

KRGV-TV, Weslaco, Texas
Annual EEO Public Filed Report for
April 1, 2010 – March 31, 2011

This Annual EEO Report is filed on behalf of KRGV-TV in compliance with the FCC's EEO reporting requirements. This report includes information from April 1, 2010 to March 31, 2011, and it will be placed in the station's public file, and on the station's website.

KRGV-TV is an equal opportunity employer and is committed to a policy that advances opportunities for all qualified individuals. It is our policy to promote the realization of equal employment opportunities through a positive, continuing program of specific recruitment, outreach, hiring, promotion, and other practices designed to ensure the full realization of equal employment opportunity.

To make this policy effective, and to ensure conformance with the requirements of the FCC, we have adopted an equal opportunity program as described herein.

RECORD KEEPING

In compliance with EEO record keeping requirements, the Station creates a file for each position to be filled. Each of these files contains a summary sheet with the job title, the date recruitment started, the total number of applicants, what recruitment sources were used for each opening, the date the job was filled, and the source that referred the hired individual. Station procedure requires approval by the General Manager and the applicable Department Head prior to extending a job offer. EEO requirements and management responsibility toward EEO are discussed regularly at department head meetings. See Details in SECTION I: VACANCY INFORMATION

As an equal opportunity employer, KRGV-TV is committed to disseminating information about job vacancies as widely as possible. All full-time job vacancies are posted on the Texas Association of Broadcasters website, internally within the company, in local or community newspapers as well as ad time on KRGV-TV. Job outreach used for all job vacancies includes a mailing list containing the contact information of organizations. See details in SECTION II: RECRUITMENT SOURCES

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I. VACANCY INFORMATION

There were 16 people hired to permanent full-time positions at KRGV-TV during the period of April 1, 2010 – March 31, 2011. The positions were filled and the recruitment sources the station notified in an effort to recruit employees for each position, are set forth below. Note: the numbers listed in the Recruitment sources listed in Appendix A. In addition, an asterisk indicates a source that requested notification of all full-time job vacancies.

1. NEWS PHOTOGRAPHER (2 POSITIONS)

RECRUITMENT SOURCES OF HIREE: ACTIVE EMPLOYEE INTERNAL TRANSFER (#5)

RECRUITMENT SOURCES USED: 1, 2, 3, 5, 6, 7, 8, *9, *10, 11, 12, 14

2. NEWS PHOTOGRAPHER

RECRUITMENT SOURCES OF HIREE: KRGV.COM (#1)

RECRUITMENT SOURCES USED: 1, 2, 3, 5, 6, 7, 8, *9, *10, 11, 12, 14

3. MCALLEN SALES ASSISTANT

RECRUITMENT SOURCES OF HIREE: ACTIVE EMPLOYEE REFERRAL (#4)

RECRUITMENT SOURCES USED: 1, 2, 3, 4, 8, *9, *10, 11, 12, 14, 17

4. NEWS REPORTER

RECRUITMENT SOURCES OF HIREE: ACTIVE EMPLOYEE REFERRAL (#4)

RECRUITMENT SOURCES USED: 1, 2, 3, 4, *9, *10, 11, 12, 13, 14, 15, 16

5. WEB CO-ORDINATOR

RECRUITMENT SOURCES OF HIREE: KRGV.COM (#1)

RECRUITMENT SOURCES USED: 1, 2, 3, 6, 7, 8, *9, *10, 12, 14, 17

6. NEWS PHOTOGRAPHER (2 POSITIONS)

RECRUITMENT SOURCES OF HIREE: WORD OF MOUTH (#19) & ACTIVE EMPLOYEE INTERNAL TRANSFER (#5)

RECRUITMENT SOURCES USED: 1, 2, 3, 5, 6, 7, 8, *9, *10, 11, 12, 14, 19

7. MASTER CONTROL OPERATOR/STUDIO CAMERA/BACK-UP TECHNICAL DIRECTOR

RECRUITMENT SOURCES OF HIREE: ACTIVE EMPLOYEE REFERRAL (#4)

RECRUITMENT SOURCES USED: 1, 2, 3, 4, 6, 7, 8 *9, *10, 13, 14, 17

8. NEWS EDITOR

RECRUITMENT SOURCES OF HIREE: ACTIVE INTERNAL EMPLOYEE TRANSFER (#5)

RECRUITMENT SOURCES USED: 1, 2, 3, 4, 5, *9, *10, 12, 14, 17

9. NEWS PRODUCER

RECRUITMENT SOURCES OF HIREE: ACTIVE EMPLOYEE REFERRAL (#4)

RECRUITMENT SOURCES USED: 2, 3, 4, *9, *10, 11, 12, 13, 15, 16, 18,

10: GENERAL SALES MANAGER

RECRUITMENT SOURCES OF HIREE: KRGV.COM (#1)

RECRUITMENT SOURCES USED: 1, 2, 3, *9, *10, 11, 12, 14, 15

11. REPORTER & BACK-UP ANCHOR

RECRUITMENT SOURCES OF HIREE: MEDIA ALLIANCE (#20)

RECRUITMENT SOURCES USED: 1, 2, *9, *10, 11, 12, 13, 15, 16, 20

12. NEWS REPORTER

RECRUITMENT SOURCES OF HIREE: KRGV.COM (#1)

RECRUITMENT SOURCES USED: 1, 2, 3, 6, 7, *9, *10, 11, 12, 13, 15, 16

13. NEWS REPORTER

RECRUITMENT SOURCES OF HIREE: KRGV.COM (#1)

RECRUITMENT SOURCES USED: 1, 2, 3, 6, 7, *9, *10, 11, 12, 13, 15, 16

14. ASSOCIATE PRODUCER/BACK-UP PRODUCER

RECRUITMENT SOURCES OF HIREE: KRGV EMPLOYEE BULLETIN BOARD (#2)

RECRUITMENT SOURCES USED: 1, 2, 3, 6, 7, *9, *10, 11, 12, 13, 15, 16

II. Interviewees

During the period of April 1, 2010 through March 31, 2011, a total of 62 people interviewed for full-time openings at the station. The number of interviewees from each of the station's recruitment sources is as follows:

Recruitment Source:	Number of Interviewees:
	62
KRGV-TV Website KRGV.COM	20
KRGV-TV Employee Bulletin Board	17
KRGV-TV Ad	02
KRGV-TV Active Employee Referral	08
KRGV-TV Active Employee Internal Transfer	04
Texas Association of Broadcasters	04
Frank Magid & Associates	01
TV Jobs.com	03
Valley Morning Star/Monitor Newspaper	01
Media Alliance	01
Word of Mouth	01

All other recruitment sources referred zero interviews.

III. RECRUITMENT SOURCES

KRGV Recruitment Sources (Appendix A)

April 1, 2010 – March 31, 2011

An asterisk (*) after the source denotes organizations that requested notification of full-time job vacancies.

- 1 **KRGV-TV Website**
www.krgv.com
900 East Expressway 83
Weslaco, TX 78599
- 2 **KRGV-TV Internal Bulletin Board**
900 East Expressway 83
Weslaco, TX 78599
- 3 **KRGV-TV AD**
Public Service Announcement
Jerry Lee Berg
- 4 **KRGV-TV**
Active Employee Referral
- 5 **KRGV-TV**
Active Employee Internal Transfer/ Job
- 6 **South Texas State University**
Kelly Cartwright
601 University Drive
San Marcos, TX 78666
512-245-2645
Fax: 512-245-3993
- 7 **University of Texas**
Career Services
CMA3, 102
Austin, TX 78712
- 8 **South Texas Vo Tech**
Nelda Gonzalez
(956) 969-1564
P.O. Box 623
Weslaco, TX
- 9 **UT Pan American ***
Att. Susie Chapa
1201 W. University Drive
Edinburg, TX 78539

- 10 **TSTC Career Services ***
 C/O Josephine Saldivar
 1902 North Loop
 499 Harlingen, TX 78550
 956-364-4000
- 11 **National Association of Broadcasters**
 1771 N Street, NW
 Washington, DC 20035
 Alex Hitz-Sanchez
 202-429-5497
- 12 **Texas Association of Broadcasters**
 502 E 11th Street, Suite 200
 Austin, TX 78701
 www.tab.org
 Craig Bean
 512-322-9944
- 13 **Frank Magid & Associates**
 Barb Frye
 One Research Center
 Marion, Iowa 52302
- 14 **Texas Workforce Commission**
 505 South "P" Street
 Harlingen, TX 78550
 956-425-6461
 Fax: 956-427-5670
 www.workintexas.com
- 15 **TV Jobs.com**
 P.O. Box 4116
 Oceanside, CA 92052
 Mark Holloway
 877-988-9808
- 16 **Medialine.com**
 P.O. Box 51909
 Pacific Grove, CA 93950
 Mark Shilstone
 831-648-5204

- 17 **Valley Morning Star / Monitor**
 P.O. Box 511
 Harlingen, TX 78551
 956-430-6200
 Fax 956-430-6231
- 18 **National Association of Hispanic Journalist**
 634 National Press Bldg. 1193
 Washington, DC 20045
- 19 **Word of Mouth**
- 20 **Media Alliance**
 Thea Funk
 www.mediaalliance.com

KRGV-TV
Mobile Video Tapes, Inc
Outreach Activity Description Form

April 1, 2010 – March 31, 2011

SUPPLEMENT OUTREACH ACTIVITIES:

The following contains a brief description of activities from the FCC menu of outreach initiatives undertaken during the reporting period, including station personnel involved in the activities.

Activity: Participation in at least four job fairs by station personnel who have substantial responsibility for hiring decisions during a two-year reporting period.

Date(s): See List

- UNIVERSITY OF TEXAS BROWNSVILLE SPRING COLLEGE OF LIBERAL ARTS CAREER FAIR
April 21, 2010.

KRGV's Personnel Manager, Tammy Meier met with college students from 9:00 am until noon. It gave the opportunity to review and critique resumes to those attending and introduce jobs in the broadcasting field.

- TAB CAREER EXPO HOUSTON COMMUNITY COLLEGE – November 4, 2010

Tammy Meier attended the job fair to interview students as well as critique resumes and gives general guidance to careers in broadcasting.

- TAB CAREER EXPO TEXAS STATE UNIVERSITY – March 23, 2011

John Kittleman, General Manager, met with college students from 10:00 am – 4:00 pm to interview college students and graduates about the job opportunities at KRGV.

Activity: Participation in at least four events or programs sponsored by education institutions relating to career opportunities in broadcasting.

- LOS FRESNOS UNITED 9TH GRADE CAREER EXPLORATION – May 7th, 2010

KRGV's Personnel Manager, Tammy Meier, met with 9th grade students to orient them toward various occupations in the television industry, explaining entry-level requirements, the pluses and minuses of particular jobs as well as her own position.

- SAM HOUSTON ELEMENTARY SCHOOL KHOU-TV: Date(s): On-going. The students of Sam Houston started their own television station with the help of KRGV's Promotion Manager, Jerry Berg and employee's of KRGV's Sales/Production Department. The students are educated on future job opportunities available to them in broadcasting. The students also come to the studio in Weslaco for tours and engage in mock newscasts on the KRGV Channel 5 News set along with our news anchors and reporters.

- UNIVERSITY OF TEXAS – AUSTIN – December 2, 2010. John Kittleman, General Manager was a guest at a workshop for broadcasting students. He met with students, professors, and Dean of Communications.

- LOPEZ HIGH SCHOOL – February 15, 2011

Romeo Rodriguez, comptroller for KRGV, met with students at Lopez High School to speak with students about careers in broadcasting to give them information in making a decision in choosing their intended career. He also spoke about the importance of staying in school.

•MONTE ALTO ISD – March 25, 2011

John Kittleman & Jerry Lee Berg met with students to discuss different careers in broadcasting.

•TEXAS STATE UNIVERSITY WINTER BREAK JOB SHADOWING PROGRAM – December 2010-January 2011. KRGV hosted a job shadowing program for students during their winter break. Students were able to choose a department in which to work for three weeks. Students worked in news, accounting, and in the news studio learning different aspects of the business.

Activity: Participation in events sponsored by organizations representing groups interested in broadcast employment issues.

School & Public Tours of the KRGV Weslaco Studio: Date(s) on-going:

April 22, 2010 Journalism Class W.B. Green La Feria Jr. High (15 students)

June 1, 2010 Media tech Class Lyford High School (60 students)

June 2, 2010 Media Tech Class Lyford High School (30 students)

July 8, 2010 Boy Scouts Troop #100 (15 boys)

July 15, 2010 Boy Scouts Troop 100 (15 boys)

July 20, 2010 Boy Scouts Troop 78 (18 boys)

August 3, 2010 Kids Castle Day Care Center (15 children)

November 3, 2010 South Padre Island High School (18 students)

November 17, 2010 Cub Scouts Troop 11 (10 boys)

December 20, 2010 Alamo Recreation Part (12 adults)

January 10, 2011 Harlingen High School Media Tech Class (25 students)

January 11, 2011 Texas Trails RV Park (25 adults)

February 2, 2011 Texas Trails RV Park (25 adults)

February 9, 2011 Leadership Laguna Madre (10 adults)

Personnel Public Education appearances: Date(s) on-going:

Alan Shoemaker:

September 16, 2010

Weather talk at El Jardin Elementary School, Brownsville

Polo Sandoval:

August 14, 2010

MC Miss Edinburg 2011 Pageant

September 25, 2010

MC Miss RGV America Pageant, Donna High School

Jordan Williams:

August 27, 2010

Hosted gala event for Weslaco Chamber of Commerce Annual Meeting at Victoria Palms

September 11, 2010

Donna ISD / United Way Dropout Prevention

Worked with a united way program to reach out to students who have dropped out in an effort to get them enrolled in the districts special academy so they can get diplomas.

Farrah Fazal:

September 11, 2010

Public appearance for High School Dropout program, Donna High School

Dina Herrera Garza:
September 29, 2010
MC Latina Day at HESTEC

Vince Erickson
December 10, 2010: Guest speaker, McAllen Rotary Club at McAllen Country Club

Polo Sandoval
October 16, 2010: Host Oktoberfest Benefit Auction at Our Lady of Sorrows Catholic Church
October 31, 2010: Judge Mercedes PD Costume Contest at Mercedes Police Department
November 11, 2010: Veterans Day Event at Treasure Hills Elementary in Harlingen

Alan Shoemaker
November 12, 2010: Career Day at Mercedes Junior High School
November 13, 2010: Fall Festival at Palm Valley Animal Center in Edinburg

Dina Herrera Garza
October 2, 2010: Judge, Pan De Campos at Palm Fest at McAllen Convention Center
October 28, 2010: "Celebrity Reader", helped kick off new reading program at San Carlos Elementary in Edinburg
November 13, 2010: Turkey Fest, judge desserts at St. Joseph's Catholic School
December 10, 2010: Emcee parade at Mid Valley Christmas Parade in Weslaco
December 18, 2010: Professional Announcer for UTPA Graduations at McAllen Convention Center

Dina Herrera Garza: February 11, 2011 X Test Campaign at Edinburg High to encourage students to Pledge, no texting while driving.

Polo Sandoval: January 29, 2011 & February 5, 2011 Judge Miss Mercedes

Alan Shoemaker: January 12, 2011 Career day at Jefferson Elementary, Harlingen
January 28, 2011 Career Day Narciso Cavazos Elementary, Mission
February 2, 2011 Career Day McAuliffe Elementary, McAllen
February 9, 2011 Career Day Lee Means Elementary, Harlingen
February 25, 2011 Career Day presentation Salinas Elementary, Hidalgo
February 26, 2011 Judge parade for Fiesta Edinburg

Activity: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:

•**University of Texas – Austin Date: On-going**

KRGV-TV, in association with the University of Texas donates to the Roy D. Pena, Jr. annual scholarship fund. Roy Pena was a reporter at KRGV at the time of his death and honors his memory by contributing to this scholarship offered to students majoring in broadcasting. Advertising is furnished by the University of Texas scholarship committee.

•**KRGV Employee Scholarship Program: Date(s): On-going**

This scholarship program was established to assist in the education of employees interested in furthering their education in broadcasting or communications. Full-time employee's children and spouses are also eligible for the college scholarship.

Activity: Establish a Mentorship Program: Date(s): On-going

Employees in the news department have the opportunity to be mentored by the chief photographer and producers. Each individual's work is critiqued and suggestions are made by the other photographers and managers. This training has allowed our photographers and associated producers to progress faster than they might have otherwise. The same training has been established for reporters who are mentored by news anchors and the news director. Three reporters participated in the mentorship and two photographers.

Names of personnel involved in initiative:

Jenny Martinez, News Director
David Silva, Asst. News Director
Ric Ramos, Executive Producer
Arturo Vargas, Chief Photographer
Farrah Fazal, Senior News Reporter

Activity: Provision of training to Management

Date: July 16, 2010

Texas Business Conference, The Texas Workforce Commission hosted the conference to assist managers to navigate the confusing employment related concerns confronting Texas employers. The full-day conference covered topics such as EEO hiring matters and background checks, state and federal wage and hour laws, creating employee handbooks, employee privacy rights, employee medical issues, a legislative update, and unemployment insurance. All KRGV managers attended this conference.

Date: May 11, 2010

EEO Webinar "Navigating the FCC's Equal Employment Opportunity Rules"

Tammy Meier, Personnel Manager, attended this webinar hosted by Texas Association of Broadcasters by presenter: Brendan Holland, David Wright Tremaine LLP.

Activity: Training program designed to enable station personnel to acquire skills that would enable them to qualify for higher level positions.

Date: August 18, 2010

Frank Magid and Associates provided training to department heads (John Kittleman, Tammy Meier, Romeo Rodriguez, Jerry Berg, Ginger Walker, Jenny Martinez, Chuck Salge and Robert Ledesma) on station promotion.

Date: January 13, 2011

Texas Association of Broadcasters sponsored a webinar on television lottery laws. Tammy Meier, Personnel Manager & Administrative Asst., Jerry Berg, Promotions Manager and Robert Ledesma, General Sales Manager attended.

Date: March 15, 2011, 3-5pm

FCC Webinar for Television Broadcasters describing the financial opportunities offered by voluntary incentive auctions, as proposed in the FCC's National Broadband Plan. The webinar gave an overview of the opportunities and provided an opportunity for the FCC representatives to respond to questions. John Kittleman, General Manager, Robert Ledesma, General Sales Mgr., and Romeo Rodriguez, Comptroller attended this meeting.

Date(s):

5/19/2010: July Sweeps Training with Reporters
8/11/2010: November Sweeps Training with Reporters
8/18/2010: Frank Magid Station-wide Training on KRGV station promotion
8/18/2010: Magid Producer/Associate Producer Training
8/18/2010: Magid PM Anchor Training
8/19/2010: Magid Reporter/Photojournalist Training (group one)

8/19/2010: Magid Reporter/Photojournalist Training (group two)
8/19/2010: Magid AM Anchor Training
8/21/2010: Training by Jenny Martinez, News Director, for reporters....story development, story telling, FOI training.
9/3/2010: Edius Training Conference Call w/ John Kittleman, Chuck Salge, Michael Leal, David Silva & Jenny Martinez
9/8/2010: Edius Training Conference Call w/ John Kittleman, Chuck Salge, Michael Leal, David Silva & Jenny Martinez
9/8/2010: Meeting w/ Paul Aguayo, Israel Alfaro, David Silva & Jenny Martinez to discuss the new newscasts
9/9/2010: Meeting w/ Paul Aguayo, Israel Alfaro, David Silva & Jenny Martinez to discuss the new newscasts
9/10/2010: Meeting w/ Arturo Vargas, David Silva & Jenny Martinez to discuss newsroom budget.
9/13/2010: Edius Editing Training w/ Reporter, Photojournalist, Editing and Anchoring staff
9/14/2010: Edius Editing Training w/ Reporter, Photojournalist, Editing and Anchoring staff
9/15/2010: Edius Editing Training w/ Reporter, Photojournalist, Editing and Anchoring staff
9/15/2010: Edius Conference Call Meeting w/ John Kittleman, Chuck Salge, Michael Leal, David Silva & Jenny Martinez
9/16/2010: Edius Editing Training w/ Reporter, Photojournalist, Editing and Anchoring staff
9/17/2010: Edius Editing Training w/ Reporter, Photojournalist, Editing and Anchoring staff
10/27/2010: Meeting with Reporter staff to discuss NEW Newsroom Guidelines
11/2/2010: Meeting with Photojournalist staff to discuss NEW Newsroom Guidelines
11/2/2010: Meeting with Associate Producing staff to discuss Newscast
12/1/2010: February Sweeps Training
3/9/2011: May Sweeps Training
3/12/2011: Channel 5 News Saturday Morning Newscast Training
3/13/2011: Channel 5 News Sunday Morning Newscast Training
3/19/2011: Channel 5 News Saturday Morning Newscast Training
3/20/2011: Channel 5 News Sunday Morning Newscast Training
3/26/2011: Channel 5 News Saturday Morning Newscast Training
3/27/2011: Channel 5 News Sunday Morning Newscast Training

Activity: List each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

All upper level jobs are listed with the Texas Association of Broadcasters.