

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period:

March 23, 2016 –
March 22, 2017

- 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
KTTU-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. Account Executive	Employee Referral (RS #4)
2. Account Executive	Employee Referral (RS #4)
3. Accounting Supervisor	Indeed.com (RS #6)
4. Account Executive	Lubbock Job Spot (RS #10)
5. Camera Operator	Current Employee/Internal Promotion (RS #3)
6. Multi-Platform Reporter/Photo Journalist	Non-Employee Referral (RS #11)
7. Anchor/Reporter	Texas Association of Broadcasters (RS #17)
8. Multi-Platform Reporter/Photo Journalist	TVjobs.com (RS #20)
9. Radio Account Executive	Ramar Communications (RS #12)
10. Receptionist/Accounting Clerk	Lubbock Job Spot (RS #10)
11. Staff Accountant	Current Employee/Internal Promotion (RS #3)
12. Master control operator	Lubbock Job Spot (RS #10)
13. Master control operator	Lubbock Job Spot (RS #10)
14. Video Editor	Lubbock Job Spot (RS #10)
15. Master control operator	Employee Referral (RS #4)
16. Radio Account Executive	Employee Referral (RS #4)
17. Master control operator	Lubbock Job Spot (RS #10)

¹ Joint Sales Agreement. Licensed to Woods Communications Corporation. 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-LD, KLBB-FM, KLZK-FM, KMYL-LD, KTTU-FM, KXTQ-CD, KXTQ-FM, KLCW-TV are Equal Opportunity Employers.

18. Master control operator
19. Photojournalist
20. Master control operator
21. Newscast Director
22. Bilingual Multi Media Journalist
23. Anchor/Producer Spanish Fluent
24. Newscast Director

- Ramar Communications (RS #12)
Current Employee/Internal Promotion (RS #3)
Current Employee (RS #2)
Former Employee (RS #5)
Word of Mouth Referral (RS #23)
Employee Referral (RS #4)
Employee Referral (RS #4)

Stations KJTV(AM), KJTV-CD, KJTV-TV, KLBB-LD, KLBB-FM, KLZK-FM, KMYL-LD, KTTU-FM, KXTQ-CD, KXTQ-FM, KLCW-TV 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
Account Executive	4, 9-10, 14-15, 18, 22	4
Account Executive	4, 9-10, 12, 14-16, 18, 22	4
Accounting Supervisor	4, 6, 8-10, 12, 14-15, 17	6
Account Executive	8-12, 14-15, 17	10
Camera Operator	3, 8-10, 12, 14-15, 17	3
Multi-Platform Reporter/Photo Journalist	8-12, 14-15, 17	11
Anchor/Reporter	4, 8-10, 14-15, 17	17
Multi-Platform Reporter/Photo Journalist	4, 8-10, 12-15, 17	20
Radio Account Executive	8-10, 12, 14-15, 17	12
Receptionist/Accounting Clerk	8-10, 14-15, 17	10
Staff Accountant	3, 8-10, 14-15, 17	3
Master control operator	8-10, 14-15, 17	10
Master control operator	8-10, 14-15, 17	10
Video Editor	1-2, 4, 8-10, 12, 14-15, 17	10
Master control operator	4, 8-10, 12, 14-15, 17	4
Radio Account Executive	4, 7-10, 12, 14-15, 17	4
Master control operator	8-10, 12, 14-15, 17	10
Master control operator	8-10, 12, 14-15, 17	12
Photojournalist	3, 8-10, 12, 14-15, 17	3
Master control operator	2, 8-10, 12, 14-15, 17	2
Newscast Director	2, 5, 8-10, 12, 14-15, 17	5
Bilingual Multi Media Journalist	8-10, 12, 14-15, 17-23	23
Anchor/Producer Spanish Fluent	4, 8-10, 12, 14-15, 17	4
Newscast Director	4, 8-10, 12, 14-15, 17	4

**KJTV(AM), KJTV-CD, KJTV-TV, KLBB-FM, KLCW-TV, KLZK-FM, KMYL-LD,
KLBB-LD, KTTU-FM, KXTQ-CD, KXTQ-FM**

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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	Call In	N	1
2	Current Employee	N	7
3	Current Employee/Internal Promotion	N	3
4	Employee Referral	N	14
5	Former Employee	N	1
6	Indeed.com	N	6
7	Job Fair	N	1
8	Kaplan College 1421 9th Street Lubbock, Texas 79401 Phone : 806-765-7051 Jim Michelle Manual Posting	N	0
9	Lubbock Christian University 5601 W 19th Lubbock, Texas 79407 Phone : 806-796-8500 Link Blevins Manual Posting	N	0
10	Lubbock Job Spot PO Box 3757 Lubbock, Texas 79452 Phone : 806-748-2424 Susie Gonzales Manual Posting	N	51
11	Non-Employee Referral	N	2
12	Ramar Communications PO Box 3757 Lubbock, Texas 79452 Phone : 806-748-2424 Susie Gonzales Manual Posting	N	4
13	Self Referral	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Sinclair Broadcast Group One Broadcast Center Amarillo, Texas 79101 Phone : 806-373-1787 Michelle Cook Manual Posting	N	0
15	South Plains College 1401 South College Ave Levelland, Texas 79336 Phone : 806-894-9611 John Sparks Manual Posting	N	0
16	South Plains College/Reese Center 528 Gilbert Lubbock, Texas 79416 Phone : 806-885-3048 Email : kbarker@southplainscollege.edu Kristi Barker	N	0
17	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
18	Texas Tech University Career Center PO Box 45006 Lubbock, Texas 79409 Phone : 806-742-2210 Email : whitney.atwood@ttu.edu Fax : 1-806-742-2474 David Krauss	N	0
19	Texas Workforce Commission 1301 Broadway, Suite 201 Lubbock, Texas 79401 Phone : 806-744-1987 Adele Youngren Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	TVjobs.com P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0019 Mark Holloway Manual Posting	N	6
21	Vista College 4620 50th Street Lubbock, Texas 79414 Phone : 806-686-1515 Gulrez Khan Manual Posting	N	0
22	Wayland Baptist University 2002 W Loop #289 Lubbock, Texas 79407 Phone : 806-785-9285 Raquel Sena Manual Posting	N	0
23	Word of Mouth Referral	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			100

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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	4/12/2016	Participation in events sponsored by community groups	Employment Unit Managers participated in the South Plains Job Fair at the Memorial Civic Center on Tuesday, April 12, 2016 from 10:00am-3:00pm. Management discussed job openings at Station Employment Unit. Job fair was open to the public with 92 employers from the South Plains region participating.	4	Sales Manager Program Director Program Director Program Director
2	6/15/2016	Participation in events or programs sponsored by educational institutions	Employment Unit News Director spoke to a Public Relations class from Texas Tech University in our newsroom on Wednesday, June 15, 2016. Instruction on public relations practices and interaction along with writing effective news releases and how to co-exist with journalists were some topics discussed. As students were given a tour of the newsroom career opportunities and internships were presented.	1	News Director
3	7/20/2016	Participation in events or programs sponsored by educational institutions	Employment Unit News Director spoke to a Public Relations class from Texas Tech University in our newsroom on Wednesday, July 20, 2016. Instruction on public relations practices and interaction along with writing effective news releases and how to co-exist with journalists were some topics discussed. As students were given a tour of the newsroom career opportunities and internships were presented.	1	News Director
4	10/5/2016	Participation in events sponsored by community groups	Employment Unit Managers participated in the South Plains Job Fair at the Memorial Civic Center on Wednesday, October 5, 2016 from 12:00pm-3:00pm. Management discussed job openings at Station Employment Unit. Job fair was open to the public with 88 employers from the South Plains region participating.	4	Sales Manager Financial Officer Sales Manager Assistant News Director

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5	10/6/2016	Participation in events or programs sponsored by educational institutions	Employment Unit News Director spoke to a Media Relations class at Texas Tech University on Thursday, October 6, 2016. 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.	1	News Director
6	10/7/2016	Participation in events or programs sponsored by educational institutions	Employment Unit Manager participated in Bean Elementary Career Day on Friday, October 7, 2016. Manager spoke to grade school students about the importance of staying in school, making good grades and choosing a career path. Presentation also included an overview of the broadcast industry, different careers in television and radio and how to pursue them. There were two classes with a total of 43 students combined.	1	General Manager
7	10/10/2016	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 Monday, October 10, 2016. As students were given a tour of the newsroom 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
8	10/11/2016	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 Tuesday, October 11, 2016. As students were given a tour of the newsroom 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

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9	10/18/2016	Participation in events sponsored by community groups	Station Employment Unit Mangers participated in the Meet the Professionals Night on Tuesday, October 18, 2016 from 5:30-8:00pm. Event was hosted to allow an opportunity to meet students from the College of Media and Communications from Texas Tech University. Local media professionals, vendors and suppliers were invited to talk to the students about the broadcasting and advertising industry. Station Managers spoke to students individually and in groups about jobs and internship opportunities at Employment Unit.	2	Sales Manager Revenue Officer
10	11/14/2016	Participation in events or programs sponsored by educational institutions	Employment Unit Chief Revenue Officer participated in The Lauro Cavazos-Ophelia Powell-Malone Mentoring Program at Texas Tech University on Monday, November 14, 2016, from 5:30-7:00pm. The mentoring program assists students in academic, social and cultural adjustment to the university. Additionally, student participants are provided with many career development and professional preparatory events such as resume writing, interviewing skills, dressing for success and networking. Students are able to interact with participants in their profession/area of expertise in a structured setting. Professionals are also able to share information that may help with career pursuits and potential employment, internships and shadowing opportunities.	1	Revenue Officer

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11	2/15/2017	Participation in events or programs sponsored by educational institutions	Station Unit Employment Manager participated in the Mentor Tech event at Texas Tech University on Wednesday, February 15, 2017, at the McKenzie Merket Alumni Center. This event is a networking reception for current Texas Tech students and area business professionals. Students could meet one on one with the business professional to ask questions about the broadcast industry as well as get tips for success in obtaining an internship or employment after graduation.	1	Sales Manager
12	2/17/2017	Participation in events or programs sponsored by educational institutions	Employment Unit Assistant News Director participated in a class visit at South Plains College on Friday, February 17th, 2017. Visitation took place with two different Skills USA teams on a technical and arts competition in various categories. The teams each prepared a 3-minute newscast judged by three broadcast journalists. Before their preparation time News Director discussed skills to learn in high school and college, prospects for internship and jobs. The educational background required and tips on what leads to a successful career were also presented.	1	Assistant News Director
13	3/7/2017	Participation in events or programs sponsored by educational institutions	Employment Unit Managers participated in the Texas Tech College of Media & Communications Career Fair on Tuesday, March 7, 2017, at the McKenzie-Merket Alumni Center on the Texas Tech campus from 1:00pm-5:00pm. Management discussed possible job and intern opportunities at SEU.	4	News Director Sales Manager Revenue Officer Assistant News Director

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14	3/20/2017	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.	4	Program Director Production Manager On Air Personality On Air Personality

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15	3/21/2017	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	Production Manager Program Director News 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 we have had interns participating in the following departments: Radio - 1 intern, News - 15 interns for a total of 16 interns.		