

North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM
EEO Recruiting Report
April 1, 2022 – March 31, 2023

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.

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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:

Position	Open	Filled
Managing Producer for Video	11/10/21	04/04/22
Assistant Podcast Producer	11/09/21	04/04/22
Senior Accountant	11/08/21	04/06/22
Collaborations Editor	01/23/22	04/25/22
Revenue Operations Coordinator	02/16/22	05/02/22
Director of Financial Planning and Analysis-----		05/04/22
Development Administrative Assistant	02/23/22	05/16/22
Digital Fundraising Coordinator	11/28/21	05/17/22
Chief Financial Officer	01/25/22	05/31/22
RFA Corps Member	-----	06/01/22
Marketing Manager	03/03/22	06/07/22
Education Coordinator	12/20/21	06/21/22
Senior Vice-President, Development	10/26/21	07/05/22
Director Donor Data	04/19/21	07/13/22
Audience Insights Analyst	08/23/21	07/18/22
Audience Editor, The Texas Newsroom	03/23/22	07/25/22
Producer/Editor, Creative Services	04/19/21	08/02/22
Morning Edition Host	04/19/22	08/22/22
Managing Editor, Daily News	04/19/21	08/26/22
Arts Collaborative Reporter/Producer	06/06/22	08/29/22
Marjorie Welch Fitts Louis Fellowship	04/25/22	09/12/22
Audience Editor, KERA News	03/23/22	10/10/22
KXT Assistant Program Director	08/17/22	10/17/22
Midday Host and Technical Director	06/13/22	10/18/22
People and Culture Admin Assistant	08/10/22	11/14/22
Development Admin Assistant (2)	08/10/22	11/14/22
General Assignment Reporter	09/08/22	11/21/22
Morning Producer and Podcast Host	07/13/22	11/28/22
WRR Assistant Program Director	08/29/22	11/28/22
Tessitura Support Specialist	11/04/22	12/21/22
WRR Marketing Manager and Host	-----	01/03/23
Audience/Content Admin Assistant	08/10/22	01/04/23
Visual Journalist	10/07/22	01/05/23
Dallas Accountability Reporter	09/14/22	01/09/23
Tessitura Support Specialist	12/05/22	01/17/23
Arts Collaborative Reporter	06/06/22	01/18/23
Copywriter	10/18/22	01/30/23
Digital Acquisition Manager	09/27/22	02/01/23

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Email Director	10/31/22	03/07/23
Digital Fundraising Coordinator	02/20/23	03/15/23

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

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ZipRecruiter
Current/Public Media Jobs
Corporation for Public Broadcasting (CPB)

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

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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

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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

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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

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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

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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
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KXT Assistant Program Director

KERA Website
Existing Employee

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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
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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
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Tessitura Support Specialist

KERA Website
Existing Contractor
Direct Employers Association
Glassdoor
Google Jobs
Indeed

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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
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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
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Digital Acquisition Manager

KERA Website
Existing Employee
Direct Employers Association
Glassdoor
Google Jobs

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

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

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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;

One Hundred Seventy Four (174) Persons Interviewed:

Position	Recruitment Sources & Number Interviewed
Managing Producer for Video	1 KERA Website 1 Employee Referral 2 Indeed 1 Direct Employers Association
Assistant Podcast Producer	1 KERA Website 1 Existing Employee 3 Employee Referral 1 Indeed
Senior Accountant	1 Direct Employers Association 3 Indeed
Collaborations Editor	2 Existing Employee 1 Indeed 1 Other / Not Specified
Revenue Operations Coordinator	1 Employee Referral 1 Indeed 2 Other / Not Specified
Director of Financial Planning and Analysis	6 Thomas Edwards Group
Development Administrative Assistant	1 KERA Website 3 Indeed 1 Other / Not Specified
Digital Fundraising Coordinator	3 KERA Website 1 Employee Referral 1 Other / Not Specified
Chief Financial Officer	3 Ellis Kirk Group
Report For America Corps Member	1 Report for America
Marketing Manager	2 KERA Website 1 Employee Referral 1 LinkedIn
Education Coordinator	5 Direct Employers Association 5 LinkedIn

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Senior Vice-President, Development	1 Existing Employee 1 Employee Referral 1 CNM Job Board 1 Current/Public Media Jobs
Director Donor Data	1 KERA Website 4 Indeed 1 Direct Employers Association 1 Other / Not Specified
Audience Insights Analyst	1 KERA website 1 Indeed 1 Employee referral
Audience Editor, The Texas Newsroom	3 Existing Employee 2 Other / Not Specified
Producer/Editor, Creative Services	4 Indeed
Morning Edition Host	1 KERA Website 2 Indeed 2 Current/Public Media Jobs
Managing Editor, Daily News	1 Exigent Hire
Arts Collaborative Reporter/Producer	1 KERA Website 2 Existing Employee 1 Employee Referral
Marjorie Welch Fitts Louis Fellowship	2 KERA Website 1 Glassdoor
Audience Editor, KERA News	1 KERA Website 1 Employee Referral 1 Indeed 1 Corporation for Public Broadcasting (CPB)
KXT Assistant Program Director	2 KERA Website 3 Existing Employee
Midday Host and Technical Director	1 Existing Employee 1 Google Jobs 1 Corporation for Public Broadcasting (CPB)
People and Culture Administrative Assistant	5 Indeed
Development Administrative Assistant (2)	2 KERA Website 1 Indeed 2 Other / Not Specified

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General Assignment Reporter	1 KERA Website 1 Corporation for Public Broadcasting (CPB)
Morning Producer and Podcast Host	1 KERA Website 1 Existing Employee 2 Indeed 1 LinkedIn 1 Other / Not Specified
WRR Assistant Program Director	3 KERA Website 1 Indeed 1 Corporation for Public Broadcasting (CPB)
Tessitura Support Specialist	1 KERA Website 1 Existing Contractor 1 Indeed
WRR Marketing Manager and Host	1 Lateral Transfer
Audience/Content Administrative Assistant	1 Employee Referral 5 Indeed
Visual Journalist	1 KERA Website 2 Employee Referral 2 Indeed 1 ZipRecruiter 1 Other / Not Specified
Dallas Accountability Reporter	1 KERA Website 1 Existing Employee 1 Indeed
Tessitura Support Specialist	1 KERA Website 1 Existing Contractor 1 Indeed
Arts Collaborative Reporter	3 KERA Website 1 Employee Referral 1 Indeed
Copywriter	4 Company Website 2 Indeed 1 Glassdoor
Digital Acquisition Manager	1 KERA Website 2 Existing Employee 1 Indeed
Email Director	2 Existing Employee 1 Indeed 1 Other / Not Specified

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Digital Fundraising Coordinator	1 KERA Website 2 Existing Employee 1 Indeed
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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 one 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;

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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.

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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

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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](#)

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- CPB (Corporation for Public Broadcasting)
- TAB (Texas Association of Broadcasters)

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."

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Addendum 1 – Address and contact information for Recruiting Sources

<p>Insperty – Bright Move 545 E John Carpenter Fwy, Suite 1200 Irving, TX 75062 Contact: Kathy Goodin-Mitchell Kathy.goodin-mitchell@insperity.com</p> <p>Insperty – Bright Move automatically posts all positions with the following organizations:</p> <p>Direct Employers Association Glassdoor Google Jobs Indeed LinkedIn ZipRecruiter Corporation for Public Broadcasting (CPB) Current/Public Media Jobs</p>	<p>KERA Website (kera.com) Employee Referral Existing Employee Intern Referral Contractor Referral</p> <p>KERA 3000 Harry Hines Blvd. Dallas, TX 75201 Andrea Somers Vice-President, People Strategy 214.740.9348 asomers@kera.org</p>
<p>Glassdoor.com https://www.glassdoor.com/index.htm</p> <p>Indeed Job Search Indeed</p> <p>LinkedIn www.linkedin.com</p> <p>ZipRecruiter www.ziprecruiter.com</p> <p>Google Jobs https://www.google.com/search?client=safari&rls=en&q=google+jobs&ie=UTF-8&oe=UTF-8&ibp=htl;jobs&sa=X&ved=2ahUKEwjUsMuVrVtL9AhVPEFkFHZEOCBcQudcGKAF6BAgSECo#htivrt=jobs&htidocid=xn3srltqPYAAAAAA%3D%3D&fpstate=tlldetail</p>	<p>Center for Non-Profit Management (CNM) 2902 Floyd St. Dallas, Texas 75204 214.826-3470 www.cnmconnect.org</p> <p>Direct Employers Association 7602 Woodland Drive, Suite 200 Indianapolis, IN 46278 Contact DirectEmployers DirectEmployers Association</p>

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<p>Corporation for Public Broadcasting (CPB) 401 9th Street, NW Washington, DC 20004-2129 www.cpb.org</p>	<p>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 publicmediajobs.org</p>
<p>Report for America 404 W. 5th Ave, 6th Floor New York, NY 10018, https://www.reportforamerica.org/contact-us/</p> <p>Poynter Institute http://www.mediajobboard.com/jobseekers/</p> <p>Mandy Hofmockel Newsletter Mandy Hofmockel Substack</p> <p>Inside the Newsroom Newsletter Inside The Newsroom Daniel Substack</p> <p>UT Journalism Facebook University of Texas School of Journalism and Media Facebook</p>	<p>National Association of Black Journalists http://careerservices.nabj.org/</p> <p>National Association of Hispanic Journalists http://nahj.org/category/jobs/</p> <p>Asian American Journalists Association https://secure.aaja.org/careers/</p> <p>Online News Association Online News Association (ONA), Online News Association Career Center Find Your Career Here (journalists.org)</p>
<p>Ellis Kirk Group 4040 North Central Expressway Suite 730 Dallas, TX 75204 214.833.1170 info@elliskirkgroup.com</p>	<p>Thomas Edwards Group 5151 Belt Line Road Suite 350 Dallas, Texas 75254 214.239.1288 info@thomasedwards.com</p>
<p>Bachman Lake Together Job Board 9507 Overlake Dr. Dallas, TX 75220 214.964.0505 info@bachmanlaketogether.org</p>	<p>Greater Public PO Box 303279 Austin, TX 78703-0055 800.454.2314 Job Line - Greater Public</p>

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<p>Diversity Jobs posts to all these sites:</p> <p>https://diversityjobs.com/</p> <ul style="list-style-type: none">• Veteran Jobs.net• LatinoJobs.org• DisabilityJobs.net• WehireWomen.com• African American Hires• All GBTJobs.com• All Hispanic Jobs• All Bilingual Jobs• Asianhires.com	<p>Tessitura 2295 Fletcher Parkway Suite 101 El Cajon, CA 92020 United States Contact Us (tessituranetwork.com)</p>
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