

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

**EEO Recruiting Report**

**April 1, 2019 – March 31, 2020**

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

Twenty Four (24) Positions Filled/ Four (4) Positions withdrawn:

<b>Position</b>	<b>Open</b>	<b>Filled</b>
Financial Controller	02/11/2019	04/08/2019
Digital News Editor	11/12/2018	10/14/2019
Administrative Assistant COO	01/22/2019	Not filled
Producer – Think	01/22/2019	06/10/2019
Reporter – El Paso	Not posted	07/01/2019
Sr. Editor, Projects	04/02/2019	09/23/2019 Promo
Manager, Radio Operations	04/18/2019	07/08/2019
Audience & Member Services Assoc.	07/24/2019	09/30/2019
Financial Controller	11/05/2019	11/25/2019
Off-Air Graphic Designer	08/28/2019	12/16/2019
Technical Director/Announcer	05/06/2019	10/12/2009
Statewide Managing Editor	05/23/2019	01/06/2020
Digital Developer	08/19/2019	01/06/2020
Financial Analyst	06/20/2019	Not filled
Assistant Producer, Digital	08/28/2019	01/13/2020
Administrative Assistant, Finance	06/27/2019	01/06/2020
Administrative Assistant, Major Gifts	06/28/2019	Not filled
Audion Fellow, Guns & America	07/18/2019	09/23/2019 Promo
Arts Reporter/Digital Producer	09/26/2019	12/30/2019
KXT Host/Ops & Production Coordinator	06/28/2019	01/06/2020
President & CEO	01/01/2020	02/03/2020
Assistant Producer, News	01/07/2020	02/03/2020
Assistant Producer, Think	10/15/2019	Not filled
Reporter, One Crisis Away	10/15/2019	12/30/2019 Promo
Marketing Coordinator	11/19/2019	02/10/2020
Revenue Operations Coordinator	02/11/2020	04/06/2020 (Scheduled)
Statewide Business Manager	05/15/2019	Not filled see below
Managing Editor, TX Newsroom (HUB)	05/15/2019	07/01/2019
Statewide Business Manager	02/21/2020 Repost	03/02/2020

Two (2) Positions Currently Open as of March 2020:

Reporter, Fort Worth	12/18/2019
Political Reporter	02/06/2020

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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 have been used previously and may also be considered for sourcing as is appropriate for a specific future job vacancy.)

**Financial Controller**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
LinkedIn  
Corporation for Public Broadcasting  
Opportunity 501 website  
Publicmediajobs.org (PMBA)  
BKD CPA's and Advisors  
Diversity Employment Day Career Fair

**Digital News Editor**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Opportunity 501 website  
National Association of Hispanic Journalist  
National Association of Black Journalist  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn  
Diversity Employment Day Career Fair

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**Administrative Assistant COO**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook Tweeted  
Texas Workforce Commission  
LinkedIn  
Glassdoor  
Zip Recruiter  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
Diversity Employment Day Career Fair

**Producer – Think**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
National Association of Hispanic Journalist  
National Association of Black Journalist  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn  
Diversity Employment Day Career Fair

**Reporter – El Paso**

Report for America - Collaboration

**Sr. Editor, Projects**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
National Association of Hispanic Journalist  
National Association of Black Journalist

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Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**Manager, Radio Operations**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**Audience & Member Services Associate**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**Financial Controller**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Corporation for Public Broadcasting  
Opportunity 501 website  
Publicmediajobs.org (PMBA)  
BKD CPA's and Advisors  
LinkedIn

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**Off-Air Graphic Designer**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn  
Creative Circle  
Boss Group  
.

**Technical Director/Announcer**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Corporation of Public Broadcasting  
Texas Association of Broadcasting  
Publicmediajobs.org (PMBA)  
LinkedIn

**Statewide Managing Editor**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
National Association of Hispanic Journalist  
National Association of Black Journalist  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

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**Digital Developer**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**Financial Analyst**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn  
Indeed

**Assistant Producer, Digital**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
National Association of Hispanic Journalist  
National Association of Black Journalist  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

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**Administrative Assistant, Finance**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Glassdoor  
LinkedIn  
Public Media Jobs  
Corporation for Public Broadcasting

**Administrative Assistant, Major Gifts**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Glassdoor  
LinkedIn  
Public Media Jobs  
Corporation for Public Broadcasting

**Audion Fellow, Guns & America**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn  
PRNDI website

**Arts Reporter/Digital Producer**

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

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National Association of Hispanic Journalist  
National Association of Black Journalist  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**KXT Host/Ops & Production Coordinator**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**President & CEO**

Egon Zehnder Recruiting Agency

**Assistant Producer, News**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
National Association of Hispanic Journalist  
National Association of Black Journalist  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
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LinkedIn



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**Assistant Producer, Think**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
National Association of Hispanic Journalist  
National Association of Black Journalist  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**Reporter, One Crisis Away**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
National Association of Hispanic Journalists  
National Association of Black Journalists  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**Marketing Coordinator**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
LinkedIn  
Corporation of Public Broadcasting  
Public Media Business Association

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**Revenue Operations Coordinator**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn  
Tessitura job board

**Managing Editor, TX Newsroom (HUB)**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Texas News Hub website  
National Public Radio (NPR) website

**Statewide Business Manager**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
Texas News Hub website  
National Public Radio (NPR) website

**Reporter, Ft. Worth**

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

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Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

**Political Reporter**

Posted internally - Bulletin Board  
Posted on KERA website  
Posted on KERA Facebook  
Tweeted  
Texas Workforce Commission  
National Association of Hispanic Journalist  
National Association of Black Journalist  
Asian American Journalists Association  
Texas Association of Broadcasters  
Corporation of Public Broadcasting (CPB)  
Publicmediajobs.org (PMBA)  
LinkedIn

KERA/KXT did not receive specific requests for vacancy information from any organization during this reporting period.

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

<b>Position</b>	<b>Hiring Source</b>
Financial Controller	Thomas Edward Group
Digital News Editor	Referral – Employee
Producer – Think El Paso	Referral – PMG Reporter Report for America
Sr. Editor, Projects	Internal hire
Manager, Radio Operations	KERA website
Audience & Member Services Assoc.	KERA website
Financial Controller	Thomas Edward Group
Off-Air Graphic Designer	KERA website
Technical Director/Announcer	KERA website
Statewide Managing Editor	Referral – NPR
Digital Developer	KERA website
Assistant Producer, Digital	Referral – Employee
Administrative Assistant, Finance	Glassdoor website
Audion Fellow, Guns & America	Internal hire
Arts Reporter/Digital Producer	Internal hire
KXT Host/Ops & Production Coordinator	KERA website
President & CEO	Egon Zehnder Employment Agency
Assistant Producer, News	Referral – Employee
Reporter, One Crisis Away	Internal hire
Marketing Coordinator	KERA website – former contractor
Revenue Operations Coordinator	Referral – Employee
Managing Editor, TX Newsroom (HUB)	Referral – NPR
Statewide Business Manager	Contract-to-hire

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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 &amp; Number Interviewed</b>
Financial Controller	1 Thomas Edward Group 1 KERA website 1 Indeed website 1 Referral
Digital News Editor	1 Referral 3 KERA website
Producer – Think	1 Referral 1 KERA website
Reporter – El Paso	1 Referral
Sr. Editor, Projects	1 Internal hire
Manager, Radio Operations	2 KERA website 1 Pubtech mailing list
Audience & Member Services Associate	6 KERA website 1 Referral
Financial Controller	1 Thomas Edward Group
Off-Air Graphic Designer	3 KERA website 1 Boss Group 1 LinkedIn website
Technical Director/Announcer	1 KERA website 1 Indeed website

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Statewide Managing Editor	1 Internal hire
Digital Developer	1 KERA website 2 Indeed website
Financial Analyst	5 Indeed website 2 LinkedIn 1 Internal candidate
Assistant Producer, Digital	1 Referral 1 CPB website
Administrative Assistant Finance	1 Glassdoor website 10 Indeed website 1 Zip Recruiter website 11 LinkedIn website
Audion Fellow, Guns & America	1 Internal hire
Arts Reporter/Digital Producer	1 Internal hire
KXT Host/Ops & Production Coordinator	2 KERA website 1 Referral
President & CEO	1 Egon Zehnder Employment Agency
Assistant Producer, News	1 Referral 1 CBP website
Reporter, One Crisis Away	1 Internal hire
Marketing Coordinator	3 KERA website
Revenue Operations Coordinator	2 Referral
Managing Editor, TX Newsroom (HUB)	3 Referral 1 KERA website
Statewide Business Manager	1 Referral (Contractor to hire)

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5. EEO Initiatives

- There are no pending or resolved complaints related to any unlawful or discriminatory employment practices by KERA/KXT.
- KERA/KXT recruits for every full time position that becomes available utilizing a variety of resources. As newsprint has very limited distribution, and some newspapers are either going out of business, or otherwise reducing advertising, the internet has proven to be the one vehicle that provides fast and highly effective dissemination of information to a broad base of people within our local, regional, state and even national community. Internet advertising is the preferred and accepted method of recruiting communication used by most businesses today. A number of diversity focused organizations provide on-line job boards for disseminating job information to their members and KERA takes advantage of those options for communicating open positions. Web based dissemination of information is free of bias as all individuals have access to the information. A number of third party recruiting sources re-post our positions and otherwise disseminate our information through their websites. In addition, individuals may see a KERA job advertisements posted on our website or a third party website and may forward the information on to friends and professional and social groups who may have an interest.
- All open positions are promptly posted on the employment section of our website, [www.kera.org/jobs](http://www.kera.org/jobs) 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. (ex. Corporation of Public Broadcasting, Public Media Business Association, The Texas Association of Broadcasters). We post appropriate jobs related to the skills we are seeking on specific diversity focused job sites such as the National Association of Black Journalists, the National Association of Hispanic Journalists, the South Asian American Journalism 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. In addition, 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

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that also shares job information with the Veterans Resource and Referral Specialists, 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 or temp to hire agencies (ex. Thomas Edwards Group, Robert Half Associates, Capital CFO Partners), professional search firms (ex. Parker+Lynch Search, Creative Circle, Boss Group), 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.

Job seekers that visit our website will not only have the opportunity to view current open positions at KERA and KXT, but they are also pointed to national websites for additional opportunities. Our website clearly indicates our interest in and practice of fair hiring as follows:

“For information about other employment opportunities in broadcasting, please visit these websites:

[NPR](#)

[PBS](#)

[CPB](#) (Corporation for Public Broadcasting)

[TAB](#) (Texas Association of Broadcasters)

**(KERA/KXT) IS AN EQUAL OPPORTUNITY EMPLOYER:** The policy of North Texas Public Broadcasting (NTPB) d/b/a KERA/KXT is to fill every position without regard to race, color, religion, creed, sex (including pregnancy), sexual orientation, gender identity, marital status, age, national origin, ancestry, physical or mental disability, medical condition, genetics or any other consideration made unlawful by federal, state, or local laws. Please contact Human Resources if you have any questions or comments regarding this policy.”

- KERA/KXT implemented and continued a process of broadcasting weekly 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. The spot reads as follows:



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*“For employment opportunities at KERA and KXT, you can visit [kera \(dot\) org \(slash\) about \(slash\) employment for information on open positions](http://kera.org). KERA / KXT is an equal opportunity employer.”*

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 relevant to the needs at KERA such as journalism, media, or marketing. In previous years, as well as during the current year, interns have represented a diverse group and have included minority students and both men and women. During this particular reporting period interns were assigned to the News, Art&Seek, Marketing and Community Engagement departments. They were hired for Spring, 2019, Summer 2019, Fall 2019 and Spring 2020. **In total, this group included 17 interns composed of 12 minorities (71%) and 11 women (65%).** After college graduation, these students are prepared and eligible to apply for regular full time positions.

During this period, we began a conversation to explore the possibility of providing some paid internships. A paid internship may attract diverse students who may be interested, but because of financial limitations must pursue a paid internship or other opportunity elsewhere. We will be finalizing our plans for this program in coming months.

- KERA participated in the Dallas 18<sup>th</sup> Annual Diversity Employment Day on March 20, 2019, which is an annual job fair that focuses on diversity candidates. Participation allows 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. We advertised our open full-time positions during this Diversity Day, and accepted several applications from participants. We also made participants aware of our internship options and encouraged them to check our website for future open

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positions if our current openings did not match their particular skill sets. We continue to attend at least one job fair per year to promote KERA and KXT awareness in the community. **Unfortunately the Diversity Job Fair that we were registered to attend on March 18, 2020 was cancelled due to the outbreak of the Coronavirus, COVID-19. It has been rescheduled for the Fall, and we will attend if and when that job fair takes place.**

- 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 advertising for each open position states clearly 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. In addition, we make every effort to interview at least one minority candidate for every open position. **During this reporting period, we hired 21 employees, including 9 minorities (43%) and 13 women (62%). Three positions were filled through promotion including 1 minority (33%) and 1 women (33%).**
- The employment section of our website [www.kera.org/jobs](http://www.kera.org/jobs) 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. During this period, KERA led the implementation and participated in the staffing of the Texas Newsroom, a collaborative statewide news organization that included NPR and four major stations in Texas – Houston, San Antonio, Austin and Dallas. A recruiting firm assisted with these collaborative openings and diversity was included in the hiring criteria as candidates were interviewed.
- KERA/KXT makes our presence known in the community in many ways through education and outreach, partnerships, and programming.

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

#### **Education and Outreach**

KERA now reaches more than 600,000 children each week with educational programming on KERA TV and KERA Kids 24/7 channels. With these audience totals, KERA's children's schedule ranks in the top-five public television stations in the country.

To support our programming efforts, KERA's community engagement department

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sponsored the following outreach programs to provide digital and hands-on enrichment for children in diverse and underserved areas across North Texas.

In 2019, KERA continued offering a free, bilingual texting service called Start Smart Texas that sends tips on child development and early learning to the phones of parents and caregivers of children ages 0 - 8. Adults subscribe with a child's birthdate so messages will remain developmentally-appropriate as the child ages and choose whether to receive texts in English or Spanish. One-third to one-half the content in the text messages is supplied by PBS Kids or PBS Parents, which is a nice selling point to parents. By the end of 2019 – our second year in the service – 5,800 parents and caregivers from across North Texas had enrolled, representing the needs of 5,100 children. That was a growth rate of 75 percent in one year. We have several partners with this project, including the United Way of Metropolitan Dallas; community library systems; AVANCE North Texas, a family service nonprofit for Latino families; ChildCareGroup, a nonprofit offering educational, financial and social services to families of young children; and Bachman Lake Together, a nonprofit serving an extremely low-income area that is populated by immigrant families.

At the beginning of summer, we held a Start Smart Texas-themed Summer Reading Kickoff event at a community library, featuring story times, visits with Nature Cat and Super Why!, free food, music, games and much more for 700 children and parents. KERA co-produced the event with the United Way of Metropolitan Dallas and the Duncanville Public Library.

In December, we provided hundreds of dollars in free books in English and Spanish to three of our most active Start Smart Texas community partners -- which then distributed them to low-income families over the holidays. The books were made available through a partnership with United Ways of Texas.

Throughout 2019, KERA's education team provided in-person training for 250 daycare providers, teachers, librarians and parents on the great FREE educational resources that PBS provides online for all grade levels, from prekindergarten through high school, focusing on the offerings of PBS Parents, PBS Kids and PBS LearningMedia. Sessions for parents and caregivers for young children also showed how the PBS materials could deepen learning tips provided through the Start Smart Texas texting service.

We also provided information tables at numerous events during the year for families and educators where we distributed flyers on PBS LearningMedia, printable activities from PBS Kids and sign-up information on our Start Smart Texas texting service with tips for parents on child development and early learning. Most of these events were

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hosted by community partners, large and small.

The education team also promotes PBS educational resources through two e-newsletters – one for educators and one for parents of young children. Since beginning the education newsletter in the 2017-18 school year, the number of unduplicated users on LearningMedia from our viewing area has grown from under 1,000 each month to 28,000 in November 2019.

**Sesame Street 50 Years and Counting – SST Road Trip Event**

As part of the Sesame Street 50 Years and Counting celebration, KERA's Community Engagement Department curated a series of digital activities for the *Sesame Street* anniversary web page. KERA also promoted a Sesame Street character each month with a specific SEL or STEM related focus. The Sesame Street 50 celebration was also incorporated into the Summer Learning Challenge curriculum.

**Summer Learning Challenge**

KERA's Summer Learning Challenge just completed its fourth year with record-breaking numbers. 400 children from 60 Texas cities and eight states participated in our summer campaign to help combat summer learning loss. And 315 children from Fort Worth, West Dallas and Jubilee Park in Southeast Dallas participated in specialized summer enrichment programming throughout the summer. These activities included a two-week summer camp in partnership with Big Thought's City of Learning initiative, the Fort Worth ISD Vital Link program and a four-week PBS KIDS READ program at the West Dallas Public Library.

**The Great American Read (TGAR) initiative**

For the past few months, KERA has participated in PBS's *The Great American Read* initiative, a national public media campaign to encourage people from across the country to join in the months-long celebration of reading and engaging discussion of 100 of America's most beloved novels. KERA's local TGAR effort includes a partnership with the Dallas Public Library. North Texans can visit KERA's TGAR page and reserve selected books from the library carousels embedded on the TGAR page – [kera.org/read](http://kera.org/read).

Between June and the end of August, over 5,000 people have accessed Dallas Public Library content as a result of our local Great American Read initiative. 3,535 items from TGAR lists and 2,033 items from the summer kids' reading list have been checked out of the library since posting the content carousels on KERA's TGAR web page. KERA and the Dallas Public Library will host a Great American Read book discussion and screening event on October 20, 2018.

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***The Mayo Clinic: Faith-Hope-Science Community Screening and Health Fair***

KERA partnered with Methodist Health Systems on a special community screening of Ken Burns' latest documentary, *The Mayo Clinic: Faith-Hope-Science*. This event also included a panel discussion moderated by KERA's Sam Baker, host of *Morning Edition* and the weekly consumer health series *Vital Signs*. Event attendees were also able to participate in a health resource fair with blood pressure screenings, stroke education, a healthy food demonstration and a KERA Kids area on health and wellness with activities from beloved PBS KIDS character Arthur.

**BE MY NEIGHBOR DAY – Mister Rogers' 50<sup>th</sup> Anniversary Celebration**

KERA hosted its second "Daniel Tiger's *Be My Neighbor Day*" event in October 2018. There were over 2,000 children and families who participated in a variety of service projects to benefit local nonprofits including Family Gateway, Vogel Alcove and Texas Scottish Rite Hospital. This event allowed the station to assemble:

- **756** toiletry kits for homeless residents at Family Gateway
- **200** "bye-bye bags" for children and Vogel Alcove and
- **75** handmade cards for Scottish Rite Hospital patients

As part of our year-long celebration of the 50<sup>th</sup> Anniversary of *Mister Rogers' Neighborhood*, we sponsored a shoe drive for Soles4Souls. North Texas families and local VFW locations helped us collect over 1,000 shoes, hats, gloves and scarves for families in need. Many of these donations were collected during the Be My Neighbor Day event.

**Mental Health Listening Sessions**

KERA launched a new mental health initiative with support from Board member, Donna Wilhelm. This new initiative is a multi-faceted, cross-departmental approach to covering the critical topic of mental health. This quarter, KERA hosted three community stakeholder meetings in Dallas (January 28), Fort Worth (March 7) and Denton (March 21) with an average of 25 participants per session. The station assembled a diverse group of stakeholders including medical practitioners, civic and community leaders and nonprofit professionals who were able to weigh in on mental health issues across North Texas. For the Denton session, KERA's mental health reporter, Syeda Hasan, was able to connect with the Denton County Behavioral Leadership Team. The sessions were facilitated by Dr. Rita Kirk, the Director of the Maguire Center for Ethics & Public Responsibility at Southern Methodist University.

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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>            South Asian Journalism Association  <a href="http://saja.org">http://saja.org</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>            Association for Women in Communications  <a href="https://awc.careerwebsite.com/employer/login/?goto=%2Femployer%2Fpost%2F">https://awc.careerwebsite.com/employer/login/?goto=%2Femployer%2Fpost%2F</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>  <a href="http://publicmediajobs.org">publicmediajobs.org</a></p>	<p>The Boss Group          5307 East Mockingbird Lane          Suite 1010          Dallas, TX 75206          214-826-3900  <a href="https://www.thebossgroup.com">https://www.thebossgroup.com</a></p>

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<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>
<p>Center for Non Profit Management 2902 Floyd St. Dallas, Texas 75204 Tina Weinsurther, Dir. 214/826-3470 <a href="http://www.cnmconnect.org">www.cnmconnect.org</a></p>	<p>Technical recruiting websites:</p> <p>Krop <a href="http://www.krop.com/employer/">http://www.krop.com/employer/</a></p> <p>Authentic Jobs <a href="https://authentic.itsmycareer.com/?kw=authentic%20jobs&amp;kid=132366098668&amp;cid=wJSBOIJHFFT7QSG1RNL78DU&amp;src=bingDallas">https://authentic.itsmycareer.com/?kw=authentic%20jobs&amp;kid=132366098668&amp;cid=wJSBOIJHFFT7QSG1RNL78DU&amp;src=bingDallas</a></p> <p>Society of Visual Communications <a href="https://dsvc.org/jobs">https://dsvc.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 Pubtech.org</p>	<p>Journalism websites: Journalism jobs <a href="http://www.Journalismjobs.com">www.Journalismjobs.com</a></p> <p>-Media Bistro <a href="http://www.mediabistro.com/joblistings/">http://www.mediabistro.com/joblistings/</a></p> <p>Poynter Institute <a href="http://careers.poynter.org/jobseekers/myaccount/index.cfm">http://careers.poynter.org/jobseekers/myaccount/index.cfm</a></p> <p>Society of Professional Journalists <a href="https://www.spj.org/jobs.asp">https://www.spj.org/jobs.asp</a></p>

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<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>Corporation for Public Broadcasting  <a href="http://www.cpb.org">www.cpb.org</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>   <a href="http://citycareerfair.com/">http://citycareerfair.com/</a>           City Career Fair</p>	<p>Public media websites:          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>           Public Media Business Association (PMBA)  <a href="http://www.pmbaonline.org">http://www.pmbaonline.org</a></p>
<p>Glassdoor.com  <a href="https://www.glassdoor.com/index.htm">https://www.glassdoor.com/index.htm</a>           Jobs2careers.com  <a href="https://www.jobs2careers.com">https://www.jobs2careers.com</a>           LinkedIn  <a href="http://www.linkedin.com">www.linkedin.com</a>           ZipRecruiter  <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a></p>	<p>Diversity Jobs posts to all these sites:  <a href="https://diversityjobs.com/c/">https://diversityjobs.com/c/</a></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>• All GBTJobs.com</li> <li>• All Hispanic Jobs</li> <li>• All Bilingual Jobs</li> <li>• Asianhires.com</li> </ul>



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<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>	<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>National Educational Telecommunications Association (NETA) <a href="https://greatnonprofits.org">https://greatnonprofits.org</a></p>
<p>Lane Gorman Trubitt, LLC (Finance and Accounting Firm) <a href="https://www.lgt-cpa.com">https://www.lgt-cpa.com</a></p>	<p>Colleges Handshake <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>  Posts to UNT, UTD and UTA</p>
<p>Tessitura Group Forum <a href="https://www.tessituranetwork.com">https://www.tessituranetwork.com</a>  Must be a member to post with this group – refer to our Tessitura employees</p>	<p>Thomas Edwards (Finance/Accounting) 5151 Belt Line Road, Suite 350 Dallas, TX 75254 214-239-1280 <a href="http://www.thomasedwards.com">www.thomasedwards.com</a></p>
<p>Parker + Lynch Search and Consulting 15301 North Dallas Parkway, Suite 300 Addison, TX 75001 (972) 813-0503 <a href="http://www.parkerlynch.com">www.parkerlynch.com</a></p>	<p>Online News Association <a href="https://careers.journalists.org/jobs/">https://careers.journalists.org/jobs/</a></p>
<p>Egon Zehnder Employment Agency 13455 Noel Road Dallas, TX 75240 (972) 728-5910</p>	<p><a href="mailto:brent.magnuson@egonzehnder.com">brent.magnuson@egonzehnder.com</a></p>