

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

**EEO Recruiting Report  
April 1, 2017 – March 31, 2018**

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

Six (6) Positions:

Data Manager Report Developer	Open 01/20/2017 – Filled 07/17/2017
Financial Controller	Open 06/01/2017 – Filled 06/27//2017
Manager Membership Communications	Open 09/06/2017 – Filled 10/16/2017
Digital Fundraising Coordinator	Open 09/29/2017 – Filled 11/27/2017
Chief Financial Officer	Open 11/13/2017 – Filled 01/03/2018
Graphic Designer	Open 12/27/2017 – Filled 02/20/2018

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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.)**

**Data Manager Report Developer**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Employment Commission  
Diversity Jobs  
Glassdoor  
Indeed  
LinkedIn  
Jobs2Careers  
Corporation for Public Broadcasting  
Texas Non-profits  
ZipRecruiter  
Hirable  
MODIS Consulting

**Financial Controller**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Employment Commission  
Joseph Michaels Executive Search Firm

**Manager Membership Communication**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA

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Facebook Tweeted  
Texas Employment Commission  
Center for Non-profit Management

**Digital Fundraising Coordinator**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Employment Commission  
Corporation for Public Broadcasting  
*Current* on-line job board

**Chief Financial Officer**

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

**Graphic Designer**

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

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

Data Manager Report Developer	Employee Referral
Financial Controller	Joseph Michaels Executive Firm
Manager Membership Communications	Employee Referral
Digital Fundraising Coordinator	Employee Referral
Chief Financial Officer	Internal Promotion
Graphic Designer	KERA.org
	Website/Facebook/Twitter

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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.

<b>Position</b>	<b>Recruitment Sources</b>
Data Manager Report Developer	1 – Hireable.com 1 – Employee Referral 1 – MODIS Consulting
Financial Controller	8 – Joseph Michaels Executive Search Firm
Manager Membership Communications	1 – Employee Referral
Digital Fundraising Coordinator	3 – KERA.org Website/Facebook/Twitter 1 – Employee Referral
Chief Financial Officer	1 – Filled internally – Promotion 3 – Pena Search
Graphic Designer	3 – KERA.org Website/Facebook/Twitter 2 – Creative Circle

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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 people 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 diverse individuals have access to the information. A 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 job advertisement posted on our website or a third party website and forward it to friends and professional and social groups.
- All open positions are promptly posted on the employment section of our website, [www.kera.org/](http://www.kera.org/) and are also published through our 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, some positions are posted 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. (During this period, we had no open journalist positions and therefore did not have a need to post to these specific journalistic job sites.) 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 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), in local temporary to hire agencies (ex. Burnett Staffing, Robert Half Associates), professional search firms (ex. Pena Search Consulting, Creative Circle), in 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.

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- KERA/KXT implemented and continued a process of broadcasting weekly radio spots (announcements) related to employment opportunities on our NPR 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 openings. Advertising on two radio stations ensures that we broadly communicate the organization's commitment to diversity and equal employment opportunity, and further, encourages the public to go to our website at [www.kera.org](http://www.kera.org) to find the most current open positions. Our two stations together attract diverse listeners with different interests, from all age groups and ethnic backgrounds in areas all over the North Texas. Further, recent statistics point out 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. Several college students are employed as interns 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. In previous years, as well as in the current year, interns have represented a diverse group and have included minority students and both men and women. During this particular period interns were assigned to the News, Marketing and Community Engagement departments.
- Once again KERA participated in the Dallas 17<sup>th</sup> Annual Diversity Employment Day on March 21, 2018. 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. Our objective is to continuously recruit, promote, and reaffirm our commitment to diversity in the workplace. Although we did not have any full-time positions open during this Diversity Day, we did make participants aware of our internship options and encouraged them to check our website for future open positions. 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

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all 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 building.

- The employment section of our website [www.kera.org](http://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 makes our presence known in the community in many ways.

North Texas Public Broadcasting, Inc. dba KERA services the fourth largest population in the country. Over 2 million people per week listen to and watch our programming through KERA FM, KERA TV, and KXT FM.

KERA regularly provides curriculum-based educational television programs on KERA Channel 13 to more than 325,000 children each week representing the diverse population within our viewing areas.

Our Education and Community Engagement Departments were involved in a number of educational and outreach programs that involved diverse and/or underserved populations in our community:

- 1) For the third year in a row, KERA partnered with Grand Prairie ISD and Grand Prairie Parks, Arts and Recreation Department to inspire families to take part in the “KERA KIDS Explore the Outdoors” in celebration of Earth Day. Our engagement department and volunteers were able to provide PBS resources and activities to 1,320 early childhood students ages 3 – 5. Activities included bird watching, learning how to grow vegetables, learning about insects in water habitats and recycling, there was also a special visit from KERA’s Nature Cat. KERA hosted two nature stations including - a Wild Kratts habitat identification activity and a Nature Cat matching game. We also distributed early childhood resources to the teacher.
- 2) In an effort to help children avoid summer learning loss, KERA expanded its Summer Learning Program to include digital and web-based resources, enrichment activities and a series of concentrated engagement events in the West Dallas community. There were 120 families and 265 children from across North Texas who participated in the 2017 Summer Learning Challenge representing thirty cities in our broadcast. KERA provided enrichment activities and materials to 230 children in the West Dallas area for students attending summer programs at Trinity River Mission, Wesley-Rankin Community Center and the West Dallas Public Library. KERA’s enrichment

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activities included a trip to the Trinity River Audubon Center (TRAC) and two PBS KIDS movie screenings at the Alamo Drafthouse. The SLC outreach to the West Dallas community culminated with an invitation for KERA to participate in the West Dallas Back-To-School Fair in August 2017. We distributed handouts for children and parents promoting KERA Learn! and PBS KIDS reaching 1,200 adults and children.

- 3) In spring 2017, KERA launched its new education website, called KERA Learn! The site organizes content in three categories: to be used primarily at School, at Home, and in the Community as students develop into aware, engaged citizens. The site offers a mix of resources to enrich the learning of students across North Texas, from fun educational games and activities tied to PBS Kids programming to the excellent teaching resources in PBS LearningMedia to the award-winning journalism produced by KERA.
- 4) In FY 2017, KERA provided hands-on training to more than 300 teachers and school librarians on how to enrich their instruction with great digital content at all grade levels and in all core subjects from PBS Kids and PBS LearningMedia. Of particular note was our training to Prekindergarten teachers about PBS Kids' multi-platform approach to deepen learning by supplementing popular TV shows with sophisticated, research-based digital content that highlights the same skills as the shows. Another major training was for 130 teachers at low-income elementary schools that were chosen to receive Kindle tablets for all children in selected grades by a Dallas foundation. The foundation chose KERA as one of only a few providers to present digital content to the teachers because they were impressed by the quality of materials provided by PBS LearningMedia and PBS Kids.
- 5) KERA continued to increase readership for its two education newsletters in FY 2017. One, Full STEAM Ahead, provides parenting tips and STEAM activities from PBS Kids shows to families of young children; the other, Education News & Happenings, introduces educators to great enrichment resources, many of which come from PBS Kids and LearningMedia.
- 6) In spring 2017, KERA held an essay contest inspired by the PBS documentary *Maya Angelou: And Still I Rise*, which aired in February. Forty-five students from 15 public and two private schools entered the contest, which invited students to interpret a poem by Maya Angelou and describe how it contributes to their understanding of race relations. KERA honored the winners and their parents and teachers at an awards ceremony where the winner, a ninth-grader from Denton, TX, read her powerful essay. She read it again a few weeks later in a KERA recording studio and an excerpt will be broadcast the week of August 7.

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- 7) KERA provided free passes to 40 high school teachers to attend a screening event on *The Vietnam War* and panel discussion afterward with Ken Burns and Lynn Novick.

KERA engaged in a number of media partnerships in support of events and programs organized by a variety of arts, cultural, civic, education and philanthropic groups, including the Dallas Museum of Art, Volunteer Now, the Nasher Sculpture Center, *The Texas Tribune* and the World Affairs Council of Dallas/Fort Worth. KERA also engaged in a number of in-kind partnerships with media outlets in order to reach diverse audiences across North Texas and maximize our marketing budget, including *D Magazine*, *Fort Worth Magazine*, *Fort Worth Business Press*, *Fort Worth Star-Telegram*, *Dallas Morning News*, *DFW Child Magazines* and the free community magazines *Suburban Parent* magazines, which publishes the Spanish-language publication *Familia DFW*.

- 1) KERA partnered with the Texas A&M Agrilife Extension office to host a seven-week *One Crisis Away* engagement food and nutrition course for families who are transitioning from homelessness to stability. During the class, single parents of small children learned how to prepare healthy and nutritious meals for their family, how to budget and what to purchase living in a food desert. Some of the parents who participated in this program were given the opportunity to attend a special performance of *Daniel Tiger Live*. This is part of KERA's way of staying connected to the community and providing educational opportunities for families to learn and grow wherever possible.
- 2) 91.7 KXT FM 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.
- 3) KERA partnered with *The Texas Tribune* to present a series of panel discussions about major policy initiatives of the 85th Texas Legislature and how those policies impacted North Texans. The *Dallas & The Legislature* events featured Dallas area lawmakers from both sides of the aisle, including

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state Sens. Konni Burton, R-Colleyville; Royce West, D-Dallas; and Don Huffines, R-Dallas; as well as state Reps. Rafael Anchia, D-Dallas; Eric Johnson, D-Dallas; and Linda Koop, R-Dallas. KERA promoted the events on the radio, in e-newsletters and on social media. All events were free and open to the public, and video of each panel discussion was live streamed on [keranews.org](http://keranews.org).

Finally, KERA produced several multiplatform (programming) initiatives that supported unserved or underserved audiences.

- 1) *One Crisis Away: No Place to Go* -- West Dallas has been on the financial edge for more than a century. Today, the neighborhood is rapidly gentrifying. High-end restaurants and apartments are crowding out rundown warehouses and weathered rent houses. Hundreds of families who have lived there for generations have been forced to move -- many with no place to go. KERA examined the struggle to find affordable housing in West Dallas through an extensive digital project, in-depth radio reports, videos, online resources and community listening sessions.
- 2) *American Graduate: Race, Class And The Changing Face Of Schools* -- Public schools in North Texas have experienced several demographic shifts over the past half-century. From integration and white flight to immigration and charter schools, the educational landscape has been reshaped. In this project, KERA took a deep dive into four different high schools in North Texas to explore how the economy and changing demographics are affecting students' path to graduation. The series included a digital project with interactives, radio reports, videos and online resources.
- 3) *American Graduate: Class of '17* -- KERA concluded an ambitious five-year effort to follow a diverse group of students from across North Texas from 8<sup>th</sup> grade through high school graduation. The series -- which included insightful reporting on KERA's radio, television and digital platforms -- also was the culmination of a yearlong look at race, poverty and schools.
- 4) *American Graduate Champions* -- KERA produced two videos on American Graduate Champions distributed online and through social media, and broadcast on KERA TV:
  - o Jeanie Greenidge: As a teenager, Jeanie Greenidge was homeless and hopeless – until a teacher saved her life. Today she teaches at O'Banion Middle School in Garland, where she coordinates a program for at-risk kids called AVID (Advancement Via Individual Determination). "I saw that as an opportunity to create significant

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change in the lives of my students and their families,” she says, “to help them learn to keep all of the doors open.”

- Lake Together: Bachman Lake Together Family Center provides extensive child development services and parent engagement programming for low-income families. Director Jerry Hawkins and parent Denisse Gutierrez talk about the life-changing impact of surrounding children with support and helping parents to be leaders in their communities.

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**Addendum 1 – 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  <a href="mailto:holly@penasearch.com">holly@penasearch.com</a>  Carlos Gonzalez Pena  214-736-8891  <a href="mailto:carlos@penasearch.com">carlos@penasearch.com</a></p>	<p>Robert Half – Accountemps/Office Team  2001 Ross Avenue, Suite 3500  Dallas, TX 75201  Contact: John Evans (214) 922-0080  <a href="http://www.accountemps.com">www.accountemps.com</a></p>
<p>Texas Workforce Commission  2707 Stemmons Frwy, Suite 150  Dallas, TX 75207-2281  Contact: Placement  Supervisor 214-920-3663 fax  (214) 920-3617  <a href="http://www.texasworkforce.org">www.texasworkforce.org</a></p>	<p>Diverse Journalists websites:  National Association of Black Journalists  <a href="http://careerservices.nabj.org/">http://careerservices.nabj.org/</a>  National Association of Hispanic Journalists  <a href="http://nahj.org/category/jobs/">http://nahj.org/category/jobs/</a>  Asian American Journalists Association  <a href="https://secure.aaja.org/careers/">https://secure.aaja.org/careers/</a>  Native American Journalists Association  <a href="http://www.naja.com/job-listings/">http://www.naja.com/job-listings/</a>  National Lesbian and Gay Journalists  Association  <a href="http://www.nlgja.org">http://www.nlgja.org</a></p>
<p>Current (Public Media Publication) – On-line  6930 Carroll Ave.  Suite 350  Takoma Park, MD 20912  Contact: Emily Lowery, Advertising Director  301-270-7240, ext. 36  <a href="mailto:currentnewspaperads@gmail.com">currentnewspaperads@gmail.com</a></p>	<p>Imprimis Staffing Solutions  4835 LBJ Frwy, Suite 1000  Dallas, TX 75244  Contact: Sarah Turner  <a href="mailto:sturner@Imprimis.com">sturner@Imprimis.com</a>  (972) 419-1700</p>
<p>Burnett Staffing  10440 North Central Expressway Suite 122  Dallas, TX 75231 Contact: Rita Carter 972-  385-7600  <a href="mailto:rcarter@burnetts.com">rcarter@burnetts.com</a></p>	<p>Opportunity 501 Website  <a href="http://cnmconnect.org/opportunity-501-job-board/">http://cnmconnect.org/opportunity-501-job-board/</a></p>

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<p>Center for Non Profit Management 2902 Floyd St. Dallas, Texas 75204 Contact: Patty Gutierrez 214/826- 3470 <a href="mailto:Gutierrez@cnmconnect.org">Gutierrez@cnmconnect.org</a> <a href="http://www.cnmconnect.org">www.cnmconnect.org</a></p>	<p>Technical recruiting websites: Krop <a href="http://www.krop.com/employer/">http://www.krop.com/employer/</a> Authentic Jobs <a href="https://authenticjobs.com/post">https://authenticjobs.com/post</a> Dallas Society of Visual Communicators <a href="http://dsv.org/jobs">http://dsv.org/jobs</a></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 Hireable.com</p>	<p>Journalism websites: -Journalism jobs <a href="http://www.Journalismjobs.com">www.Journalismjobs.com</a> -Media Bistro <a href="http://www.mediabistro.com/joblistings/">http://www.mediabistro.com/joblistings/</a> · Poynter Institute <a href="http://careers.poynter.org/jobseekers/myaccount/index.cfm">http://careers.poynter.org/jobseekers/myaccount/index.cfm</a> · Journalism Now <a href="http://www.journalismnow.com/">http://www.journalismnow.com/</a> · Society of Professional Journalists <a href="https://www.spj.org/jobbank.asp">https://www.spj.org/jobbank.asp</a></p>
<p>Livingston Associates 3000 Chestnut Ave. Suite 208 Baltimore, MD 21211 410-243-1974 fax (410) 243-1975 <a href="mailto:info@livingstonassociates.net">info@livingstonassociates.net</a></p>	<p>MODIS 15301 N. Dallas Parkway Ste. 400 Addison, Texas 75254 Contact: Timothy Hand 972-813-0418 <a href="mailto:Timothy.Hand@modis.com">Timothy.Hand@modis.com</a> <a href="http://www.modis.com">www.modis.com</a></p>
<p>Diversity Recruiters Network.org Contact: Neal Morrison 562-929-4402 fax (562) 651-9183 <a href="mailto:nmorrison@citycareerfair.com">nmorrison@citycareerfair.com</a></p>	<p>Public media websites: PRPD <a href="http://www.prpd.org/topmenu/joblistings/joblistings_members.aspx">http://www.prpd.org/topmenu/joblistings/joblistings_members.aspx</a> PRNDI <a href="http://www.prndi.org/term/jobs">http://www.prndi.org/term/jobs</a> TripleARadio <a href="http://www.triplearadio.com/jobs/">http://www.triplearadio.com/jobs/</a> All Access <a href="http://www.allaccess.com/jobs/">http://www.allaccess.com/jobs/</a> Texas Non-profits <a href="http://www.txnp.org/">http://www.txnp.org/</a> Corporation for Public Broadcasting <a href="http://www.cpb.org">www.cpb.org</a></p>

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<p>Non-profit Management Solutions Consulting &amp; On-site Training Solutions Contact: Lenroe Lowe 858-292-5702 <a href="mailto:llowe@npsolutions.org">llowe@npsolutions.org</a>.</p>	<p>DiversityJobs.Com</p> <ul style="list-style-type: none"><li>• Veteran Jobs.net</li><li>• LatinoJobs.org</li><li>• DisabilityJobs.net</li><li>• WehireWomen.com</li><li>• African American Hires</li><li>• ALLGBTJobs.com</li><li>• All Hispanic Jobs</li><li>• All Bilingual Jobs</li><li>• Asianhires.com</li></ul>
<p>Glassdoor.com <a href="https://www.glassdoor.com/index.htm">https://www.glassdoor.com/index.htm</a></p> <p>Jobs2careers.com <a href="https://www.jobs2careers.com">https://www.jobs2careers.com</a></p> <p>LinkedIn <a href="http://www.linkedin.com">www.linkedin.com</a></p> <p>ZipRecruiter <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a></p>	<p>Texas Association of Broadcasters Ann Arnold Center 502 East 11<sup>th</sup> Street, Suite 200 Austin, Texas 78701 512-322-9944 fax (512) 322-0522 <a href="https://www.tab.org/">https://www.tab.org/</a></p>
<p>Joseph Michaels International Executive Search Firm Contact: Jim Ashworth 817-475-7525 <a href="mailto:Jim.ashworth@josephmichaels.com">Jim.ashworth@josephmichaels.com</a> <a href="http://josephmichaels.com">http://josephmichaels.com</a></p>	<p>Creative Circle 1920 McKinney Ave. Suite 940 Dallas, Texas 75201 Contact: Allison Mynard 214-521-4000 <a href="mailto:amynard@creativecircle.com">amynard@creativecircle.com</a> <a href="http://www.creativecircle.com">www.creativecircle.com</a></p>