

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2017 – March 22, 2018

- 1) **Employment Unit: Ramar Communications – Lubbock, TX**
- 2) **Unit Members (Stations and Communities of License):**
 - KJTV(AM) Lubbock, TX
 - KJTV-CD, Wolfforth, TX
 - KJTV-TV, Lubbock, TX
 - KLBB-LD, Lubbock, TX
 - KLBB-FM, Lubbock, TX
 - KLZK-FM, Idalou, TX
 - KMYL-LD, Lubbock, TX
 - KTU-FM, New Deal, TX
 - KXTQ-CD, Lubbock, TX
 - KXTQ-FM, Lubbock, TX
 - KLCW-TV, Wolfforth, TX¹

3) EEO Contact Information for Employment Unit:

| | |
|--|--|
| Mailing Address: PO Box 3757 Lubbock, TX 79452 | Telephone Number: 806-745-3434 |
| | Contact Person/Title: Brad Moran |
| | E-mail Address: bmoran@ramarcom.com |

4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

| <u>Job Title</u> | <u>RS Referring Hiree</u> |
|---|-------------------------------------|
| 1. Web Producer/MMJ | Internship Program (RS #9) |
| 2. Radio Account Executive | Job Fair (RS #10) |
| 3. Account Executive | Employee Referral (RS #3) |
| 4. Weather Anchor | Employee Referral (RS #3) |
| 5. Accounting Supervisor | Indeed.com (RS #6) |
| 6. Newscast Director | South Plains College (RS #17) |
| 7. Master Control Operator | Internal Transfer/Promotion (RS #8) |
| 8. News Operations Manager | Internal Transfer/Promotion (RS #8) |
| 9. Anchor | TVJobs.com (RS #21) |
| 10. Master Control Operator | Employee Referral (RS #3) |
| 11. Photojournalist | Employee Referral (RS #3) |
| 12. Photojournalist | Employee Referral (RS #3) |
| 13. Help Desk Technician | Employee Referral (RS #3) |
| 14. TV Sales Manager | Employee Referral (RS #3) |
| 15. Photojournalist | Internal Transfer/Promotion (RS #8) |
| 16. Multi-Platform Reporter/Photojournalist | Internal Candidate (RS #7) |
| 17. Newscast Director | Employee Referral (RS #3) |

¹ Joint Sales Agreement. Licensed to Woods Communications Corporation, pending assignment from Woods to Ramar. ((See BALCDT-20180320ABW). Ramar has included KLCW-TV on this Report to encompass Ramar sales employees who also sell time on KLCW-TV.

Stations KJTV(AM), KJTV-CD, KJTV-TV, KLBB-FM, KLCW-TV, KLZK-FM, KMYL-LD, KLBB-LD, KTU-FM, KXTQ-CD, KXTQ-FM, are Equal Opportunity Employers.

- | | |
|---|-------------------------------------|
| 18. Master Control Operator | Former Employee (RS #4) |
| 19. Anchor/Producer Spanish Fluent | TVjobs.com (RS #21) |
| 20. Multi-Platform Reporter/Photojournalist | TVjobs.com (RS #21) |
| 21. Producer/Associate Producer Spanish Fluent | Career Fair (RS #1) |
| 22. Digital Coordinator | Employee Referral (RS #3) |
| 23. Sports Anchor/Reporter | TVjobs.com (RS #21) |
| 24. Master Control Operator | Internal Transfer/Promotion (RS #8) |
| 25. Producer/Associate Producer Spanish Fluent | Employee Referral (RS #3) |
| 26. Receptionist/Accounting Clerk | Employee Referral (RS #3) |
| 27. Newscast Director | Internal Transfer/Promotion (RS #8) |

Stations KJTV(AM), KJTV-CD, KJTV-TV, KLBB-FM, KLCW-TV, KLZK-FM, KMYL-LD, KLBB-LD, KTTU-FM, KXTQ-CD, KXTQ-FM, are Equal Opportunity Employers.

**KJTV(AM), KJTV-CD, KJTV-TV, KLBB-FM, KLCW-TV, KLZK-FM, KMYL-LD,
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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

| Job Title | Recruitment Sources ("RS") Used to Fill Vacancy | RS Referring Hiree |
|--|--|-------------------------------|
| Web Producer/MMJ | 9, 11-13, 15-22, 24 | 9 |
| Radio Account Executive | 10-13, 15-22, 24 | 10 |
| Account Executive | 3, 10-22, 24 | 3 |
| Weather Anchor | 3, 11-13, 15-22, 24 | 3 |
| Accounting Supervisor | 6, 11-13, 15-22, 24 | 6 |
| Newscast Director | 3, 11-13, 15-22, 24 | 17 |
| Master control operator | 8, 11-13, 15-22, 24 | 8 |
| News Operations Manager | 3, 8, 11-13, 15-22, 24 | 8 |
| Anchor | 11-13, 15-22, 24 | 21 |
| Master control operator | 3, 11-13, 15-22, 24 | 3 |
| Photojournalist | 3, 11-13, 15-22, 24 | 3 |
| Photojournalist | 3, 11-13, 15-22, 24 | 3 |
| Help Desk Technician | 3, 5, 11-13, 15-22, 24 | 3 |
| TV Sales Manager | 3, 11-13, 15-22, 24 | 3 |
| Photojournalist | 8, 11-13, 15-22, 24 | 8 |
| Multi-Platform Reporter/Photo Journalist | 7, 11-13, 15-22, 24 | 7 |
| Newscast Director | 3, 11-13, 15-22, 24 | 3 |
| Master control operator | 4, 11-13, 15 | 4 |
| Anchor/Producer Spanish Fluent | 3, 11-13, 15-22, 24 | 21 |
| Multi-Platform Reporter/Photo Journalist | 2, 11-13, 15-22, 24 | 21 |
| Producer/Associate Producer Spanish Fluent | 1, 11-13, 15-22, 24 | 1 |
| Digital Coordinator | 3, 11-13, 15-22, 24 | 3 |
| Sports Anchor/Reporter | 11-13, 15-22, 24 | 21 |
| Master control operator | 8, 11-13, 15-22, 24 | 8 |
| Producer/Associate Producer Spanish Fluent | 3, 11-13, 15-22, 24-25 | 3 |
| Receptionist/Accounting Clerk | 3, 6, 11-13, 15-22, 24-25 | 3 |
| Newscast Director | 8, 11-13, 15-22, 24-25 | 8 |

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|--|--|---|
| 1 | Career Fair | N | 1 |
| 2 | Current Intern | N | 1 |
| 3 | Employee Referral | N | 22 |
| 4 | Former Employee | N | 1 |
| 5 | Former Employee Referral | N | 1 |
| 6 | Indeed.com | N | 10 |
| 7 | Internal Candidate | N | 1 |
| 8 | Internal Transfer/Promotion | N | 5 |
| 9 | Internship Program | N | 1 |
| 10 | Job Fair | N | 2 |
| 11 | Kaplan College Career Services 1421 9th Street Lubbock, Texas 79401 Phone : 806-765-7051 Jennifer Lasater Manual Posting | N | 0 |
| 12 | Lubbock Christian University Career Services 5601 W. 19th Street Lubbock, Texas 79407 Phone : 806-720.7238 Ashton Darrow Manual Posting | N | 0 |
| 13 | Lubbock Job Spot PO Box 3757 Lubbock, Texas 79452 Phone : 806-748-2424 Susie Gonzales Manual Posting | N | 9 |
| 14 | Non-Employee Referral | N | 1 |
| 15 | Ramar Communications Human Resources PO Box 3757 Lubbock, Texas 79452 Phone : 806-745-3434 Keith Kerr Manual Posting | N | 1 |

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|--|--|---|
| 16 | Sinclair Broadcast Group One Broadcast Center Amarillo, Texas 79101 Phone : 806-373-1787 Michelle Cook Manual Posting | N | 0 |
| 17 | South Plains College Communications Dept. 1401 South College Ave. Levelland, Texas 79336 Phone : 806-716-2443 Jay Hoes Manual Posting | N | 1 |
| 18 | Texas Association of Broadcasters 502 East 11th Street Suite 200 Austin, Texas 78701 Phone : 512-322-9944 Url : www.tab.org Email : jobs@tab.org Fax : 1-512-322-0522 Anna Romero | N | 1 |
| 19 | Texas Tech University TTU CoMC PO Box 45006 Lubbock, Texas 79409 Phone : 806-834-1696 Emily Balke Manual Posting | N | 1 |
| 20 | Texas Workforce Commission 1301 Broadway, Suite 201 Lubbock, Texas 79401 Phone : 806-744-1987 Adele Youngren Manual Posting | N | 0 |
| 21 | TVjobs.com P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0019 Mark Holloway Manual Posting | N | 15 |

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|--|--|--|---|
| 22 | Vista College Career Services 4620 50th Street Lubbock, Texas 79414 Phone : 806-785-2100 Gulrez Khan Manual Posting | N | 0 |
| 23 | Walk In | N | 1 |
| 24 | Wayland Baptist University Career Services 2002 W. Loop #289 Lubbock, Texas 79407 Phone : 806-785-9285 Raquel Sena Manual Posting | N | 0 |
| 25 | www.mediagignow.com 5000 Crossmill Road McLeansville, North Carolina 27301 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com | N | 0 |
| TOTAL INTERVIEWS OVER REPORTING PERIOD: | | | 75 |

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III. RECRUITMENT INITIATIVES

| | Date | Type of Recruitment Initiative (Menu Selection) | Brief Description Of Activity | No. of Stations Participants | Participant Title |
|---|-------------|---|--|-------------------------------------|---|
| 1 | 3/25/2017 | Participation in scholarship programs | Employment Unit has established a scholarship program and partnered with Hispanic Association of Women. The Hispanic Association of Women continues to support and assist in the furthering of education to numerous young people and adults in the Hispanic community. Through the support of members and co-sponsors they have awarded scholarships to hundreds of women since 1983. The organizations goal is to make an even greater impact by collaborating with organizations throughout the community to encourage all people to pursue an education. As a Silver Sponsor of the Gala Benefit, Ramar Communications personally presented the scholarship recipient with a \$1000 award for her college education. | 3 | Operations Manager Program Director Chief Revenue Officer |
| 2 | 4/18/2017 | Participation in Job Fairs | Employment Unit Managers participated in the South Plains Job Fair at the Memorial Civic Center on Tuesday, April 18, 2017 from 10:00pm-2:00pm. Management discussed job openings at Station Employment Unit. Job fair was open to the public with employers from the south plains region participating. | 4 | Program Director Production Manager Sales Manager Program Director |
| 3 | 4/25/2017 | Participation in events or programs sponsored by educational institutions | Employment Unit News Director spoke to a Media Relations class from Texas Tech University on Wednesday, April 25, 2017. Instruction on how and when to pitch stories, the right/wrong way to pitch journalists were presented. Interaction along with writing effective news releases, how journalism is due to multi platforms and internship opportunities available were also discussed. | 2 | News Director Asst. News Director |

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| 4 | 10/10/2017 | Participation in Job Fairs | Employment Unit Managers participated in the Texas Tech University, College of Media & Communication Career Fair on Tuesday, October 10, 2017 at the Student Union Building. Management discussed possible job and intern opportunities at SEU. | 2 | News Director Sales Manager |
| 5 | 10/12/2017 | Participation in events or programs sponsored by educational institutions | Employment Unit News Director spoke to a Public Relations Reporting class from Texas Tech University in our news room on Thursday, October 12, 2017. As students were given a tour of the newsroom plus discussions about internships and career opportunities were presented. The students were also assigned to different news staff as a shadowing assignment to complete the class. | 1 | News Director |
| 6 | 10/24/2017 | Participation in Job Fairs | Employment Unit Managers participated in the South Plains Job Fair at the Memorial Civic Center on Tuesday, October 24, 2017 from 10:00pm-2:00pm. Management discussed job openings at Station Employment Unit. Job fair was open to the public with employers from the south plains region participating. | 2 | News Operations Manager Production Manager |
| 7 | 11/1/2017 | Participation in events or programs sponsored by educational institutions | Employment Unit News Director spoke to Agriculture Education & Communications students at Texas Tech University on Wednesday, November 1, 2017. Presentation included a panel discussion with pitches to the media, what makes a successful story, interview training and internships. | 1 | News Director |
| 8 | 11/15/2017 | Provision of training to management | Station Employment Public File Coordinator participated in a webinar provided by TAB - Moving the Radio Public File Online", on Wednesday, November 15, 2017. Instruction on webinar reviewed the migration of radio stations' public file by March 2018. Proper documentation of station records, navigating FCC site and being aware of rules and retention periods. | 1 | Public File Coordinator |

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| 9 | 2/16/2018 | Participation in events or programs sponsored by educational institutions | Employment Unit Assistant News Director visited with students at the SillsUSA newscast competition at South Plains College in Levelland. Participating students were from the Lubbock and Frenship school districts. Students were given a brief presentation about newscast writing and producing. Employment opportunities and station internships were also discussed. | 1 | Asst. News Director |

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| 10 | 3/21/2018 | Establishment of an intern program designed to assist members of the community | <p>Ramar Communications offers internships in television news in both English and Spanish language to qualifying students who are currently enrolled in a two or four year college degree program. Students majoring in journalism, media and communications, public relations, and advertising can qualify for these positions. There are two types of internships offered in conjunction with colleges and universities that offer internships or practicums for class credit.</p> <p>Observation Internship: 1-hour class credit. Minimum 60 hours required during a semester. This is strictly observation-only geared towards a student who has not taken news writing courses in his or her field of study. The intern observes producers and multi-platform journalists in the production of news content. The intern will become familiar with various aspects of electronic news gathering, reporting, editing and anchoring. The goal is to familiarize the student with how a news department operates and the day-to-day flow of producing a television news broadcast.</p> <p>Class-credit Internship: 3-hour class credit. Minimum 160 hours required during a semester. This is a hands-on internship geared towards a student who has taken news writing and advanced reporting classes. The intern is assigned to line producers and assists with production of newscast. The intern is immersed in writing content and also assists multi-platform journalists on story assignments in the field. The intern is expected to have the skills to cover events and produce content that will air in the newscasts. The goal is to give the student actual work experience</p> | 3 | News Director Production Manager Program Director |

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| | | | that will prepare him or her for employment in a news department. Our internship program is an ongoing event throughout the reporting period. In this period employment unit had 18 interns participate in the news department. | | |