facebook/Twitter 1 – Indeed 1 – MODIS Consulting

North Texas Public Broadcasting

KERA-TV, KERA-FM and KKXT-FM

EEO Recruiting Report

April 1, 2016 – March 31, 2017

5. EEO Initiatives

- KERA/KXT recruits for every full time position that becomes available utilizing a variety of resources. The internet has proven to be one vehicle that provides highly effective dissemination of information to a broad base of potential candidates within our local, regional, state and even national community, and is the preferred method of recruiting communication used by most businesses today. Web based dissemination of information is free of bias as a wide range of diverse individuals have access to the information. An increasing number of third party recruiting sources re-post our positions and otherwise disseminate the information through their websites. In addition, individuals may see a KERA advertisement posted on our website and forward it to friends and professional and social groups.
- All open positions are posted on our website, www.KERA.org and are also published through social media sources both on our KERA Facebook page and are sent out via our KERA Twitter account. These three sources are all available to the general public. In addition, we post some positions on highly recognized professional websites and/or on specific professional association websites as may be applicable to the opening. We will elect to post jobs on some specific diversity job sites such as with the National Association of Black Journalists, the National Association of Hispanic Journalists, the Asian American Journalist Association and more. We may also utilize local community job boards to advertise openings. Advertisements placed on the KERA website/Facebook/Twitter are often picked up and reposted by networking boards and other employment search engine job sites like Indeed, Dice, SimplyHired, TheLadders, SnagAJob, and some that are industry specific such as TrippleARadio.com. In addition, as in years past, we have sponsored paid advertising on LinkedIn, a professional public networking site. Our positions are placed with the Texas Workforce Commission (TWC – the state employment agency) job bank (which also uses an on-line posting process for advertising to job seekers) and further extends to the Veterans Resource and Referral Specialists which is sponsored by the TWC, and to US Jobs, a national job bank. We advertise with appropriate professional associations targeted for the type of job skills we are seeking (ex. Association of Fund Raising Professionals, Center for Non-Profit Management, Dallas Human Resources Association, Public Media job sites); with local temporary to hire agencies (ex. Burnett Staffing, Robert Half Associates); with professional search firms (ex. Pena Search Consulting); with certain industry publications (ex. *FMQB* and *Current*) and we have directly contacted some local colleges and universities as well as community organizations and other groups sponsoring networking forums for employment.
- KERA/KXT implemented and continued a process of broadcasting weekly radio spots (announcements) related to employment opportunities on our NPR affiliated station KERA FM 90.1, and also on our all music station, KKXT FM 91.7. We began running these employment related spots in April, 2014, and they have continued to date, advertising our employment opportunities and directing job seekers to our website to find current

North Texas Public Broadcasting KERA-TV, KERA-FM and KKXT-FM

EEO Recruiting Report April 1, 2016 – March 31, 2017

openings. Advertising on two radio stations ensures that we communicate broadly the organization's commitment to diversity and equal employment opportunity, and further, encourages the public to go to our website at www.kera.org to find the most current open positions. Our two stations together attract diverse listeners with different interests, from areas all over the North Texas. Further, recent statistics point out the ever increasing viewer traffic on our website that further enhances the opportunity for exposing the public to our job opportunities.

- We continued to offer a regular college internship program at KERA/KXT designed to assist members of the community to acquire skills needed for broadcast employment. Two or three college students are employed as interns by KERA/KXT each school semester. These students are part time and assigned meaningful work during their tenure. They often receive college credit for their internship. Students from any college in the country may be considered assuming their major studies are associated with journalism or other majors that are appropriate for the skills needs at KERA or KXT. In previous years, as well as in the current year, interns have represented a diverse group and have included both young men and women.
- Our objective is to continuously recruit, promote, and reaffirm our commitment to diversity in the workplace. During this period, KERA participated in the Dallas 16th Annual Diversity Employment Day on October 19, 2016. Participation allowed us to connect with several hundred diverse professionals and to make these job seekers aware of our organization, and the type of career options available. As a practical matter, attending any job fair is not necessarily an effective recruiting activity. We usually have only one or two positions available to fill at any given time and there are many job seekers at fairs. However, we continue to attend at least one job fair per year to promote KERA and KXT awareness in the community.
- We clearly advertise our commitment to equal employment opportunity at the station. Our employment application includes a statement of policy that the organization is an Equal Opportunity Employer; and we continue to ensure that all written advertising for each open position states that KERA/KXT is an Equal Opportunity Employer. We properly post our commitment to Equal Opportunity in an area accessible to applicants who come to our facility for interviews.
- The employment section of our website www.kera.org includes information about equal opportunity employment, a listing and description of current open positions, and information and links that invite viewers to explore additional opportunities in broadcasting at NPR, PBS, CPB and TAB.
- KERA/KXT takes an active role in our community. We make our presence known in many ways:

KERA served as a media sponsor of events and programs organized by a variety of arts, cultural, civic, education and philanthropic groups, including the Dallas Museum of Art, Barbara Bush Foundation for Family Literacy, Dallas Women's Foundation, Earth Day

North Texas Public Broadcasting KERA-TV, KERA-FM and KKXT-FM

EEO Recruiting Report April 1, 2016 – March 31, 2017

Texas, Nasher Sculpture Center, Southern Methodist University, Volunteer Now and World Affairs Council of Dallas/Fort Worth. KERA also engaged in a number of in-kind partnerships with print media outlets in order to reach diverse audiences across North Texas and maximize our marketing budget, including *D Magazine*, *Fort Worth Texas Magazine*, *Fort Worth Business Press*, *Fort Worth Star-Telegram*, *Dallas Morning News*, *DFW Child Magazines* and the free community magazines *Suburban Parent* magazines, which include the Spanish-language publication *DFW Familia*.

KERA partnered with Earth Day Texas to present the KERA Family Zone at what has become the world's largest Earth Day event that attracts over 30,000 attendees. We hosted a tent with educational, PBS KIDS-themed games and activities designed to help children learn about nature and the environment, and offered photo opportunities for families and children with PBS KIDS standees and costumed characters. KERA promoted the three-day event, including the KERA Family Zone, across television, radio, website, social media and e-newsletters.

KXT 91.7 partnered with the Nasher Sculpture Center to present 'til Midnight at the Nasher, a series of free outdoor concerts featuring regional and local music artists. KXT programming staff consults with the Nasher on booking series artists and provides promotional support for the series on radio and across KXT's digital properties — website, social media and e-newsletters. Keeping with KXT's commitment to supporting the North Texas music scene, 'til Midnight at the Nasher offers local artists the opportunity to reach new audiences who might not otherwise get to hear their music. Additionally, the Nasher offers free admission during these events and keeps its doors open until midnight, making its permanent collection and special exhibits more accessible to North Texans who may not otherwise have the opportunity to enjoy them.

KERA partnered with the World Affairs Council of Dallas/Fort Worth to present a special broadcast of the KERA FM talk show *Think* titled *The Refugee Question: A Think Conversation*. The broadcast consisted of a panel discussion exploring the U.S. role in refugee resettlement and objections to the resettlement of refugees in Texas. Panelists were Ryan Crocker, former U.S. Ambassador to Afghanistan and Iraq; Jennifer Sime, Senior Vice President of United States Programs for the International Rescue Committee; and state Sen. Don Huffines. The discussion was broadcast before a live audience and was promoted on radio, website, social media and e-newsletters.

- In addition to media partnerships, KERA also hosted events on and off our premises for various community groups:

KERA participated in a Read Across America Day event at Ennis ISD, a rural district an hour south of Dallas in which 56 percent of students are Latino and 68 percent are low-income. In addition to reading aloud to elementary school students, the KERA Engagement Department brought character costumes so that Maya & Miguel could greet students and show support for reading. The children were delighted. We reached approximately, 500 students.

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report
April 1, 2016 – March 31, 2017**

KERA joined an advisory committee to a new organization called Early Matters Dallas that advocates for high-quality preschools in North Texas with an emphasis on underserved families. Among the organization's priorities are: raising awareness of what constitutes quality in PK and which local preschools meet those criteria; increasing enrollments in strong PK programs, especially among low-income students; and lobbying for increased state funding for quality preschool programs.

KERA created an education e-newsletter in FY 16 called Full STEAM Ahead that provides parenting tips and activities for young children designed to build skills in science, technology, engineering, arts and math (STEAM). While many materials are digital, the newsletter makes an effort to include printable activities that caregivers can send home with children, as well as information on family-friendly events across the region that often are free or low cost. Subscription numbers have risen steadily as KERA continues to promote Full STEAM at events and in other station newsletters.

KERA partnered with Vickery Meadow Learning Center (VMLC) to enable 120 children and parents to participate in natural and science-based activities at the Trinity River Audubon Center. VMLC serves 1,200 adults and 330 young children annually by teaching English literacy skills at no charge in low-income, highly diverse neighborhoods – including Vickery Meadow, West Dallas and East Dallas.

In all of these ways, KERA and KXT reach out to our community and welcome qualified applicants to apply and be considered for open positions.

North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM

EEO Recruiting Report
April 1, 2016 – March 31, 2017

Addendum I – Address and contact information for Recruiting Sources

<p>Pena Search Consulting 3131 McKinney Ave, Suite 600 Dallas, Texas Contacts: Holly Sherman-Pena 214-736-8876 holly@penasearch.com Carlos Gonzalez Pena 214-736-8891 carlos@penasearch.com</p>	<p>Robert Half – Accountemps/Office Team 2001 Ross Avenue, Suite 3500 Dallas, TX 75201 Contact: John Evans (214) 922-0080 www.accountemps.com</p>
<p>Texas Workforce Commission 2707 Stemmons Frwy, Suite 150 Dallas, TX 75207-2281 Contact: Placement Supervisor 214-920-3663 fax (214) 920-3617 www.texasworkforce.org</p>	<p>Diverse Journalists websites: National Association of Black Journalists http://careerservices.nabj.org/ National Association of Hispanic Journalists http://nahj.org/category/jobs/ Asian American Journalists Association https://secure.aaja.org/careers/ Native American Journalists Association http://www.naja.com/job-listings/ National Lesbian and Gay Journalists Association http://www.nlgja.org</p>
<p>Current (Public Media Publication) – Paper & On-line 6930 Carroll Ave. Suite 350 Takoma Park, MD 20912 Contact: Emily Lowrey, Advertising Director 877-745-8776 X1 advertising@current.org</p>	<p>Imprimis Staffing Solutions 4835 LBJ Frwy, Suite 1000 Dallas, TX 75244 Contact: Sarah Turner sturner@Imprimis.com (972) 419-1700</p>
<p>Burnett Staffing 10440 North Central Expressway Suite 122 Dallas, TX 75231 Contact: Rita Carter 972-385-7600 rcarter@burnetts.com</p>	<p>Opportunity 501 Website http://cnmconnect.org/opportunity-501-job-board/</p>

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report
April 1, 2016 – March 31, 2017**

<p>Center for Non Profit Management 2902 Floyd St. Dallas, Texas 75204 Contact: Patty Gutierrez 214/826-3470 Gutierrez@cnmconnect.org www.cnmconnect.org</p>	<p>Technical recruiting websites: Krop http://www.krop.com/employer/ Authentic Jobs https://authenticjobs.com/post Dallas Society of Visual Communicators http://dsv.org/jobs</p>
<p>Website Search Engines (free – these search engines pick up job postings from the KERA/KXT website and re-post to their sites which are solely purposed for employment)</p> <p>Indeed.com Dice.com SimplyHired.com TheLadders.com SnagAjob.com Salary.com Monster.com</p>	<p>Journalism websites: -Journalism jobs www.journalismjobs.com -Media Bistro http://www.mediabistro.com/joblistings/</p> <p>· Poynter Institute http://careers.poynter.org/jobseekers/myaccount/index.cfm</p> <p>· Journalism Now http://www.journalismnow.com/</p> <p>· Society of Professional Journalists https://www.spj.org/jobbank.asp</p>
<p>Livingston Associates 3000 Chestnut Ave. Suite 208 Baltimore, MD 21211 410-243-1974 fax (410) 243-1975 info@livingstonassociates.net</p>	<p>MODIS 15301 N. Dallas Parkway Ste. 400 Addison, Texas 75254 Contact: Timothy Hand 972-813-0418 Timothy.Hand@modis.com www.modis.com</p>
<p>Diversity Recruiters Network.org Contact: Neal Morrison 562-929-4402 fax (562) 651-9183 nmorrison@citycareerfair.com James Finley 562-462-9110 james@citycareerfair.com</p>	<p>Public media websites: PRPD http://www.prpd.org/topmenu/joblistings/joblistings_members.aspx PRNDI http://www.prndi.org/term/jobs TripleARadio http://www.triplearadio.com/jobs/ All Access http://www.allaccess.com/jobs/ Texas Non-profits http://www.txnp.org/</p>

North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM

EEO Recruiting Report
April 1, 2016 – March 31, 2017

<p>Non-profit Management Solutions Consulting & On-site Training Solutions Contact: Lenroe Lowe 858-292-5702 lloew@npsolutions.org</p>	<p>DiversityJobs.Com</p> <ul style="list-style-type: none">• Veteran Jobs.net• LatinoJobs.org• DisabilityJobs.net• WehireWomen.com• African American Hires• ALLGBTJobs.com• All Hispanic Jobs• All Bilingual Jobs• Asianhires.com
<p>Glassdoor.com https://www.glassdoor.com/index.htm</p>	<p>Texas Association of Broadcasters Ann Arnold Center 502 East 11th Street, Suite 200 Austin, Texas 78701 512-322-9944 fax (512) 322-0522 https://www.tab.org/</p>