

**KIII-TV**  
**EEO PUBLIC FILE REPORT**  
**March 22, 2022 - March 21, 2023**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Producer-11770	3, 6, 11-12, 16-17, 19-21, 27-28, 30, 32 -33	32
Director of Sales	1-3, 5, 7-8, 10-12, 15-18, 20-22, 24-31, 33-34	27
Director of Sales	1-3, 5, 7-8, 10-12, 15-18, 20-22, 24-31, 33-34	27
Sales Assistant-12489	3-4, 11-12, 17-18, 21, 23, 27-28, 30, 33	27
Photojournalist-12731	3, 11, 16-17, 21, 27-28, 30, 33	27
Director of Digital Content-12767	3, 11, 16-17, 21, 27-28, 30, 33	27
Local Sales Manager-12873	3, 11, 14, 16-17, 21, 27-28, 30, 33	14
Senior Digital Content Producer-13419	3, 9, 11, 16-18, 21, 27-28, 30, 33	9
Broadcast Engineer - 13713	3, 11, 16-17, 21, 27-28, 30, 33	27
Producer - 13997	3, 11-14, 16-18, 21, 27-28, 30, 33	14

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Broadbean 610 Newport Center Dr Ste 1400 Newport Beach, California 92660 Phone : 949-706-8560 Job Listings Manual Posting	N	0
2	Broadcast Employment Services P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Jobs Editor Manual Posting	N	0
3	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : <a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a> Career Service Manual Posting	N	0
4	Coastal Bend College 3800 Charco Rd Beeville, Texas 78102 Phone : 361-358-2838 Email : <a href="mailto:clholderfield@coastalbend.edu">clholderfield@coastalbend.edu</a> C L Holderfield	N	0
5	Corpus Christi Chamber of Commerce 1201 N Shoreline Blvd Corpus Christi, Texas 78401 Phone : 361-881-1800 Job Listings Manual Posting	N	0
6	Current Employee/Internal Promotion	N	1
7	Del Mar College East 101 Baldwin Blvd Corpus Christi, Texas 78404 Phone : 361-698-1200 Joe Hayden Manual Posting	N	0

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8	Division for Rehabilitation Services 4410 Dillon Ln Ste 44 Corpus Christi, Texas 78415 Phone : 361-854-1475 Email : jennifer.valerio@dars.state.tx.us Jennifer Valerio	N	0
9	Employee Promotion	N	1
10	Glassdoor.com 100 Shoreline Hwy Mill Valley, California 94965 Phone : 800-918-3229 Job Listings Manual Posting	N	0
11	Hispanic Chamber of Commerce PO Box 5523 Corpus Christi, Texas 78405 Phone : 361-887-7408 Fax : 1-361-888-9473 Jessica Davila-Burnett	N	0
12	Indeed.com 470 West Ave Ste 2002 Stamford, Connecticut Phone : 203-564-2418 Job Listings Manual Posting	N	1
13	Indeed.com	N	1
14	Internal Transfer/Promotion	N	2
15	JuJu.com 151 First Ave #19 New York, New York 10003 Phone : 212-537-3898 Job Listings Manual Posting	N	0
16	KIII On-Air Promos 5002 S Padre Island Dr Corpus Christi, Texas 78411 Phone : 409-833-8300 Job Listings Manual Posting	N	0

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17	KIII Website 5002 S Padre Island Dr Corpus Christi, Texas 78411 Phone : 409-833-8300 Job Listings Manual Posting	N	0
18	Linked In	N	5
19	Linked In - Not Directly Contacted by SEU	N	1
20	LULAC 400 Mann St Ste 513 Corpus Christi, Texas 78401 Phone : 361-883-5134 Sergio Ramirez Manual Posting	N	0
21	Media Recruiter 9457 S University Blvd #303 Highlands Ranch, Colorado 80126 Phone : 303-400-5150 Email : art@mediarecruiter.com Art Scott	N	0
22	Multi-Cultural Center 1581 N Chaparral St Corpus Christi, Texas 78401 Phone : 361-883-0639 Christi Pena Manual Posting	N	0
23	News Check Media 24 W Lancaster Ave Ardmore, Oklahoma 19003 Phone : 610-420-6003 Email : phersh@newscheckmediacom Patty Hersh	N	0
24	Self Referral	N	1
25	SimplyHired.com 370 San Aleso Ave #200 Sunnyvale, California 94085 Phone : 408-747-0012 Job Listings Manual Posting	N	0

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26	Society of Broadcast Engineers 9012 N Meridian St Ste 150 Indianapolis, Indiana 46260 Phone : 317-846-9000 Job Listings Manual Posting	N	0
27	TEGNA Careers 7950 Jones Branch Dr McLean, Virginia 22102 Phone : 703-854-6089 Job Listings Manual Posting	N	22
28	Texas A&M-Corpus Christi 6300 Ocean Dr Corpus Christi, Texas 78412 Phone : 361-825-2628 Email : patricia.chastain@tamucc.edu Patricia Chastain	N	0
29	Texas Association of Broadcasters 502 E 11 St Ste 200 Austin, Texas 78701 Phone : 512-322-9944 Craig Bean Manual Posting	N	0
30	Texas Workforce Commission - Coastal Bend 520 N Staples St Corpus Christi, Texas 78401 Phone : 361-882-7491 Url : www.workintexas.com Email : wit.coastalbend@twc.state.tx.us Job Listings	N	0
31	TVjobs P. O. Box 4116 Oceanside, California Url : www.tvjobs.com Debra Pakebusch Manual Posting	N	0
32	Walk In/Self-Referral	N	1

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33	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
34	YWCA Women's Resource Office 4601 Corona Dr Corpus Christi, Texas 78411 Phone : 361-857-5661 Job Listings Manual Posting	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>36</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	4/1/2022	Establishment of a mentoring program	<p>This station is participating in TEGNA Inc.'s Producer-In-Residence ("PIR") Program. TEGNA Inc. established this PIR Program to train and provide experience to college graduates interested in a career in broadcasting/producing. The PIR Program affords each selected PIR the opportunity to gain real-life experience as a Producer. Each PIR attends an initial one-week training boot camp followed by a two-year placement as a Producer in one of TEGNA's stations. After a nation-wide search, TEGNA Inc. selects the PIRs, completes their initial training and then assigns each PIR to one of 15 stations participating in the PIR Program. The selected PIRs fulfill a 2-Year contract as a full-time employee with full compensation and benefits. The 2-year position provides the PIR on -the-job training, education, experience and resources that will become invaluable in this industry. The PIR will receive regular feedback on performance, consistent corporate training and check-in on progress. At the end of a successful two-year Program the contract period ends, and the PIR has 2 years on-the-job experience. While there is no guarantee of continued employment for the PIRs, at the end of the contract period the PIR may be offered an opportunity for retention and promotion to a Producer.</p>	1	Producer-in-Residence
2	4/7/2022	Participation in events or programs sponsored by educational institutions	<p>On April 7th, 2022, several department managers with hiring authority attended a Department of Communications &amp; Media networking mixer at A&amp;M. They spoke to an audience of about 75 college students, regarding employment and intern opportunities in sales, marketing, operations and content at KIII.</p>	7	<p>News Director  Asst. News Director  Sales Manager  Operations Manager</p>

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3	4/19/2022	Participation in events sponsored by organizations representing the community	Meteorologist addressed about 25 participants at a Townhall on the hazards of the tropical season on the Coastal Bend and hurricane preparedness. In addition to discussing climate change and weather forecasting, meteorologist shared his career journey in broadcast meteorology.	1	Chief Meteorologist
4	5/18/2022	Participation in events or programs sponsored by educational institutions	On May 18th, 2022, our morning anchor spoke to middle school students in the Tech Club at Incarnate Word Academy. Presentation included information about reporting the news, fun ideas for stories, video and digital options, and careers in television broadcasting.	1	Morning Anchor
5	6/4/2022	Establishment of training programs for station personnel	All KIII employees were required to complete TEGNA's Q2 Cybersecurity Training by June 4, 2022. This training helps employees understand common cybersecurity threats and how to identify warning signs and red flags that may be encountered in both their personal and professional digital lives.	75	All Employees
6	6/23/2022	Provision of training to management	On June 23rd through June 26th, 2022, News Director attended the annual Investigative Reporters and Editors Conference in Denver, Colorado. The annual conference consisted of panels and networking events, highlighting some of the best practices in investigative journalism in the country and ways for smaller newsrooms to launch investigative reporting units.	1	News Director



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7	6/27/2022	Establishment of a mentoring program	<p>This station is participating in TEGNA Inc.'s Producer-In-Residence ("PIR") Program. TEGNA Inc. established this PIR Program to train and provide experience to college graduates interested in a career in broadcasting/producing. The PIR Program affords each selected PIR the opportunity to gain real-life experience as a Producer. Each PIR attends an initial one-week training boot camp followed by a two-year placement as a Producer in one of TEGNA's stations. After a nation-wide search, TEGNA Inc. selects the PIRs, completes their initial training and then assigns each PIR to one of 15 stations participating in the PIR Program. The selected PIRs fulfill a 2-Year contract as a full-time employee with full compensation and benefits. The 2-year position provides the PIR on -the-job training, education, experience and resources that will become invaluable in this industry. The PIR will receive regular feedback on performance, consistent corporate training and check-in on progress. At the end of a successful two-year Program the contract period ends, and the PIR has 2-years of on-the-job experience. While there is no guarantee of continued employment for the PIRs, at the end of the contract period the PIR may be offered an opportunity for retention and promotion to a Producer.</p>	1	Producer - In - Residence
8	9/12/2022	Participation in events or programs sponsored by educational institutions	<p>Station's weekday meteorologist addressed 3rd, 4th and 5th graders (about 95 students) at Gibson Elementary on Career Day. Meteorologist spoke about education requirements in preparing for a career in meteorology. A Q&amp;A session was conducted after the presentation.</p>	1	Meteorologist

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9	9/20/2022	Participation in events or programs sponsored by educational institutions	On 9/20/2022 Operations Manager participated in the Coastal Bend First Career Fair sponsored by Texas A&M at Corpus Christi University. Manager visited with over 25 college students about careers in media and provided application information to those interested.	1	Operations Manager
10	9/23/2022	Establishment of training programs for station personnel	All KIII employees were required to complete TEGNA's Cyber Awareness Training by September 23, 2022. This mandatory online course includes real-life examples of criminal practices often used by hackers and provides information on smishing, an increasingly shrewd cybercrime that is being committed with greater frequency.	75	All Employees
11	10/5/2022	Establishment of training programs for station personnel	ComScore TV hosted training for the sales team regarding ComScore database reporting capabilities for ratings, shares, audience composition and qualitative data. This session provided useful information for promoting sales to their advertisers.	15	Account Executive Account Executive Account Executive Reg.Account Manager
12	11/2/2022	Establishment of training programs for station personnel	Trainer from Sony Corporation visited the station November 2, 2022 through November 4, 2022, to train the technical team on the usage of a new production switcher for newscast directing. The training addressed switcher functions, creating/saving effects, creating macros, ingesting video and playout.	5	Broadcast Director Broadcast Director Broadcast Director Broadcast Director
13	12/12/2022	Establishment of training programs for station personnel	All traffic, account managers and sales assistants participated in a Traffic/Marketing/Programming refresher course. It was put on by TEGNA Traffic Lead, Angel Mattix. The course covered a review of the TCO training guide, Programming SOPs for hubbed stations, and station paid training.	10	Director of Sales Local Sales Manager Traffic Sales Assistant

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14	1/17/2023	Establishment of training programs for station personnel	Creative Services Director conducted an internal zoom training session for entire sales team regarding commercial production best practices. Agenda included tips for requesting/scheduling production time, script writing, field photography sessions, video editing, voice announcer requests, along with a Question and Answer session. Meeting goal was to reset thinking and beliefs about commercial production and how to be effective and professional when working with clients and others involved.	14	Director of Sales Local Sales Manager Account Executive Account Manager
15	1/21/2023	Establishment of training programs for station personnel	TEGNA launched a mandatory, company-wide Ethics Training program to increase employees' understanding of company policies around professional ethics and whistleblower legal protection. Training session also covered fair dealings and open competition, offering guidance on how to navigate complex situations.	73	All Employees
16	2/2/2023	Participation in events or programs sponsored by educational institutions	Meteorologist addressed 38 2nd graders at Kolda Elementary School for National Weatherpersons Day. Presentation included an overview of weather reporting and forecasting and careers in meteorology.	1	Meteorologist
17	2/7/2023	Establishment of training programs for station personnel	TEGNA Corporate hosted a Market Services Confidence Builder session for the entire sales team. This zoom seminar covered monthly sales trends in important advertiser categories. Attendees participated in case studies to demonstrate their knowledge and skills.	14	Director of Sales Account Executive Regional Sales Manager Account Manager
18	2/8/2023	Establishment of training programs for station personnel	Nielsen hosted Nielsen Live Reporting Best Practices for entire sales department and sales support staff. The topic was Nielsen database reporting capabilities for ratings, shares, audience composition and qualitative data.	14	Local Sales Manager Account Executive Sales Assistant Account Executive

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19	2/21/2023	Participation in events or programs sponsored by educational institutions	On 2/21/2023 Chief Meteorologist was the keynote speaker at the "Discover Your Direction" Student Conference. Presentation addressed about 160 middle school and high school students regarding careers in meteorology and what a successful career track looks like in the broadcasting industry.	1	Chief Meteorologist
20	2/27/2023	Participation in events or programs sponsored by educational institutions	Operations Manager and Executive Producer participated in a recruiting event at Texas A&M, Corpus Christi. Both representatives of management addressed about 35 college students in the Media Industries Class about jobs in broadcast media, including intern opportunities. Information was provided about the application process.	2	Operations Manager Executive Producer