

**North Texas Public Broadcasting**  
**KERA-TV, KERA-FM and KKXT-FM**  
**EEO Recruiting Report**  
**April 1, 2023 – March 31, 2024**

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 ensuring 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. In partnership with the City of Dallas, KERA also manages the daily operations of WRR-FM as a noncommercial station, but WRR-FM'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, 2023 - March 31, 2024.

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;

**Thirteen (13) Full-time Positions Filled:**

<b>Position</b>	<b>Open</b>	<b>Filled</b>
Desktop Support Technician	01/13/23	04/12/23
Marketing Coordinator, Arts & Music	01/20/23	04/03/23
Arts Access Digital Engagement Fellow	01/20/23	06/26/23
Specialty Beats Editor	01/23/23	04/24/23
Audience & Member Services Associate	03/02/23	05/15/23
Events Director	03/27/23	08/07/23
WRR Classical Music Director	04/10/23	07/11/23
Digital Producer, Think	06/01/23	10/02/23
Dallas County Accountability Reporter	07/13/23	10/03/23
Daily News Reporter/Producer	07/20/23	09/18/23
Events Manager	10/11/23	01/08/24
On-Air Fundraising Coordinator	11/20/23	01/29/24
Director, Marketing	12/19/23	03/04/24

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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.

**Desktop Support Technician**

KERA Website  
Employee Referral  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Joble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
LinkedIn  
ZipRecruiter  
Diversity Jobs  
Center for Non-Profit Management

**Marketing Coordinator, Arts & Music**

KERA Website  
Existing Employee  
Contractor  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Joble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
LinkedIn  
ZipRecruiter  
Current/Public Media Jobs

**Arts Access Digital Engagement Fellow**

KERA Website  
Existing Employee

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Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
LinkedIn  
ZipRecruiter  
Corporation for Public Broadcasting (CPB)

**Specialty Beats Editor**

KERA Website  
Existing Employee  
Employee Referral  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Journalismjobs.com  
National Association of Black Journalists  
National Association of Hispanic Journalist  
Asian American Journalist Association  
Corporation for Public Broadcasting (CPB)

**Audience & Member Services Associate**

KERA Website  
Existing Employee  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed

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Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Diversityjobs  
Center for Non-Profit Management  
Current/Public Media Jobs  
Corporation for Public Broadcasting (CPB)

**Events Director**

KERA Website  
Employee Referral  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
diversityjobs.com  
Greater Public  
Current/Public Media Jobs  
Corporation for Public Broadcasting (CPB)  
Center for Non-Profit Management  
Other / Not Specified

**WRR Classical Music Director**

KERA Website  
Employee Referral  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com

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Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Corporation for Public Broadcasting (CPB)

**Digital Producer, Think**

KERA Website  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Other / Not Specified

**Dallas County Accountability Reporter**

KERA Website  
Existing Employee  
Employee Referral  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Diversityjobs  
National Association of Black Journalists  
National Association of Hispanic Journalist  
Asian American Journalist Association  
Greater Public

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Corporation for Public Broadcasting (CPB)  
Other / Not Specified

**Daily News Reporter/Producer**

KERA Website  
Employee Referral  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Diversityjobs  
Greater Public  
National Association of Black Journalists  
National Association of Hispanic Journalist  
Asian American Journalist Association  
Corporation for Public Broadcasting (CPB)  
Other / Not Specified

**Events Manager**

KERA Website  
Employee Referral  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Diversityjobs  
Greater Public  
Current/Public Media Jobs

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Corporation for Public Broadcasting (CPB)  
Center for Non-Profit Management

**On-Air Fundraising Coordinator**

KERA Website  
Employee Referral  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Diversityjobs  
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**Director, Marketing**

KERA Website  
Existing Employee  
Better Jobs  
Direct Employers Association  
Glassdoor  
Google Jobs  
Indeed  
Jooble  
Justjobs.com  
Oodle  
Simply Hired  
Trovit  
ZipRecruiter  
LinkedIn  
Diversityjobs  
Current/Public Media Jobs  
Corporation for Public Broadcasting, Inc. (CPB)  
Center for Non-Profit Management  
Other / Not Specified

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

<b>Position</b>	<b>Hiring Source</b>
Desktop Support Technician	Indeed
Marketing Coordinator, Arts & Music	Contractor
Arts Access Digital Engagement Fellow	KERA Website
Specialty Beats Editor	Employee Referral
Audience & Member Services Associate	Existing Employee
Events Director	KERA Website
WRR Classical Music Director	Direct Employers Assoc.
Digital Producer, Think	Other / Not Specified
Dallas County Accountability Reporter	Employee Referral
Daily News Reporter/Producer	Employee Referral
Events Manager	KERA Website
On-Air Fundraising Coordinator	Employee Referral
Director, Marketing	Existing Employee

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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;

Sixty-Five (65) Persons Interviewed:

<b>Position</b>	<b>Recruitment Sources &amp; Number Interviewed</b>
Desktop Technician	4 Indeed
Marketing Coordinator, Arts & Music	1 KERA Website 1 Indeed 1 Contractor 3 Existing Employees
Arts Access Digital Engagement Fellow	3 KERA Website 1 Existing Employee
Specialty Beats Editor	1 Employee Referral 2 LinkedIn
Audience & Member Services Assoc.	2 KERA Website 1 Existing Employee 2 Indeed
Events Director	3 KERA Website 1 Employee Referral 2 Indeed 2 Other / Not Specified
WRR Classical Music Director	1 Employee Referral 6 Indeed 1 Direct Employers Assoc.
Digital Producer, Think	1 KERA Website 1 Indeed 1 Other / Not Specified
Dallas County Accountability Reporter	1 KERA Website 1 Existing Employee 2 Employee Referral 1 Other / Not Specified
Daily News Reporter/Producer	2 KERA Website 1 Employee Referral 1 Other / Not Specified
Events Manager	2 KERA Website 2 Employee Referral
On-Air Fundraising Coordinator	2 KERA Website 2 Employee Referral

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Director, Marketing	2 KERA Website 1 Existing Employee 1 Indeed 1 LinkedIn 1 Zip Recruiter 1 Other / Not Specified
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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, sponsored the Public Media Village, a recruitment initiative of NPR with member stations, as a Lead Villager sponsor for annual conferences including Asian American Journalists Association (AAJA), National Association of Hispanic Journalists (NAHJ) and National Association of Black Journalists (NABJ). 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, Think, Education, and On-Demand Video. They were hired for Summer 2023, Fall 2023 and Spring 2024. In total, this group included 8 interns with 75% being minority and 75% 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 2023, one KERA fellow was selected to participate, and one KERA journalist served as a mentor for the training. The mentors work one-on-one with their assigned Next Generation participants from the broadcast community and 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>. 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. 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. Additionally, we post job vacancies related to the skills we are seeking on specific diversity focused job 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.

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**§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's core benefits and services it offers to its team members is provided by 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 reimbursement of up to \$500 per employee is provided for training and development as well as a reimbursement of up to \$1,500 educational stipend toward a degree program. KERA also offers opportunities for staff to attend conferences to broaden their knowledge and skills. KERA managers have been charged with the responsibility to include career development plans for each employee's written goals 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 DEI initiatives with the transfer of its DEI leadership to two Senior Team members to provide additional availability and guidance. 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 also provides professional development opportunities rooted in diversity, equity and inclusion for both managers and staff.

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. All new and newly promoted Managers participate in specialized training through Insperity focusing on the legal and supervisor responsibilities around the process of ensuring equal employment opportunity and preventing discrimination. Additionally, all managers and employees have been asked to include a specific DEI goal they will seek to achieve during their annual performance period.

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's hiring process includes the use of 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.

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**§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.

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**Jobs with KERA Collaborative Partners**

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

- [NPR](#)
- [PBS](#)
- [CPB](#) (Corporation for Public Broadcasting)
- [TAB](#) (Texas Association of Broadcasters)

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**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  <a href="mailto:Kathy.goodin-mitchell@insperity.com">Kathy.goodin-mitchell@insperity.com</a></p> <p>Insperty – Bright Move automatically posts all positions with the following organizations (links provided below):</p> <p>Better Jobs  Direct Employers Association  Glassdoor  Google Jobs  Indeed  LinkedIn  Jooble  Justjobs  Oodle  Simply Hired  Trovit  ZipRecruiter</p>	<p>KERA  3000 Harry Hines Blvd.  Dallas, TX 75201  Andrea Somers  Vice-President, People Strategy  214.740.9348  <a href="mailto:asomers@kera.org">asomers@kera.org</a></p> <p>KERA - Internal  KERA Website (kera.com)  Employee Referral  Existing Employee  Contractor</p>
<p>Better Jobs  <a href="#">Home - Better Jobs</a></p> <p>Direct Employers Association  7602 Woodland Drive, Suite 200  Indianapolis, IN 46278  <a href="#">Contact DirectEmployers   DirectEmployers Association</a></p> <p>Glassdoor.com  <a href="https://www.glassdoor.com/index.htm">https://www.glassdoor.com/index.htm</a></p> <p>Google Jobs  <a href="https://www.google.com">kera (google.com)</a></p> <p>Indeed  <a href="#">Job Search   Indeed</a></p> <p>LinkedIn  <a href="https://www.linkedin.com">www.linkedin.com</a></p>	<p>Jooble  <a href="#">Jooble: Jobs in USA - 1.589.000+ current vacancies</a></p> <p>Justjobs  <a href="#">JustJobs</a></p> <p>Oodle  <a href="https://www.oodle.com">https://www.oodle.com</a></p> <p>Simply Hired  <a href="#">Job Search Engine   SimplyHired</a></p> <p>Trovit  <a href="#">Find Full and Part Time Jobs, Employment and Career Search - Trovit</a></p> <p>ZipRecruiter  <a href="https://www.ziprecruiter.com">www.ziprecruiter.com</a></p>

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<p>Journalismjobs  <a href="http://JournalismJobs.com">JournalismJobs.com</a> -- The Job Board for Media Professionals</p> <p>Handshake  <a href="http://Students   Handshake (joinhandshake.com)">Students   Handshake (joinhandshake.com)</a></p>	<p>National Association of Black Journalists  <a href="http://careerservices.nabj.org/">http://careerservices.nabj.org/</a></p> <p>National Association of Hispanic Journalists  <a href="http://nahj.org/category/jobs/">http://nahj.org/category/jobs/</a></p> <p>Asian American Journalists Association  <a href="https://secure.aaja.org/careers/">https://secure.aaja.org/careers/</a></p>