

KVIA TV

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KVIA TV and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning April 1, 2022 to and including March 31, 2023 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

- 1) A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
- 2) For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately 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 numbers listed on Appendix 2 under the column entitled “Full-Time Positions for Which this Source was Utilized” refer to the number of full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone, or by email.

**Appendix 1 to Annual EEO Public File Report Form
Covering the Period from April 1, 2022 to March 31, 2023
Station(s) Comprising Station Employment Unit: KVIA TV**

Vacancy Information

| Full-Time Positions Filled by Job Title | Recruitment Source of Hiree | Total Number of Interviewees from all Sources for this Position | Hire Date |
|--|------------------------------------|--|------------------|
| 1) Assistant Chief Engineer | KVIA TV Website | 7 | 04/07/22 |
| 2) News Director | Indeed.com | 6 | 04/28/22 |
| 3) Anchor/MMJ | Internal candidate | 5 | 05/31/22 |
| 4) Producer | Referral | 5 | 06/06/22 |
| 5) MMJ | Intern | 6 | 06/20/22 |
| 6) Production Assistant | Indeed.com | 9 | 07/11/22 |
| 7) Account Executive | KVIA TV Website | 6 | 07/19/22 |
| 8) Account Executive | Indeed.com | 7 | 07/19/22 |
| 9) Production Assistant | Indeed.com | 9 | 08/22/22 |
| 10) Digital Content/Assign Editor | Indeed.com | 4 | 09/12/22 |
| 11) Production Assistant | LinkedIn.com | 25 | 11/21/22 |
| 12) Local Sales Manager | Indeed.com | 4 | 12/05/22 |
| 13) Business Analyst/HR Coord. | Indeed.com | 7 | 12/19/22 |
| 14) Content Creator/MMJ | npgco.com | 3 | 01/03/23 |
| 15) MMJ/Videographer | Indeed.com | 11 | 01/16/23 |
| 16) Videographer | Indeed.com | 3 | 02/13/23 |
| 17) MMJ | Indeed.com | 3 | 02/13/23 |

TOTAL

120

**Appendix 2 to Annual EEO Public File Report Form
 Covering the Period from April 1, 2022 to March 31, 2023
 Station(s) Comprising Station Employment Unit: KVIA TV**

Recruitment Source Information

| Recruitment Source | Total Number of Interviewees this Source has Provided During this Period | Full-Time Positions for Which This Source was Utilized |
|---|---|---|
| 1) KVIA TV website Contact: David Gonzalez 4140 Rio Bravo El Paso, Texas 79902 Phone: 915-496-7777 Website: kvia.com | 17 | #1-#17 |
| 2) University of Texas at El Paso Contact: Carolyn Mitchell 500 W. University El Paso, Texas 79968 Phone: 915-747-5129 | 3 | #1, #6, #9-#11 |
| 3) Indeed.com https://www.indeed.com/ | 67 | #1-#17 |
| 4) Employee Referral | 5 | #1-#17 |
| 5) El Paso Community College Career Services 919 Hunter Dr. EL Paso, Texas Contact: Dina T. Salazar | 3 | #1, #14 |
| 6) News Press Gazette website Contact: Jennifer Wright 825 Edmond St Joseph, Missouri 64501 Phone: 816-236-6237 Fax: 816-271-8591 Website: npgco.com | 9 | #1-#17 |

| | | |
|---|----|----------------------|
| 7) New Mexico State University 2915 McFie Circle Milton Hall 186 Las Cruces, NM 88003 Contact: Hugo Perez | 0 | #3, #5, #14, #15, #6 |
| 8) LinkedIn.com https://linkedin.com/ | 10 | #6-#9, #11 |
| 9) Upper Rio Grande Workforce Contact: Lauren Macias 300 E Main El Paso, TX 79901 Phone: 915-351-6547 Website: www.workintexas.com | 0 | #1-#15 |
| 11) Arizona State University 1151 S Forest Ave Tempe, AZ 85281 Contact: Mike Wong Phone: 602-496-7430 | 3 | #3, #5-#6, #9, #15 |
| 12) TVJobs.com https://www.tvjobs.com/ | 3 | #3, #5 |
| 13) Syracuse University New House School of Public Communication https://www.showbizjobs.com/ | 0 | #3, #5 |

*None of the above recruitment sources requested notification of job vacancies.

**Appendix 3 to Annual EEO Public File Report Form
Covering the Period from April 1, 2022 to March 31, 2023
Station(s) Comprising Station Employment Unit: KVIA TV**

Supplemental (Non Vacancy-Specific) Recruitment Activities Undertaken by KVIA TV:

- 1) KVIA-TV participated in UTEP's job fair, on Thursday March 30th, 2023 to attract job seekers with diverse backgrounds. Managers in attendance were Sean Flanagan, News Director and Christopher Zarate, Director of Sales, along with other employees from different departments.
- 2) KVIA-TV typically gives tours of the station for groups of students, ranging from elementary school to high school, in order to foster interest in students' consideration of careers in broadcasting generally, and in possible employment at KVIA-TV in particular.
- 3) Arizona State University – Interviewed graduating seniors in the Journalism Department for News Press & Gazette on Monday, February 27, 2023. In attendance were Laura Clark, Rebecca Johnson, Samantha Lomibao, corporate employees, and Sean Flanagan from KVIA TV.
- 4) KVIA-TV provided internships to students from the University of Texas at El Paso, New Mexico State University and DePauw University during the period. The students would shadow and learn from members of the newsroom during a full semester. The students would then submit a written paragraph monthly about the different skills they had learned to be reviewed by General Manager Kevin Lovell, News Director Brenda DeAnda-Swann, and Anchor/Producer Mark Niethamer.
- 5) On March 7th and 8th, 2023, a representative from Promax conducted training for the KVIA sales team. The training helps enhance selling skills of all KVIA's Account Executives.
- 6) Our Sales KVIA team participates in ongoing training from Texas Association of Broadcasters and Television Bureau of Advertising regarding advertising and legal issues in broadcasting.
- 7) Our KVIA management team has been watching leadership training videos from LinkedIn learning. This training provided developing emotional intelligence to build strong collaborative relationships within the workplace.

- 8) On June 1-3, 2022 and December 13-15, 2022, KVIA newsroom employees received training from News Consultant Pete Seyfer, with Frank N. Magid associates.
- 9) On February 13, 2023 General Manager Brenda DeAnda-Swann and News Director Sean Flanagan visited with New Mexico State University Journalism and Media Studies students, offering one-on-one critiques and feedback to each student.
- 10) On February 24, 2023, News-Press & Gazette representatives met with Penn State University students from the Communications department during the Penn State Job Expo (Comm 2023 Job Fair). Interview team was Michael Fabac, Director of News, and Joe Ruch, corporate employee.
- 11) On March 7 and 8, News-Press & Gazette representatives met with University of Missouri students. Interview team was Director of News Michael Fabac, Chief People officer Laura Clark, General Manager Curtis Varns, Reporters Marissa Hallowed and Lucas Geisler.