

KENS-TV
EEO PUBLIC FILE REPORT
March 22, 2019 - March 21, 2020

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
Reporter/MSJ	2-3, 6-7, 9, 12-14, 17-19, 22-26, 30, 32-33, 36-38, 40, 42-44, 46-47, 49-54, 56	30
Account Executive	2-3, 6-7, 9, 12-14, 17-19, 22-26, 30, 32-33, 36-38, 40, 42-44, 46-47, 49-54, 56	30
Discovery Desk Editor	2-3, 6-7, 9, 12-14, 17-19, 22-26, 30, 33, 36-38, 40, 42-44, 46-47, 49-54, 56	30
Digital Content Producer	2-3, 6-7, 9, 12-14, 16-19, 22-26, 33, 36-38, 40-44, 46-47, 49-54, 56	16
Broadcast Director	3-14, 17-20, 22-29, 31-40, 42-54, 56	20
ELC Broadcast Director (Lifestyle – Local Program)	3-4, 6-7, 9, 12-14, 17-26, 30, 33, 36-38, 40, 42-44, 46, 49-54, 56	30
IT Help Desk Specialist	3, 6-7, 9, 12-14, 17-20, 22-26, 33, 36-38, 40, 42-44, 46, 49-54, 56	20
Marketing Coordinator	3, 6-7, 9, 12-15, 17-26, 33, 36-38, 40-44, 46, 49-54, 56	20
Reporter/MSJ	3-14, 17-19, 22-40, 42-46, 48-54, 56	30
Video Journalist	3, 6-7, 9, 12-14, 17-19, 22-26, 30, 33, 36-38, 40, 42-44, 46, 49-54, 56	30
Producer	3, 6-7, 9, 12-14, 17-19, 22-26, 30, 33, 36-38, 40, 42-44, 46, 49-54, 56	30
Producer	3, 6-7, 9, 12-14, 17-19, 22-26, 30, 33, 36-38, 40, 42-44, 46, 49-54, 56	30
Account Executive	3, 6-7, 9, 12-14, 17-19, 22-26, 33, 36-38, 40, 42-44, 46, 49-54, 56	7
Discovery Desk Editor	3, 6-7, 9, 12-14, 17-19, 22-26, 30, 33, 36-38, 40, 42-44, 46, 49-54, 56	30
Photographer/VSJ - #8346	3, 6-7, 9, 12-14, 17-19, 22-26, 30, 33, 36-38, 40, 42-44, 46, 49-54, 56	30
MMJ/Co-Host	1, 3, 6-7, 9, 12-14, 17-20, 22-26, 33, 36-38, 40-44, 46, 49-54, 56	20
Digital Content Producer	3, 6-7, 9, 12-15, 17-19, 21-26, 33, 36-38, 40, 42-44, 46, 49-56	55
Photojournalist	3, 6-7, 9, 12-14, 17-19, 22-26, 30, 33, 36-38, 40, 42-44, 46, 49-54, 56	30
Video Editor	3, 6-7, 9, 12-14, 17-19, 22-26, 30, 33, 36-38, 40, 42-44, 46, 49-54, 56	30

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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	Agency Referral	N	1
2	Alamo Community College District 201 W. Sheridan San Antonio, Texas Phone : 210-486-5401 Url : http://www.alamo.edu Email : nlc-careers@alamo.edu Fax : 1-210-486-9209 Gilbert Palomo	N	0
3	American Broadcasting School 712 N Watson Rd STE 200 Arlington, Texas 76011 Phone : 888-677-5227 Url : http://www.radioschoolonline.com Email : abs@radioschool.com Job Posting	N	0
4	American Women in Radio & Television 5400 Fredericksburg Rd San Antonio, Texas 78229 Phone : 210-377-8732 Email : janastasio@kens5.com Jeff Anastasio	N	0
5	Austin Community College 5930 Middle Fiskville Rd Austin, Texas Phone : 512-223-7000 Url : http://www.austincc.edu Email : ethomson@austincc.edu Fax : 1-512-223-7133 Eva Thomsen	N	0
6	Avance of San Antonio 118 N. Medina 3rd Floor San Antonio, Texas Phone : 210734-7924 Url : http://www.avancesa.org Email : lrodriguez@avancesa.org Lilly Rodriguez	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
7	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	1
8	Central Texas College PO Box 1800 Killeen, Texas Phone : 254-526-1106 Url : http://www.collegecentral.com Email : coretta.richardson@cpsd.edu Coretta Richardson	N	0
9	Christian Assistance Ministry 110 McCullough San Antonio, Texas 78215 Phone : 210-223-1497 Url : http://www.christianassistanceministry.org Email : dwhite@cam-sa.org Dawn White	N	0
10	Coastal Bend College 3800 Charco Rd Beeville, Texas 78102 Phone : 361-358-2838 Email : jcoker@coastalbend.edu Becky Garza	N	0
11	Del Mar College 101 Baldwin Blvd & Ayers Corpus Christi, Texas 78404 Phone : 361-888-5445 Email : bcage@delmar.edu Career Development & Placement Office	N	0
12	Easter Seal Rehabilitation Center 2203 Babcock Rd San Antonio, Texas 78229 Phone : 210-532-5158 Email : carlosjmedina@hotmail.com Carlos Medina	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
13	Eastern New Mexico University 1200 W University Portales, New Mexico 88130 Phone : 505-562-2147 Email : career.services@enmu.edu Oscar Robinson	N	0
14	Ella Austin Community Center 1023 North Pine St San Antonio, Texas 78202 Phone : 210-224-2351 Email : devans@ellaustin.org Denise Evans	N	0
15	Employee Referral	N	2
16	Former Employee Referral	N	1
17	Goodwill Industries 406 W Commerce San Antonio, Texas 78207 Phone : 210-924-8581 Email : bbalencia@goodwillsa.org Becky Balencia	N	0
18	Guadalupe Community Center 1801 Ceasar Chavez San Antonio, Texas 78207 Phone : 210-222-1294 Url : www.ccaosa.org Email : pvela@ccaosa.org Patty Vela	N	0
19	Halfway House/Crosspoint, Inc. 225 E Locust St San Antonio, Texas Phone : 210-225-0864 Url : www.crosspoint.inc Email : kevin.downey@crosspointinc.us Kevin Downey	N	0
20	Indeed.com	N	9
21	Internal Candidate	N	5

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	KENS 5 5400 Fredericksburg Rd San Antonio, Texas 78229 Phone : 210-366-5000 Url : http://www.kens5.com Shannon Hunter Manual Posting	N	3
23	Louisiana State University 1502 Ceba Baton Rouge, Louisiana 70803 Phone : 225-578-2162 Url : www.lsu.edu/careercenter Email : amyc@lsu.edu Amy Caillouet	N	0
24	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Customer Service Manual Posting	N	0
25	Mexican-American Legal Defense & Educational Fund 110 Broadway STE 300 San Antonio, Texas 78205 Phone : 210-224-5476 Email : jobs@maldef.org Career Services	N	0
26	Mississippi State University PO Box P Mississippi State, Mississippi 39762 Phone : 662-325-3344 Url : www.career.msstate.edu Email : msuinfo@ur.msstate.edu Career Service Center	N	0
27	National Association of Broadcasters 1771 N Street NW Washington, District of Columbia 20036 Phone : 202-429-5362 Email : amckeown@nab.org Karen Hunter	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
28	National Association of Hispanic Journalist National Press Bldg STE 1193 Washington, District of Columbia 20045 Phone : 202-662-7144 Email : jobbank@nahj.org Joseph Torres	N	0
29	Northwest Vista College 3535 North Ellison Dr San Antonio, Texas 78251 Phone : 210-348-2020 Email : dabrams3@mail.accd.edu Doreen Abrams	N	0
30	Other Source	N	12
31	Palo Alto Community College 1400 Villaret San Antonio, Texas 78224 Phone : 210-921-5000 Email : nesparza@mail.accd.edu N. Esparza	N	0
32	RTNDA 4121 Plank Rd #512 Fredericksburg, Virginia 22407 Phone : 202-467-5203 Email : jobs@rtnda.org Director Membership & Marketing	N	0
33	San Antonio College 1300 San Pedro San Antonio, Texas 78212 Phone : 210-486-1500 Cassandra Segura Manual Posting	N	0
34	San Antonio Colleges & Universities (SACUPA) One Camino Santa Maria San Antonio, Texas 78228 Phone : 210-436-3102 Url : www.myinterphase.com/stmary/employer Email : lsandoval12@st.marytx.edu Lauren Sandoval	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
35	San Antonio Hispanic Chamber of Commerce 318 W Houston St Suite 300 San Antonio, Texas 78205 Phone : 210-225-0462 Url : http://www.sahcc.org Email : annetteg@sahcc.org Annette G	N	0
36	SER, Jobs for Progress, Inc. of SA 1499 Hillcrest Dr San Antonio, Texas 78228 Phone : 210-433-7782 Nick Balderama Manual Posting	N	0
37	Simply Hired 370 San Aleso Ave. #200 Sunnyvale, California 94085 Url : http://www.simplyhired.com Job Posting Manual Posting	N	0
38	Southwestern University PO Box 770 Georgetown, Texas 78627 Phone : 512-863-1344 Email : career.services@southwestern.edu Sharon Hehmen	N	0
39	St. Mary's University 100 Camino Santa Maria San Antonio, Texas 78228 Phone : 210-436-3102 Email : career@stmarytx.edu Lauren McLeaird	N	0
40	St. Phillips College 1801 Martin Luther King Dr San Antonio, Texas 78203 Phone : 210-531-3200 Job Posting Manual Posting	N	0
41	Station Website	N	5

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
42	Television Bureau of Advertising 120 Wall Street 15th Floor New York, New York Url : http://www.tvb.org Job Posting Manual Posting	N	0
43	Television Week Magazine PO Box 64000 Detroit, Michigan 48264 Phone : 323-370-2415 Marc Abrams Manual Posting	N	0
44	Texas A&M University 2471 TAMU College Station, Texas 77843 Phone : 979-845-5139 Url : http://HireAggies.com Placement Director Manual Posting	N	0
45	Texas Association of Broadcasters 502 East 11th St STE 200 Austin, Texas 78701 Phone : 512-322-9944 Email : craig@tab.com Craig Bean	N	0
46	Texas Lutheran University 1000 West Court St Seguin, Texas 78155 Phone : 830-372-8178 Email : careers@tlu.edu Bonita Vinson	N	0
47	Texas State University 601 University Drive San Marcos, Texas 78666 Phone : 512-245-2645 Url : www.careerservices.txstate.edu Email : careerservices@txstate.edu Norma Guerra	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
48	Texas/Alamo Workforce Commission 4535 E Houston St San Antonio, Texas 78220 Phone : 210-581-0190 Email : spring.mercadel@serjobssa.org Spring Mercadel	N	0
49	Trinity University 715 Stadium Dr #78 San Antonio, Texas 78212 Phone : 210-999-7011 Email : careerservices@trinity.edu Career Services	N	0
50	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : jobs@tvjobs.com Broadcast Employment Services	N	0
51	University of Incarnate Word 4301 Broadway San Antonio, Texas 78209 Phone : 210-829-6005 Url : http://www.uiw.edu/ Placement Officer Manual Posting	N	0
52	University of Texas @ San Antonio 5723 University Heights Blvd San Antonio, Texas 78249 Phone : 210-458-4593 Url : http://www.utsa.edu/ Bennett Grey Manual Posting	N	0
53	University of Texas at Austin 1 University Station D7000 Austin, Texas 78712 Phone : 512-471-9421 Email : ccsrecruit@austin.utexas.edu Jennifer Hinojosa	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
54	Vista Vocational Resources 1222 N Main STE 804 San Antonio, Texas 78212 Phone : 210-575-9881 Joe Cepeda Manual Posting	N	0
55	Word of Mouth Referral	N	1
56	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			40

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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	3/22/2019	Establishment of an intern program designed to assist members of the community	School Year-Long Mentor for San Antonio Jr. College student (mentors meet with mentees once a month during the school year to discuss various topics including Debt, Community Service, Health & Nutrition, College/Career Exploration, setting goals and encouraging them to stay in school).	1	Executive Producer
2	3/22/2019	Establishment of an intern program designed to assist members of the community	Internships - KENS-TV actively recruits students attending accredited colleges and universities. Our program offers the student/interns active participation in a professional broadcast setting. The intern experiences the live work environment gaining real-world hands on experience that cannot be obtained in the classroom. These paid interns also earn academic credit for their participation in the program. Internships primarily support news and marketing, but can touch other departments as well. During the reporting period, KENS hired and trained 8 intern(s) for three month assignments.	3	Marketing Director News Director Director of Sales
3	3/24/2019	Participation in events or programs sponsored by educational institutions	School Year-Long Mentor Program thru Communities in Schools with John Jay High School mentees (mentors meet with mentees once a month during the school year to discuss various topics including Debt, Community Service, Health & Nutrition, College/Career Exploration, setting goals and encouraging them to stay in school).	4	News Director Anchor Sales Marketing & Operations Manager Anchor

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4	4/16/2019	Establishment of training programs for station personnel	April 16-18, 2019 TEGNA Innovation Summit –Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated	1	Producer
5	4/24/2019	Participation in other activities designed by the station employment unit	Station tour was given to 4th & 5th grade students from Fort Sam Houston Elementary by Anchor. Students had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. Answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Anchor
6	5/16/2019	Participation in events or programs sponsored by educational institutions	Executive Producer spoke to O'Connor High School students. Discussed career tracks in the broadcast and journalism industry.	1	Executive Producer
7	5/16/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for students from Carroll Bell Elementary. Students had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. He answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Marketing Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	5/17/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for students from Losoya Middle School. Students had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. He answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Marketing Director
9	5/20/2019	Participation in events or programs sponsored by educational institutions	Director participated in Career Day at McCollum High School. He discussed what it's like to be a journalist and work in the broadcast industry. He discussed his education and development track. He answered questions presented by students.	1	Director
10	5/23/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for students from Fields Elementary. Students had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. He answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Marketing Director
11	5/24/2019	Establishment of an intern program designed to assist members of the community	Presented in De Zavala Career Day Anchor participated in Career Day at De Zavala Elementary. She discussed what it's like to be a journalist and work in the broadcast industry. She discussed her education and development track. She answered questions presented by students.	1	Anchor/Reporter

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
12	6/17/2019	Establishment of training programs for station personnel	June 17 - 21, 2019 The Director of Marketing attended the PROMAX 2019 Conference and participated in learning sessions that shed light on many important media topics to include;Get Expert tips, tools and up-to-speed insights on how to create a rewarding career, what it takes to deliver award winning work, making old media new again, stuff great leaders always do and get more ROI from your marketing dollar.	1	Marketing Director
13	6/24/2019	Establishment of training programs for station personnel	Content Summit (June 24-28) News, Digital and Marketing Directors and General Managers attended the TEGNA HQ Content Summit. Over the course of four days, leaders focused on new ways to examine and transform content, shared transformation journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	4	Marketing Director Producer Graphic Artist Producer
14	8/6/2019	Establishment of training programs for station personnel	Technology staff attended the Texas Association of Broadcasters Conference to experience new and emerging technology. The overall agenda for this year's show was squarely focused on strategies to grow on-air, digital and content revenue, as well as embracing next-generation technologies that are simultaneously driving and challenging local Radio and TV stations. The station participants focused on "all things IP" the first day, with multiple sessions the next day ranging from several aspects of ATSC 3.0 and the Spectrum Repack to AI-driven closed captioning, building FM translators, C Band registration, podcast development and emergency planning post-Hurricane Harvey.	2	Director of Technology Assistant Director of Technology

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15	8/20/2019	Participation in events or programs sponsored by educational institutions	“Tuesday’s with Taylor” at different elementary schools every 6-8 weeks (Tuscany Heights, Aue, Myers and Kruegery). Morning announcements, weather forecast, answering weather-related questions and answering career and job opportunity related questions for students.	1	Meteorologist
16	10/1/2019	Participation in events or programs sponsored by educational institutions	One on one School Year-Long Mentor Program through San Antonio Christian Academy. Mentors meets with mentee once a month during the school year to discuss various topics including Debt, Community Service, Health & Nutrition, College/Career Exploration, setting goals and encouraging them to stay in school).	1	Anchor
17	10/6/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for students from Jackson Academy of Excellence. Students had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. He answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Marketing Director
18	10/8/2019	Participation in events or programs sponsored by educational institutions	One on one year-long Mentor Program through Northside ISD Mentorship meets with mentee once a month during the school year to discuss various topics including Debt, Community Service, Health & Nutrition, College/Career Exploration, setting goals and encouraging them to stay in school).	1	Producer

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19	10/9/2019	Participation in other activities designed by the station employment unit	Audience Engagement Specialist led a station tour for students from Pieper Ranch Middle School. Students had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. He answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Audience Engagement Specialist
20	10/11/2019	Participation in events or programs sponsored by educational institutions	School Year-Long Mentor for Communications Arts High School student (mentors meet with mentees once a month during the school year to discuss various topics including Debt, Community Service, Health & Nutrition, College/Career Exploration, setting goals and encouraging them to stay in school).	1	Anchor
21	10/14/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for students from Northwest Vista had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. He answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Marketing Director
22	10/20/2019	Participation in events or programs sponsored by educational institutions	On 11/20/2019 the Director, and Anchors participated in the McCollum High School Career Fair in San Antonio, Texas. Potential applicants were told about the station, job opportunities currently available, and the application procedures.	4	Director Anchor/Reporter Talent Producer

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23	10/23/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for students from Hallettsville High School had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. He answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Marketing Director
24	10/24/2019	Participation in events or programs sponsored by educational institutions	Anchor participated in Career Day at Dr. Joe Ward Elementary. She discussed what it's like to be a journalist and work in the broadcast industry. She discussed her education and development track. She answered questions presented by students.	1	Anchor
25	10/25/2019	Participation in events or programs sponsored by educational institutions	Photographer was guest speaker at Kiwanis Club of San Antonio. He discussed what it's like to be a photojournalist and work in the broadcast industry. He discussed his education and development track and answered questions presented by participants.	1	Photographer
26	10/27/2019	Establishment of training programs for station personnel	October 2019 Seller Inside Out Training - New Account Executives attend Inside Out training. This training is a part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	1	Account Executive
27	10/31/2019	Participation in events or programs sponsored by educational institutions	Anchor participated in Career Day at Johnson Ranch Elementary. She discussed what it's like to be a journalist and work in the broadcast industry. She discussed her education and development track. She answered questions presented by students.	1	Anchor

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28	11/6/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for students from Crestview Elementary. Students had the opportunity to see how news is conducted and produced inside a station. Students experienced a live production. He answered questions about the education necessary to work in television and what other opportunities exist in the broadcast industry.	1	Marketing Director
29	11/7/2019	Participation in events or programs sponsored by educational institutions	Anchor participated in Career Day at Dolores B Linton Elementary. She discussed what it's like to be a journalist and work in the broadcast industry. She discussed her education and development track. She answered questions presented by students.	1	Assistant Producer
30	11/13/2019	Participation in events or programs sponsored by educational institutions	Executive Producer participated in Career Day at Kennedy High School. He discussed what it's like to be a journalist and work in the broadcast industry. He discussed her education and development track. He answered questions presented by students.	1	Executive Producer
31	11/15/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for Valley Hi Elementary. Gave students the opportunity to see how news and produced inside a station. Students got to experience a live production. Answered questions about the education necessary to be a meteorologist and what other opportunities exist in the broadcast industry.	1	Marketing Director

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32	11/19/2019	Participation in events or programs sponsored by educational institutions	School Year-Long Mentor Program with Communication Arts High School. Mentors meet with mentees once a month during the school year to discuss various topics including Debt, Community Service, Health & Nutrition, College/Career Exploration, setting goals and encouraging them to stay in school).	1	Anchor
33	11/19/2019	Participation in other activities designed by the station employment unit	Marketing Director led a station tour for Wortham Oaks Elementary students. Gave students the opportunity to see how news and produced inside a station. Students got to experience a live production. Answered questions about the education necessary to be a meteorologist and what other opportunities exist in the broadcast industry.	1	Marketing Director
34	11/21/2019	Participation in other activities designed by the station employment unit	Meteorologist led a station tour for students from Tuscany Heights Elementary Students. Gave students the opportunity to see how news and produced inside a station. Students got to learn about radars and other technology and see a live production. Answered questions about the education necessary to be a meteorologist and what other opportunities exist in the broadcast industry.	1	Meteorologist
35	12/4/2019	Participation in events or programs sponsored by educational institutions	Talent participated in Career Day at Brandeis High School. She discussed what it's like to be a journalist and work in the broadcast industry. She discussed her education and development track. She answered questions presented by students.	1	Talent

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
36	12/11/2019	Establishment of training programs for station personnel	December 11-13 TEGNA Innovation Summit –Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	1	Producer
37	1/1/2020	Establishment of training programs for station personnel	Training/602 Communications (Third Party Company)/Provided training for marketing producers, news producers and digital producers to develop and sharpen their skills/January-March 2020. All news, marketing and Great Day SA producers attended a producer master course, focusing on teases, writing, headlines and content. Approximately 30 KENS employees are taking part	25	All News Employees
38	1/10/2020	Establishment of training programs for station personnel	January 10 & 21. The weather team, news managers, producers and assignment editors are being trained to use our new V-MIX system. Classes are taught by meteorologist Andrew Wilson who helped develop the system here at KENS. This training gives our team the skills needed to quickly stream breaking news and weather. Approximately 10 people	4	Meteorologist Meteorologist Meteorologist Meteorologist
39	2/13/2020	Establishment of training programs for station personnel	30 minute sessions on Disinformation. Producer presented what she learned while training at Tegna Innovation Summit in McLean, VA.	25	All News Employees

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
40	2/24/2020	Participation in Job Fairs	On February 24, 2020 the Station's Meteorologists participated in the UIW STEM Job Fair in San Antonio, Texas. Potential applicants were told about the station, job opportunities currently available , and the application procedures.	3	Meteorologist Meteorologist Meteorologist
41	2/25/2020	Participation in other activities designed by the station employment unit	Meteorologist led a station tour for students from the Aue Elementary. Gave students the opportunity to see how news and produced inside a station. Students got to see a live production. Answered questions about the education necessary to be a meteorologist and what other opportunities exist in the broadcast industry.	1	Meteorologist
42	3/2/2020	Participation in events or programs sponsored by educational institutions	Anchor participated in Career Day at Rogers Academy SAISD on March 2, 2020. She discussed what it's like to be a journalist and work in the broadcast industry. She discussed her education and development track. She answered questions presented by students.	1	Anchor
43	3/6/2020	Participation in events or programs sponsored by educational institutions	Anchor and Reporter participated in Career Day at Smith Elementary School. They shared information with students on how she decided on a career in media and what her education track was to prepare her for her career. They answered questions on what it is like to be a reporter and anchor.	2	Anchor/Reporter Reporter
44	3/11/2020	Establishment of training programs for station personnel	Talent coaches with Reel Media Group work one-on-one with selected talent to improve on air performance and storytelling. We put three people through the training every three months, it consists on work review and coaching. All progress is monitored by News Director through phone calls and email feedback, as well as employee evaluation of their trainers. Approximately 25 employees have been through this ongoing training.	4	Anchor Anchor Multiskilled Journalist Multiskilled Journalist