

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2010 to March 22, 2011.

1) Employment Unit: LIN Television Austin

2) Unit Members (Stations and Communities of License):

<u>KXAN Austin, TX</u>
<u>KBVO (f/k/a KXAM) Llano, TX</u>
<u>KNVA (brokered) Austin, TX</u>
<u>KBVO-CD Austin, TX</u>
<u>KHPB-CA Bastrop, TX</u>
<u>KHPF-CA Fredricksburg, TX</u>
<u>KHPL-CA LaGrange, TX</u>
<u>KHPM-CA San Marcos, TX</u>
<u>KHPX-CA Georgetown, TX</u>
<u>KHPZ-CA Round Rock, TX</u>

3) EEO Contact Information for Unit Member:

Mailing Address: LIN Television 908 W. MLK Blvd. Austin, TX 78701	Telephone Number: 512-476-3636
	Contact Person: Rachel Steading
	E-mail Address: Rachel.steading@kxan.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

	Job Title	Recruitment Source Referring Hiree
1	Graphic Artist	LIN Media
2	Reporter	Employee Referral
3	Multi Platform Photojournalist	TAB
4	Broadcast Engineer	Employee referral
5	Digital Account Executive	CareerBuilder
6	Anchor/Reporter	Walk-in
7	Broadcast Engineer	Rehire
8	Video Editor/Archivist	KXAN.com
9A	Account Executive	AWM
9B	Account Executive	SND Publications
10	Photojournalist	B-Roll Net
11	Reporter	KXAN.com
12	Web Engineer	Austin American Statesman
13	Weather anchor	TVjobs.com
14	Production Manager	TVJobs.com
15	Promotions Producer	KXAN.com

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16	Reporter	Employee referral
17	National Sales Assistant	AWM
18	Broadcast Technician	Austin American Statesman
19	National Sales Assistant	Texas State University
20	Digital Account Executive	Internal promotion
21	Account Executive	KXAN.com
22	Website producer	KXAN.com
23	National Account Assistant	Employee referral
24	News Producer	Employee referral
25	News Assignments Manager	Internal promotion
26	Account Executive	Internal promotion
27	KBVO Account Executive	TAB

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**5) Recruitment Source List**

	Name of Organization Notified of Job Vacancy:	Contact Person	Address	# of Interviewees Referred by This Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source Was Utilized
1	LIN Media	Claudia Balcewicz	One West Exchange Street, Suite 5A Providence, RI 02903 <a href="http://www.linmedia.com">www.linmedia.com</a>	3	No	All
2	KXAN	Rachel Steading	908 W. MLK Blvd. Austin, TX 78701 <a href="http://www.kxan.com">www.kxan.com</a>	39	No	All
3	Texas Association of Broadcasters	Craig Bean	502 E. 11 <sup>th</sup> Street Suite 200 Austin, TX 78701 <a href="http://www.TAB.org">www.TAB.org</a>	23	No	1, 2, 3, 4, 5, 6, 7, 8, 9A, 9B, 10, 11, 12, 13, 14, 15, 16, 17, 18, 22, 24, 25, 27
4	Media Post Publications	Kenneth Fadner	1140 Broadway 4th Floor New York, NY 10001 <a href="http://www.mediapost.com">www.mediapost.com</a>	1	No	14
5	Medialine	Mark Shilstone	P.O. Box 51909 Pacific Grove, CA 93950 <a href="http://www.medialine.com">www.medialine.com</a>	2	No	6, 11, 13, 24
6	National Association of Black Journalists	Ryan Williams	1100 Knight Hall Suite 3100 College Park, MD 20742 <a href="http://www.nabj.org">www.nabj.org</a>	0	No	
7	National Association of Broadcasters	Karen Hunter	1771 N Street NW Washington, DC 20036 <a href="http://broadcastcareerlink.nabef.org/post.cfm">http://broadcastcareerlink.nabef.org/post.cfm</a>	2	No	14
8	National Association of Hispanic Journalists	Ivan Roman	1000 National Press Bldg 529 14th Street NW Washington, DC 20036 <a href="http://www.nahj.org">www.nahj.org</a>	0	No	
9	National Sales Network	Antoine Johnson	1701 S. Mays St. Round Rock, TX 78664 <a href="http://www.nsnaustin.org">www.nsnaustin.org</a>	0	No	5, 9A, 9B, 21, 23, 26, 27
10	602 Communications	Sandy Lizik	1011 Lyndhurst Falls Lane Knightdale, NC 27545 <a href="http://www.602communications.com">www.602communications.com</a>	0	No	1, 15
11	Round Rock Leader	Michelle Collins	1015 South Mays Suite 100 Round Rock, TX 78664 <a href="http://www.rrleader.com">www.rrleader.com</a>	0	No	
12	SND Publications	Gene McKay	167 Oakdale Rd Johnson City, NY 13790 <a href="http://www.spotsndots.com">www.spotsndots.com</a>	6	No	9A, 9B, 21, 26

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13	Alliance for Women In Media	Beth Bobbit	P.O. Box 2684 Austin, TX 78768 <a href="http://www.awmaustin.org">www.awmaustin.org</a>	6	No	5, 9A, 9B, 17, 20, 21, 23, 26
14	Asian American Journalists Assoc.	Kathy Chow	1182 Market Street Suite 320 San Francisco, CA 94102 <a href="http://www.aaja.org">www.aaja.org</a>	0	No	24
15	Austin American Statesman	Mike Vivio	305 S. Congress Ave Austin, TX 78704 <a href="http://www.statesman.com">www.statesman.com</a>	11	No	12, 27, 18
16	Austin Area Urban League	Debra Slider	1825 E. 38 & 1/2 Street Austin, TX 78722 <a href="http://www.aaul.org">www.aaul.org</a>	0	Yes	All
17	Austin Chronicle	Louis Black	P.O. Box 49066 Austin, TX 78765 <a href="http://www.austinchronicle.com">www.austinchronicle.com</a>	1	No	12
18	Austin Community College	Amber Kelley	1212 Rio Grande Austin, TX 78765 <a href="http://www.austincc.edu">www.austincc.edu</a>	0	No	23
19	Broadcasting & Cable	Larry Dunn	810 Seventh Avenue 27th Floor New York, NY 10019 <a href="http://www.broadcastcareerlink.com">www.broadcastcareerlink.com</a>	1	No	14
20	B-Roll Net	Kevin Johnson	1623 D St. NE Washington, DC 20002 <a href="http://www.b-roll.net">www.b-roll.net</a>	9	No	10
21	Frank Magid Associations	Barbara Frye	One Research Center Marion, IA 52302 <a href="http://www.magid.com">www.magid.com</a>	1	No	2, 13
22	Society of Broadcast Engineers	John Poray	9102 North Meridian Street, Suite 150 Indianapolis, IN 46260 <a href="http://www.sbe.org">www.sbe.org</a>	3	No	4, 7, 14, 18
23	Southwestern University	Gerald Brody	P.O. Box 770 Georgetown, TX 78627 <a href="http://www.southestern.edu">www.southestern.edu</a>	0	No	8, 23, 24
24	St. Edwards University	Barbara Henderson	Campus Mailbox 200 3001 S. Congress Ave Austin, TX 78704 <a href="http://www.stedwards.edu">www.stedwards.edu</a>	0	No	8, 23, 24
25	ITT Tech	S, Pandya	6330 Hwy 290 E. Austin, TX 78723 <a href="http://www.itt-tech.edu/campus/school.cfm?lloc_num=30">http://www.itt-tech.edu/campus/school.cfm?lloc_num=30</a>	0	No	18
26	Texas State University	Karen Julian	601 University Drive San Marcos, TX 78666 <a href="http://www.txstate.edu">www.txstate.edu</a>	8	No	8, 19, 23, 24 Intern Program
27	The University of Texas	Matt Berndt	1 University Station Austin, TX 78712 <a href="http://www.utexas.edu">www.utexas.edu</a>	15	No	8, 10, 12, 13, 14, 15, 19, 20, 22, 23
28	TVJobs.com	Mark Holloway	P.O. Box 4116 Oceanside, CA 92052 <a href="http://www.tvjobs.com">www.tvjobs.com</a>	37	No	2, 3, 5, 4, 6, 8, 9, 10, 13, 14, 20, 23, 24
29	TV Technology	Jessica Striano	810 Seventh Avenue New York, NY 10019 <a href="http://www.tvtechnology.com">www.tvtechnology.com</a>	2	No	14

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30	Texas Workforce Commission	Allen Miller	3401 Webberville Rd Bldg 1000 Austin, TX 78702 <a href="http://www.twc.state.tx.us">www.twc.state.tx.us</a>	0	No	23, 24
31	Concordia University	Joyce Sinclair	11400 Concordia University Dr Austin, TX 78726 <a href="http://www.concordia.edu">www.concordia.edu</a>	0	No	23, 24
32	Huston-Tillotson University	Paul Livingston	900 Chicon Street Austin, TX 78702 <a href="http://www.edg.htu.edu">www.edg.htu.edu</a>	0	No	23, 24
33	Texas State Technical School	Jerry Atlas	3801 Campus Drive Waco TX 76705 <a href="http://www.waco.tstc.edu">www.waco.tstc.edu</a>	0	No	18
34	Craig's List	Website	<a href="http://www.craigslist.com">http://www.craigslist.com</a>	10	No	1, 12
35	ProMax/BDA	Website	<a href="http://www.promax.org">www.promax.org</a>	3	No	1, 15
36	CareerBuilder	Website	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	12	No	5, 20
37	Dice	Website	<a href="http://www.dice.com">www.dice.com</a>	3	No	12
38	Talent Dynamics	Agency		1	No	2, 6, 11
39	TVSpy	Website	<a href="http://www.tvspy.com">www.tvspy.com</a>	2	No	14
40	RTDNA		<a href="http://www.RTDNA.org">www.RTDNA.org</a>	0	No	22
41	Indeed	Website	<a href="http://www.InDeed.com">www.InDeed.com</a>	2	No	5, 12

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**6) Total # of Interviewees Referred:** For the period from March 24, 2010 to March 23, 2011 this Employment Unit interviewed 203 people for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: INTERNSHIP PROGRAM FOR NEWS, MARKETING, SALES, & INTERNET DEPARTMENTS**

The Employment Unit works in conjunction with the broadcast, communications and journalism schools of area colleges and universities to promote the availability of internships with the Employment Unit. In addition, the Employment Unit promotes the internships on its web sites. Eleven area colleges are included. Students receive course credit. Classes are offered three times a year Fall, Spring & Summer semesters.

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**(b) Initiative: LIN TV MINORITY SCHOLARSHIP PROGRAM**

The Employment Unit participates & promotes LIN TV's Minority Scholar Program. The Scholarship Program awards two-year scholarships to ambitious students who are pursuing a wide spectrum of goals in or relating to broadcast television and digital media, ranging from producing and engineering to broadcast journalism, community affairs and sales. Students are selected to receive the Minority Scholarship because of their academic achievement, their passion for broadcasting and their desire to contribute to the overall advancement of the industry.

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**(c) Initiative: TUITION REIMBURSEMENT PROGRAM**

The Employment Unit provides tuition reimbursement for courses designed to further the education of station personnel. The program is open to all interested station personnel. The Employment Unit will reimburse up to \$600 for courses and/or books in media-related or job-related study. During this reporting period station personnel have participated in the program in the following ways: one employee successfully completed a basic accounting course to better understand station budgeting, one employee is actively pursuing a doctorate degree in broadcast journalism, one employee is actively pursuing a masters degree in meteorology, another is working a second bachelor's degree in business.

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**(d) Initiative: UNIVERSITY OF TEXAS COLLEGE OF COMMUNICATION CAREER & INTERN FAIR**

Sponsor: UT College of Communication

Date/time: March 31, 12:00 to 5:00

Location: Texas Union Ballroom

Attendees: UT-Austin students and alumni interested in post-graduate employment and internship positions

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**(e) Initiative: HIGH SCHOOL COLLEGE CAREER DAY**

Sponsor: Westlake High School

Date/time: October 14, 2010 9:00AM

Location: Westlake High School

Attendees: Promotions Producer, Investigative Reporter, Photographer, News Producer and High School Students

Station professional staff spoke to high school students about college degree and career paths in broadcast media.

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**(f)**

**Initiative: STAFF TRAINING**

Sponsor: Texas Association of Broadcasters

Date/time: October 16, 2010 9:00AM

Location: University of Texas College of Communications

Attendees: News Director, Asst News Director & 40 other reporters, producers, anchors, photographers, editors

Station news staff attended multi platform news gathering seminar.

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**(g) Initiative: STAFF TRAINING**

Sponsor: LIN Media

Date/time:

Location: Employment Unit

Attendees: General Manager, Dept Heads, Business Administrator and other employment unit hiring managers

Corporate legal counsel conducting EEO training for hiring managers.

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