North Texas Public Broadcasting, Inc. dba KERA prepares the EEO Recruiting Report in compliance with the FCC’s Equal Employment Opportunities (EEO) §73.2080 regulations. The EEO Recruiting Report is an annual report required by the FCC to provide transparency of the licensee’s hiring practices to ensure employment opportunities are extended to all qualified persons and no one is discriminated against because of race, color, religion, national origin or sex. KERA owns the broadcast station licenses for KERA-TV, KERA-FM and KKXT. On January 3, 2023, in a partnership with the City of Dallas, KERA began managing the daily operations of WRR-FM as a noncommercial station. However, the station’s broadcast license is still owned by the City of Dallas. This report is placed in the public inspection file for KERA-TV, KERA-FM and KKXT-FM as required and is posted to its Reports page on the kera.org website.

It is important to note that there is no pending or resolved complaint related to any unlawful or discriminatory practices brought against KERA/KKXT.

The information in this EEO Recruiting Report is for the annual required reporting period of April 1, 2022 - March 31, 2023.

The FCC’s Equal Employment Opportunities (EEO) §73.2080(c)(6) requires the report to include the following information:

1. A list of all full-time vacancies filled by the station’s employment unit during the preceding year, identified by job title;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the preceding year;
4. Data reflecting the total number of persons interviewed for the full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of initiatives undertaken during the preceding year.
North Texas Public Broadcasting  
KERA-TV, KERA-FM and KKXT-FM  
EEO Recruiting Report  
April 1, 2022 – March 31, 2023

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

**Forty (40) Full-time Positions Filled:**

<table>
<thead>
<tr>
<th>Position</th>
<th>Open</th>
<th>Filled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Producer for Video</td>
<td>11/10/21</td>
<td>04/04/22</td>
</tr>
<tr>
<td>Assistant Podcast Producer</td>
<td>11/09/21</td>
<td>04/04/22</td>
</tr>
<tr>
<td>Senior Accountant</td>
<td>11/08/21</td>
<td>04/06/22</td>
</tr>
<tr>
<td>Collaborations Editor</td>
<td>01/23/22</td>
<td>04/25/22</td>
</tr>
<tr>
<td>Revenue Operations Coordinator</td>
<td>02/16/22</td>
<td>05/02/22</td>
</tr>
<tr>
<td>Director of Financial Planning and Analysis</td>
<td>-------</td>
<td>05/04/22</td>
</tr>
<tr>
<td>Development Administrative Assistant</td>
<td>02/23/22</td>
<td>05/16/22</td>
</tr>
<tr>
<td>Digital Fundraising Coordinator</td>
<td>11/28/21</td>
<td>05/17/22</td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td>01/25/22</td>
<td>05/31/22</td>
</tr>
<tr>
<td>RFA Corps Member</td>
<td>-------</td>
<td>06/01/22</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>03/03/22</td>
<td>06/07/22</td>
</tr>
<tr>
<td>Education Coordinator</td>
<td>12/20/21</td>
<td>06/21/22</td>
</tr>
<tr>
<td>Senior Vice-President, Development</td>
<td>10/26/21</td>
<td>07/05/22</td>
</tr>
<tr>
<td>Director Donor Data</td>
<td>04/19/21</td>
<td>07/13/22</td>
</tr>
<tr>
<td>Audience Insights Analyst</td>
<td>08/23/21</td>
<td>07/18/22</td>
</tr>
<tr>
<td>Audience Editor, The Texas Newsroom</td>
<td>03/23/22</td>
<td>07/25/22</td>
</tr>
<tr>
<td>Producer/Editor, Creative Services</td>
<td>04/19/21</td>
<td>08/02/22</td>
</tr>
<tr>
<td>Morning Edition Host</td>
<td>04/19/22</td>
<td>08/22/22</td>
</tr>
<tr>
<td>Managing Editor, Daily News</td>
<td>04/19/21</td>
<td>08/26/22</td>
</tr>
<tr>
<td>Arts Collaborative Reporter/Producer</td>
<td>06/06/22</td>
<td>08/29/22</td>
</tr>
<tr>
<td>Marjorie Welch Fitts Louis Fellowship</td>
<td>04/25/22</td>
<td>09/12/22</td>
</tr>
<tr>
<td>Audience Editor, KERA News</td>
<td>03/23/22</td>
<td>10/10/22</td>
</tr>
<tr>
<td>KXT Assistant Program Director</td>
<td>08/17/22</td>
<td>10/17/22</td>
</tr>
<tr>
<td>Midday Host and Technical Director</td>
<td>06/13/22</td>
<td>10/18/22</td>
</tr>
<tr>
<td>People and Culture Admin Assistant</td>
<td>08/10/22</td>
<td>11/14/22</td>
</tr>
<tr>
<td>Development Admin Assistant (2)</td>
<td>08/10/22</td>
<td>11/14/22</td>
</tr>
<tr>
<td>General Assignment Reporter</td>
<td>09/08/22</td>
<td>11/21/22</td>
</tr>
<tr>
<td>Morning Producer and Podcast Host</td>
<td>07/13/22</td>
<td>11/28/22</td>
</tr>
<tr>
<td>WRR Assistant Program Director</td>
<td>08/29/22</td>
<td>11/28/22</td>
</tr>
<tr>
<td>Tessitura Support Specialist</td>
<td>11/04/22</td>
<td>12/21/22</td>
</tr>
<tr>
<td>WRR Marketing Manager and Host</td>
<td>-------</td>
<td>01/03/23</td>
</tr>
<tr>
<td>Audience/Content Admin Assistant</td>
<td>08/10/22</td>
<td>01/04/23</td>
</tr>
<tr>
<td>Visual Journalist</td>
<td>10/07/22</td>
<td>01/05/23</td>
</tr>
<tr>
<td>Dallas Accountability Reporter</td>
<td>09/14/22</td>
<td>01/09/23</td>
</tr>
<tr>
<td>Tessitura Support Specialist</td>
<td>12/05/22</td>
<td>01/17/23</td>
</tr>
<tr>
<td>Arts Collaborative Reporter</td>
<td>06/06/22</td>
<td>01/18/23</td>
</tr>
<tr>
<td>Copywriter</td>
<td>10/18/22</td>
<td>01/30/23</td>
</tr>
<tr>
<td>Digital Acquisition Manager</td>
<td>09/27/22</td>
<td>02/01/23</td>
</tr>
</tbody>
</table>
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, identified by name, address, contact person and telephone number; For ease of reference, Address and Contact Information for Recruiting Sources are attached in Addendum 1.

**Managing Producer for Video**
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

**Assistant Podcast Producer**
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

**Senior Accountant**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
Collaborations Editor
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

Revenue Operations Coordinator
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

Director of Financial Planning and Analysis
Thomas Edwards Group
  Networking
  Job Candidate Research
  Direct Outreach

Development Administrative Assistant
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Center for Non-Profit Management
Other / Not Specified

**Digital Fundraising Coordinator**
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

**Chief Financial Officer**
Ellis Kirk Group
  Networking
  Job Candidate Research
  Direct Outreach

**Report for America Fellow**
Report for America Contract

**Marketing Manager**
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
Center for Non-Profit Management
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

**Education Coordinator**
KERA Website
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Backman Lake Together Job Board

**Senior Vice-President, Development**
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Center for Non-Profit Management

**Director Donor Data**
KERA Website
National Association of Black Journalists
National Association of Hispanic Journalist
Asian American Journalist Association
Greater Public
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
Tessitura
Current/Public Media Jobs
Center for Non-Profit Management
Corporation for Public Broadcasting, Inc. (CPB)

**Audience Insights Analyst**
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
Center for Non-Profit Management
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

**Audience Editor, The Texas Newsroom**
KERA Website
Mandy Hofmockel Newsletter
Inside the Newsroom Newsletter
UT Journalism Facebook
Poynter Groups
National Association of Black Journalists
National Association of Hispanic Journalist
Asian American Journalist Association
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
Online News Association
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

**Producer/Editor, Creative Services**
KERA Website
Direct Employers Association
Glassdoor
North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM
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Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
Greater Public
Center for Non-Profit Management
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

Morning Edition Host
KERA Website
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
National Association of Black Journalists
National Association of Hispanic Journalist
Asian American Journalist Association
Greater Public
Current/Public Media Jobs
Corporation for Public Broadcasting, Inc. (CPB)

Managing Editor, Daily News
KERA Website
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
National Association of Black Journalists
National Association of Hispanic Journalist
Asian American Journalist Association
Greater Public
Current/Public Media Jobs
Corporation for Public Broadcasting, Inc. (CPB)

Arts Collaborative Reporter/Producer
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

Marjorie Welch Fitts Louis Fellowship
KERA Website
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

Audience Editor, KERA News
KERA Website
Employee Referral
Inside the Newsroom Newsletter
UT Journalism Facebook
Poynter Groups
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
diversityjobs.com
National Association of Black Journalists
National Association of Hispanic Journalist
Asian American Journalist Association
Online News Association
Current/Public Media Jobs
Corporation for Public Broadcasting, Inc. (CPB)

KXT Assistant Program Director
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

**Midday Host and Technical Director**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting, Inc. (CPB)

**People and Culture Administrative Assistant**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

**Development Administrative Assistant (2)**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM
EEO Recruiting Report
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Other / Not Specified

**General Assignment Reporter**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

**Morning Producer and Podcast Host**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

**WRR Assistant Program Director**
KERA Website
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting, Inc. (CPB)

**Tessitura Support Specialist**
KERA Website
Existing Contractor
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

WRR Marketing Manager and Host
Lateral Transfer

Audience/Content Admin Assistant
KERA Website
Existing Employee
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

Visual Journalist
KERA Website
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

Dallas Accountability Reporter
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

**Tessitura Support Specialist**
KERA Website
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

**Arts Collaborative Reporter**
KERA Website
Employee Referral
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

**Copywriter**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting, Inc. (CPB)

**Digital Acquisition Manager**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

**Email Director**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
Other / Not Specified

**Digital Fundraising Coordinator**
KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs
Indeed
LinkedIn
ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)
3. The recruitment source that referred the hiree for each full-time vacancy during the preceding year;

<table>
<thead>
<tr>
<th>Position</th>
<th>Hiring Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Producer for Video</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>Assistant Podcast Producer</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>Senior Accountant</td>
<td>Indeed</td>
</tr>
<tr>
<td>Collaborations Editor</td>
<td>Existing Employee</td>
</tr>
<tr>
<td>Revenue Operations Coordinator</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>Director of Financial Planning and Analysis</td>
<td>Thomas Edwards Group</td>
</tr>
<tr>
<td>Development Administrative Assistant</td>
<td>Other / Not Specified</td>
</tr>
<tr>
<td>Digital Fundraising Coordinator</td>
<td>Other / Not Specified</td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td>Ellis Kirk Group</td>
</tr>
<tr>
<td>Report For America Corps Member</td>
<td>Report for America</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>Education Coordinator</td>
<td>LinkedIn</td>
</tr>
<tr>
<td>Senior Vice-President, Development</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>Director Donor Data</td>
<td>KERA Website</td>
</tr>
<tr>
<td>Audience Insights Analyst</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>Audience Editor, The Texas Newsroom</td>
<td>Other / Not Specified</td>
</tr>
<tr>
<td>Producer/Editor, Creative Services</td>
<td>Indeed</td>
</tr>
<tr>
<td>Morning Edition Host</td>
<td>Indeed</td>
</tr>
<tr>
<td>Managing Editor, Daily News</td>
<td>Exigent Hire</td>
</tr>
<tr>
<td>Arts Collaborative Reporter/Producer</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>Marjorie Welch Fitts Louis Fellowship</td>
<td>KERA Website</td>
</tr>
<tr>
<td>Audience Editor, KERA News</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>KXT Assistant Program Director</td>
<td>Existing Employee</td>
</tr>
<tr>
<td>Midday Host and Technical Director</td>
<td>Existing Employee</td>
</tr>
<tr>
<td>People and Culture Admin Assistant</td>
<td>Indeed</td>
</tr>
<tr>
<td>Development Admin Assistant (2)</td>
<td>Other / Not Specified</td>
</tr>
<tr>
<td>General Assignment Reporter</td>
<td>KERA Website</td>
</tr>
<tr>
<td>Morning Producer and Podcast Host</td>
<td>Existing Employee</td>
</tr>
<tr>
<td>WRR Assistant Program Director</td>
<td>KERA Website</td>
</tr>
<tr>
<td>Tessitura Support Specialist</td>
<td>Existing Contractor</td>
</tr>
<tr>
<td>WRR Marketing Manager and Host</td>
<td>Lateral Transfer</td>
</tr>
<tr>
<td>Audience/Content Admin Assistant</td>
<td>Employee Referral</td>
</tr>
<tr>
<td>Visual Journalist</td>
<td>KERA Website</td>
</tr>
<tr>
<td>Dallas Accountability Reporter</td>
<td>Existing Employee</td>
</tr>
<tr>
<td>Tessitura Support Specialist</td>
<td>KERA Website</td>
</tr>
<tr>
<td>Arts Collaborative Reporter</td>
<td>KERA Website</td>
</tr>
<tr>
<td>Copywriter</td>
<td>KERA Website</td>
</tr>
<tr>
<td>Digital Acquisition Manager</td>
<td>Existing Employee</td>
</tr>
<tr>
<td>Email Director</td>
<td>Other / Not Specified</td>
</tr>
<tr>
<td>Digital Fundraising Coordinator</td>
<td>Indeed</td>
</tr>
</tbody>
</table>
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;

One Hundred Seventy Four (174) Persons Interviewed:

<table>
<thead>
<tr>
<th>Position</th>
<th>Recruitment Sources &amp; Number Interviewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Producer for Video</td>
<td>1 KERA Website, 1 Employee Referral, 2 Indeed, 1 Direct Employers Association</td>
</tr>
<tr>
<td>Assistant Podcast Producer</td>
<td>1 KERA Website, 1 Existing Employee, 3 Employee Referral, 1 Indeed</td>
</tr>
<tr>
<td>Senior Accountant</td>
<td>1 Direct Employers Association, 3 Indeed</td>
</tr>
<tr>
<td>Collaborations Editor</td>
<td>2 Existing Employee, 1 Indeed, 1 Other / Not Specified</td>
</tr>
<tr>
<td>Revenue Operations Coordinator</td>
<td>1 Employee Referral, 1 Indeed, 2 Other / Not Specified</td>
</tr>
<tr>
<td>Director of Financial Planning and Analysis</td>
<td>6 Thomas Edwards Group</td>
</tr>
<tr>
<td>Development Administrative Assistant</td>
<td>1 KERA Website, 3 Indeed, 1 Other / Not Specified</td>
</tr>
<tr>
<td>Digital Fundraising Coordinator</td>
<td>3 KERA Website, 1 Employee Referral, 1 Other / Not Specified</td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td>3 Ellis Kirk Group</td>
</tr>
<tr>
<td>Report For America Corps Member</td>
<td>1 Report for America</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>2 KERA Website, 1 Employee Referral, 1 LinkedIn</td>
</tr>
<tr>
<td>Education Coordinator</td>
<td>5 Direct Employers Association, 5 LinkedIn</td>
</tr>
<tr>
<td>Position</td>
<td>Source(s)</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Senior Vice-President, Development</td>
<td>1 Existing Employee, 1 Employee Referral, 1 CNM Job Board, 1 Current/Public Media Jobs</td>
</tr>
<tr>
<td>Director Donor Data</td>
<td>1 KERA Website, 4 Indeed, 1 Direct Employers Association, 1 Other / Not Specified</td>
</tr>
<tr>
<td>Audience Insights Analyst</td>
<td>1 KERA website, 1 Indeed, 1 Employee referral</td>
</tr>
<tr>
<td>Audience Editor, The Texas Newsroom</td>
<td>3 Existing Employee, 2 Other / Not Specified</td>
</tr>
<tr>
<td>Producer/Editor, Creative Services</td>
<td>4 Indeed</td>
</tr>
<tr>
<td>Morning Edition Host</td>
<td>1 KERA Website, 2 Indeed, 2 Current/Public Media Jobs</td>
</tr>
<tr>
<td>Managing Editor, Daily News</td>
<td>1 Exigent Hire</td>
</tr>
<tr>
<td>Arts Collaborative Reporter/Producer</td>
<td>1 KERA Website, 2 Existing Employee, 1 Employee Referral</td>
</tr>
<tr>
<td>Marjorie Welch Fitts Louis Fellowship</td>
<td>2 KERA Website, 1 Glassdoor</td>
</tr>
<tr>
<td>Audience Editor, KERA News</td>
<td>1 KERA Website, 1 Employee Referral, 1 Indeed, 1 Corporation for Public Broadcasting (CPB)</td>
</tr>
<tr>
<td>KXT Assistant Program Director</td>
<td>2 KERA Website, 3 Existing Employee</td>
</tr>
<tr>
<td>Midday Host and Technical Director</td>
<td>1 Existing Employee, 1 Google Jobs, 1 Corporation for Public Broadcasting (CPB)</td>
</tr>
<tr>
<td>People and Culture Administrative Assistant</td>
<td>5 Indeed</td>
</tr>
</tbody>
</table>
| Development Administrative Assistant (2)     | 2 KERA Website, 1 Indeed, 2 Other / Not Specified
<table>
<thead>
<tr>
<th>Position</th>
<th>Source(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Assignment Reporter</td>
<td>1 KERA Website, 1 Corporation for Public Broadcasting (CPB)</td>
</tr>
<tr>
<td>Morning Producer and Podcast Host</td>
<td>1 KERA Website, 1 Existing Employee, 2 Indeed, 1 LinkedIn, 1 Other / Not Specified</td>
</tr>
<tr>
<td>WRR Assistant Program Director</td>
<td>3 KERA Website, 1 Indeed, 1 Corporation for Public Broadcasting (CPB)</td>
</tr>
<tr>
<td>Tessitaura Support Specialist</td>
<td>1 KERA Website, 1 Existing Contractor, 1 Indeed</td>
</tr>
<tr>
<td>WRR Marketing Manager and Host</td>
<td>1 Lateral Transfer</td>
</tr>
<tr>
<td>Audience/Content Administrative Assistant</td>
<td>1 Employee Referral, 5 Indeed</td>
</tr>
<tr>
<td>Visual Journalist</td>
<td>1 KERA Website, 2 Employee Referral, 2 Indeed, 1 ZipRecruiter, 1 Other / Not Specified</td>
</tr>
<tr>
<td>Dallas Accountability Reporter</td>
<td>1 KERA Website, 1 Existing Employee, 1 Indeed</td>
</tr>
<tr>
<td>Tessitaura Support Specialist</td>
<td>1 KERA Website, 1 Existing Contractor, 1 Indeed</td>
</tr>
<tr>
<td>Arts Collaborative Reporter</td>
<td>3 KERA Website, 1 Employee Referral, 1 Indeed</td>
</tr>
<tr>
<td>Copywriter</td>
<td>4 Company Website, 2 Indeed, 1 Glassdoor</td>
</tr>
<tr>
<td>Digital Acquisition Manager</td>
<td>1 KERA Website, 2 Existing Employee, 1 Indeed</td>
</tr>
<tr>
<td>Email Director</td>
<td>2 Existing Employee, 1 Indeed, 1 Other / Not Specified</td>
</tr>
</tbody>
</table>
| Digital Fundraising Coordinator | 1 KERA Website  
|                               | 2 Existing Employee  
|                               | 1 Indeed           |
5. A list and brief description of initiatives undertaken during the preceding year.

North Texas Public Broadcasting, Inc. dba KERA services the fifth largest media market in the country. KERA reaches over two million people each week with rich, informational, insightful content via our broadcast and digital platforms through KERA-TV, KERA-FM, KKXT-FM and the management of WRR. KERA reaches more than 600,000 children each week with educational programming on KERA-TV and KERA Kids 24/7 channels.

KERA is committed to providing employment and promotion opportunities to individuals of all backgrounds, experiences, and identities. All qualified applicants receive consideration for employment without regard to race, color, national origin or ancestry, sex, sexual orientation, gender identity, gender expression, age, religion, veteran status, disability or any other characteristic or basis protected by law. This includes focused recruitment in diverse spaces to identify talented candidates who may not be represented in legacy applicant pools. We expanded management positions with an increased DEI focus and development. Our hiring processes are structured to include hiring committees with diverse representation that have a meaningful say in the hiring of every candidate. We also believe in supporting long-term career development to prepare diverse talent for leadership roles within the organization.

The initiatives undertaken by KERA for this reporting period are as follows:

§73.2080(c)(2)(iii) Co-sponsoring at least on job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;

KERA, The Texas Newsroom division, participated in the Public Media Village, led by NPR, as a Lead Villager sponsor for two national conferences: Asian American Journalists Association (AAJA) July 27-30, 2022, and National Association of Black Journalists (NABJ)/National Association of Hispanic Journalists (NAHJ) August 3-7, 2022. Public Media Village is a coalition of public media organizations available for job seekers to explore the world of public media, including news, television, radio, and podcasts. KERA was able to present its open full-time positions during the conference job fairs, the career paths in journalism and encouraged job seekers to check our website for future job vacancies if the current openings did not match their skill sets.

§73.2080(c)(2)(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
KERA has continued its established paid college internship program which assists students in acquiring skills needed for broadcast employment. We believe the paid internship program affords all interested students with applicable studies the ability to apply for an internship opportunity without a financial limitation for students needing a paid position while pursuing their education.

The students selected for KERA’s paid college internship program are part-time, are assigned meaningful work and often receive college credit for their internship. Interns represent a diverse group, including minority students. During this reporting period interns were assigned to News, Podcasts, Think, Photojournalism, Social Media, On-Demand Video and DEI. They were hired for Summer 2022, Fall 2022 and Spring 2023. In total, this group included 21 interns with over 65% being minority and 70% being female. After college graduation, these students are prepared and eligible to apply for regular full-time positions with KERA.

Additionally, KERA has participated in NPR’s Next Generation Radio training for the past several years. It is a one-week, digital first, multimedia training project co-sponsored by NPR, NPR member stations, colleges, and universities. This program is designed to give competitively selected participants who are interested in podcasting, audio storytelling, and written and visual journalism the skills and opportunity to find and produce their own multimedia stories. Each selected participant is paired with a professional journalist throughout the program. In 2022, one KERA journalist served as a mentor and worked one-on-one with their assigned Next Generation participants from the broadcast community. They were the main point of communication for the mentee, provided specific feedback and clear direction, and offered support and encouragement throughout the project.

§73.2080(c)(2)(vi) Participation in job banks, Internet programs, and other programs designed to promote outreach generally;

All open positions are posted in the employment section of the KERA website, https://www.kera.org/about/employment and are posted on many other popular job posting sites. These sources are broadly available to the general public and are often picked up and reposted by networking boards and other employment search engine job sites.

Many positions are also posted on highly recognizable professional websites and/or specific professional association websites applicable to the job vacancy. We partnered with Insperity – Bright Move who posts the job positions to various job boards helping to further amplify our job postings in the job market. Additionally, we post job vacancies related to the skills we are seeking on specific diversity focused job sites. We have sponsored paid advertising on LinkedIn, a professional networking site.
We advertise with professional associations targeted for the type of job skills we are seeking, in certain industry publications and in local temporary and temp to hire agencies.

§73.2080(c)(2)(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;

KERA augmented the core benefits and services it offers its team members by entering into a service agreement with Insperity. Through Insperity’s online portal, staff have access to over 100,000 learning assets, including professional and educational courses, certifications and training videos. Additionally, an annual stipend of $500 per employee is provided for training and development as well as a $1,500 educational stipend toward a degree program. KERA also provides all staff the opportunities to attend conferences to broaden their knowledge and skills. All KERA managers have been charged with the responsibility to include career development plans in the annual written goals for each employee in their department.

§73.2080(c)(2)(xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;

During this reporting period, KERA continued its enhanced DEI training. As in prior periods, all employees, including managers, received our annual training about the prevention of harassment, sexual harassment, and discrimination in the workplace. KERA launched the Can We Talk Series to specifically conduct training sessions related to unconscious bias and other factors that raise awareness and understanding. KERA also provided several professional development opportunities rooted in diversity, equity and inclusion for both managers and staff. Topics included cultural history, inclusive leadership, empowerment, emotional intelligence and more.

Management has been an integral participant in all trainings enhancing the understanding and promotion of fair employment practices for all protected classes within every aspect of KERA’s employment practices. Management also participated in specialized training through Insperity focusing on the legal and supervisor responsibilities around the process of hiring employees.

In addition to the DEI training, KERA expanded a senior management position to Chief Content and Diversity Officer ensuring that DEI is in the foundation of KERA’s core from the top-down. KERA employs a Vice-President, People Strategy who is integral in building KERA’s pipeline of talent and creating opportunities for professional development and growth. KERA also expanded its hiring process to include hiring panels. The hiring panels are assembled for each new position and includes the hiring manager, department team members and 1 or 2 representatives.
from other departments that would work collaboratively with the person who would be hired in this position. The hiring panel is asked to be diverse in nature and is to present a diverse pool of applicants to review. Additionally, all managers and employees have been asked to include a specific DEI goal they will seek to achieve during their annual performance period.

§73.2080(c)(2)(xvi) Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

KERA regularly posts job vacancies on the KERA website, other external job posting sites and additional specialized job sites for more specific positions. These sources are broadly available to the general public which further circulates job vacancies to job seekers who may not have considered KERA in their job search.

Job seekers that visit the KERA website will have the opportunity to view current open positions at KERA and KKXT, and are also pointed to national websites for additional opportunities. The KERA website also states our commitment to diversity, equity and inclusion and equal opportunity with the following:

Employment at KERA

KERA embraces the principles of diversity, equity, and inclusion in our workplace. We endeavor to promote an environment in which differences are respected, and innovative ideas and perspectives are welcomed. We recruit individuals with exceptional ability and talent from a broad range of backgrounds, experiences, cultures, beliefs and lifestyles and are dedicated to the development and advancement of our employees. If you would like to learn more about KERA and how to join our team, please click on the button below to view our current employment opportunities.

Jobs with KERA Collaborative Partners

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

- NPR
- PBS
EQUAL EMPLOYMENT OPPORTUNITY

KERA believes that diversity is important to our success. We are committed to equal employment opportunity and all qualified applicants will receive consideration for employment without regard to race, color, national origin or ancestry, sex, sexual orientation, gender identity, gender expression, age, religion, veteran status, disability or any other characteristic or basis protected by law.

Each job position posted, and reposted by other websites, includes a statement of equal employment opportunity within the text of the description that clearly shows KERA’s commitment.

KERA repeatedly broadcasts weekly spot announcements related to employment opportunities on our KERA-TV, KERA-FM and KKXT-FM stations. The spot announcements promote our employment opportunities and directs job seekers to the KERA website to find current openings. The spot announcements for each station read as follows:

KERA-TV
“Want to make an impact in North Texas? The KERA staff serves our community with programs that educate and make a difference. Visit KERA dot ORG slash employment to see open positions. KERA is an equal opportunity employer.”

KERA-FM
“If you want to make an impact in North Texas, the KERA staff serves our community with news and programs that make a difference. Visit KERA (dot) ORG slash jobs to see open positions. KERA is an equal opportunity employer.”

KKXT-FM
“If you’re passionate about local music, the KXT staff supports a thriving music scene with local artists and new music discovery. Visit KERA (dot) ORG slash jobs to see open positions. KXT is an equal opportunity employer.”
### Addendum 1 – Address and contact information for Recruiting Sources

<table>
<thead>
<tr>
<th>Source/Coverage</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Insperity – Bright Move</strong>&lt;br&gt;545 E John Carpenter Fwy, Suite 1200&lt;br&gt;Irving, TX 75062&lt;br&gt;Contact: Kathy Goodin-Mitchell&lt;br&gt;<a href="mailto:Kathy.goodin-mitchell@insperity.com">Kathy.goodin-mitchell@insperity.com</a></td>
<td>KERA Website (kera.com)&lt;br&gt;Employee Referral&lt;br&gt;Existing Employee&lt;br&gt;Intern Referral&lt;br&gt;Contractor Referral&lt;br&gt;KERA&lt;br&gt;3000 Harry Hines Blvd.&lt;br&gt;Dallas, TX 75201&lt;br&gt;Andrea Somers&lt;br&gt;Vice-President, People Strategy&lt;br&gt;214.740.9348&lt;br&gt;<a href="mailto:asomers@kera.org">asomers@kera.org</a></td>
</tr>
<tr>
<td><strong>Insperity – Bright Move automatically posts all positions with the following organizations:</strong>&lt;br&gt;Direct Employers Association&lt;br&gt;Glassdoor&lt;br&gt;Google Jobs&lt;br&gt;Indeed&lt;br&gt;LinkedIn&lt;br&gt;ZipRecruiter&lt;br&gt;Corporation for Public Broadcasting (CPB)&lt;br&gt;Current/Public Media Jobs</td>
<td></td>
</tr>
<tr>
<td><strong>Glassdoor.com</strong>&lt;br&gt;<a href="https://www.glassdoor.com/index.htm">https://www.glassdoor.com/index.htm</a></td>
<td>Center for Non-Profit Management (CNM)&lt;br&gt;2902 Floyd St.&lt;br&gt;Dallas, Texas 75204&lt;br&gt;214.826-3470&lt;br&gt;www.cnmconnect.org</td>
</tr>
<tr>
<td><strong>Indeed</strong>&lt;br&gt;Job Search</td>
<td>Direct Employers Association&lt;br&gt;7602 Woodland Drive, Suite 200&lt;br&gt;Indianapolis, IN 46278&lt;br&gt;Contact DirectEmployers</td>
</tr>
</tbody>
</table>
## North Texas Public Broadcasting
**KERA-TV, KERA-FM and KKXT-FM**

**EEO Recruiting Report**

**April 1, 2022 – March 31, 2023**

| Corporation for Public Broadcasting (CPB)  
401 9th Street, NW  
Washington, DC 20004-2129  
[www.cpb.org](http://www.cpb.org) | Current/Public Media Jobs  
Current – Online  
6930 Carroll Ave.  
Suite 350  
Takoma Park, MD 20912  
Contact: Advertising Director  
301-270-7240, ext. 36  
[currentnewspaperads@gmail.com](mailto:currentnewspaperads@gmail.com)  
[publicmediajobs.org](http://publicmediajobs.org) |
| --- | --- |
| Report for America  
404 W. 5th Ave, 6th Floor  
New York, NY 10018,  
[https://www.reportforamerica.org/contact-us/](https://www.reportforamerica.org/contact-us/) | National Association of Black Journalists  
| Poynter Institute  
http://www.medialjobboard.com/jobseekers/ | National Association of Hispanic Journalists  
| Mandy Hofmockel Newsletter  
[Mandy Hofmockel | Substack](http://mandyhofmockel.substack.com) | Asian American Journalists Association  
[https://secure.aaja.org/careers/](https://secure.aaja.org/careers/) |
| Inside the Newsroom Newsletter  
[Inside The Newsroom | Daniel | Substack](http://inside-the-newsroom.substack.com) | Online News Association  
[Online News Association (ONA), Online News Association Career Center|Find Your Career Here (journalists.org)](http://ona.org) |
| UT Journalism Facebook  
[University of Texas School of Journalism and Media | Facebook](http://ut journalism.substack.com) |  |
| Ellis Kirk Group  
4040 North Central Expressway  
Suite 730  
Dallas, TX 75204  
214.833.1170  
info@elliskirkgroup.com | Thomas Edwards Group  
5151 Belt Line Road  
Suite 350  
Dallas, Texas 75254  
214.239.1288  
info@thomasedwards.com |
| Bachman Lake Together Job Board  
9507 Overlake Dr.  
Dallas, TX 75220  
214.964.0505  
info@bachmanlaketogther.org | Greater Public  
PO Box 303279  
Austin, TX 78703-0055  
800.454.2314  
[Job Line - Greater Public](http://greaterpublic.com) |
Diversity Jobs posts to all these sites:

https://diversityjobs.com/

- Veteran Jobs.net
- LatinoJobs.org
- DisabilityJobs.net
- WehireWomen.com
- African American Hires
- All GBTJobs.com
- All Hispanic Jobs
- All Bilingual Jobs
- Asianhires.com

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El Cajon, CA 92020
United States
Contact Us (tessituranetwork.com)