

# ANNUAL EEO PUBLIC FILE REPORT

**KLBK**

**April 1, 2014 through March 31, 2015**

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

KLBK

The information contained in this Report covers the time period beginning April 1, 2014 to and including March 31, 2015 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period 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 the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from April 1, 2014 through March 31, 2015

Station(s) Comprising the Station Employment Unit: KLBK

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Account Executive	4/28/2014	E	1	A-W
2	Reporter	5/12/2014	E	4	A-W
3	Weekend Sports Anchor	5/16/2014	A	3	A-W
4	Weekend Meteorologist	5/27/2014	A, G	1	A-W
5	Reporter	6/6/2014	E	4	A-W
6	Reporter	6/12/2014	E, G	3	A-W
7	Morning Meteorologist	6/16/2014	G	1	A-W
8	Account Executive	6/19/2014	E	5	A-W
9	Admin Assistant/HR & PR Coordinator	6/20/2014	A	5	A-W
10	Producer	7/1/2014	N	3	A-W
11	Producer	7/2/2014	E	3	A-W
12	Sales Assistant	7/14/2014	E	4	A-W
13	Evening News Anchor	8/11/2014	X	5	A-W
14	Account Executive	8/13/2014	E	12	A-W
15	Account Executive	8/25/2014	C	12	A-W
16	Sports Director	9/5/2014	E	3	A-W
17	Commercial Placement Coordinator	9/25/2014	B	5	A-W
18	News Anchor	9/29/2014	B	3	A-W
19	Traffic Clerk	10/11/2014	A	5	A-W

20	News Photographer	11/21/2014	B	5	A-W
21	Reporter	12/1/2014	N	3	A-W
22	Staff Accountant	12/5/2014	A	3	A-W
23	A/R Coordinator	12/5/2014	E	5	A-W
24	A/R Coordinator	12/5/2014	C	5	A-W
25	Account Executive	12/29/2014	E	7	A-W
26	Account Executive	03/27/2015	E	9	A-W

Total Number of Persons Interviewed During Applicable Period: 91

Appendix 2 to Annual EEO Public File Report

Covering the Period from April 1, 2014 through March 31, 2015

Station(s) Comprising the Station Employment Unit: KLBK

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Station Website: everythinglubbock.com	Jason Davis	7403 S. University Ave. Lubbock, TX 79423	806-745-2345	N	12
B	Internal Postings/Transfers	Crystal Reagan	7403 S. University Ave. Lubbock, TX 79423	806-776-3828	N	7
C	Station Broadcasting: 15/30 Second Spots	Jeff Pitner	7403 S. University Ave. Lubbock, TX 79423	806-745-2345	N	15
D	Nexstar Broadcasting, Inc.	None	5215 N. O'Conner Blvd., Ste. 1400 Irving, TX 75039	972-373-8800	N	5
E	Employee Referral	None	None	None	N	31
F	Workforce of the South Plains	Greg Ricks	1218 14 <sup>th</sup> St. Lubbock, TX 79401	806-765-5038 Ext. 2152	N	0
G	TV Jobs.com	None	None	None	N	10
H	Texas Tech University	Janelle Zamora	PO Box 43082 Lubbock, TX 79416	806-742-2210	N	2
I	South Plains College	Amber Dixon	1401 S. College St. Levelland, TX 79336	806-894-9611 Ext. 2363	N	0
J	Texas Association of Broadcasters	Craig Bean	502 E. 11 <sup>th</sup> Suite 200 Austin, TX 78757	512-322-9944	N	1
K	My Father's House	Sharon Stephens	1510 South Loop 289 Lubbock, TX 79414	806-799-0990	N	0

L	Medialine.com	Mark Shilstone	Box 51909 Pacific Grove, CA 93950	800-237-8073	N	1
M	Wayland Baptist University	Raquel Sena	1900 W. 7 <sup>th</sup> St. Plainview, TX 79072	806-785-9285	N	0
N	Internship Program	Russ Poteet	7403 S. University Lubbock, TX 79423	806-745-2345 Ext. 2101	N	3
O	DARS	Laura Rook	1 Briarcroft Office Park Lubbock, TX 79414	806-783-2960	N	0
P						0
Q	Nexstar Abilene Station	Marian Zett	4510 South 14 <sup>th</sup> St Abilene, TX 79605	325-691-2209	N	0
R	Nexstar San Angelo	Sherri Scott	2800 Armstrong St San Angelo, TX 76903		N	0
S	Failed To Identify	None	None	None	N	0
T	Vista College	Gulrez Khan	4620 50 <sup>th</sup> Street Lubbock, TX 79414	806-686-1515	N	0
U	Lubbock Christian University	Link Blevins	5601 19 <sup>th</sup> Street Lubbock, TX 79407	806-796-8800	N	0
V	Town Square Media	Bob Shattuck	4413 82 <sup>nd</sup> St, Ste. 300 Lubbock, TX 79424	806-798-7078	N	0
W	Kaplan College	Jim Michelle	1421 9 <sup>th</sup> St Lubbock, TX 79401	806-765-7051	N	0
X	Employees Agent	None	None	None	N	1
Y	Company Function	None	None	None	N	1
Z	Walk In	None	None	None	N	1
AA	Job Fair	None	None	None	N	1

Appendix 3 to Annual EEO Public File Report

Covering the Period from April 1, 2014 through March 31, 2015

Station(s) Comprising the Station Employment Unit: KLBK

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KLBK

	Recruitment Initiative	Description
1	Participation in job fairs by station personnel who have substantial responsibility in hiring decisions of all departments	Station personnel and department heads with hiring authority participated in the 2014 Texas Tech University /Frazier Alumni Pavilion – Fall University Career Fair held October 1, 2014; representatives met with students and future graduates to provide information on the different positions offered inside our newsroom and our television station; we collected resumes from juniors and seniors interested in broadcasting careers; KLBK staff also provided tips and advice on how to successfully negotiate the interview and hiring process.
2	Participation in job fairs by station personnel who have substantial responsibility in hiring decisions of all departments	Station personnel and department heads with hiring authority participated in, the 2014 South Plains Job Fair held on October 8, 2014; the station used broadcast spots and station website to promote participation by local employers and those seeking employment opportunities; the fair was a big success with thousands of participants; KLBK Staff also provided tips and advice on broadcasting careers and how to prepare for interviews; KLBK staff collected resumes and applications from those in attendance.
3	Participation in job fairs by station personnel who have substantial responsibility in	Station personnel and department heads with hiring authority participated in the 2014 South Plains Career Expo held on October 30, 2014; the station used pre-recorded interviews from department

	hiring decisions of all departments	heads and general manager to explain careers in broadcasting to high school students and visited with them in person to describe all the various career opportunities in broadcasting; KLBK Staff also provided tips and advice on broadcasting careers and how to prepare for interviews.
4	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	On November 10, 2014 Nexstar's Associate Counsel/HR Director conducted conference training course to educate, train and discuss KLBK's EEO program and non-discriminatory hiring practices with HR Coordinator and Operations Manager; supplemental initiatives, equal employment practices and documentation requirements were discussed as well.
5	Participation in other activities designed by the station reasonably calculated to further the goal of wide disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	KLBK on-air personalities, KLBK's General Manager and KLBK's Sales Managers make many public appearances at college functions, junior and senior high schools and civic clubs over the course of the year; KLBK staff members talk about their areas of responsibilities, available positions in the station, education requirements to work in broadcasting and how to land a career in broadcasting.
6	Establishment of an internship program designed to assist college members of the community to acquire skills needed for broadcast employment	KLBK offers internships in the News and Production departments for students attending Texas Tech University; internships are offered for the Spring, Summer and Fall sessions; applicants receive college credit for their internship; the goal is to expose students interested in broadcast careers to a real working environment; students learn the skills, techniques, responsibilities and work ethic required to be successful in the broadcasting business; eleven interns were hosted during the reporting period across three semesters.

8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	KLBK's General Manager, Director of Sales, Operations Manager and Promotions Manager regularly engage in on-the-job training of entry-level production personnel; these positions are available for possible advancement and promotion to higher level positions; this includes training on specific equipment, procedures and skills used by senior production personnel.