

## **KVIA TV**

### **Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KVIA TV and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning April 1, 2023 to and including March 31, 2024 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

- 1) A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
- 2) For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
- 3) The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
- 4) Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
- 5) A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-Time Positions for Which this Source was Utilized” refer to the number of full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended, but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone, or by email.

**Appendix 1 to Annual EEO Public File Report Form  
Covering the Period from April 1, 2023 to March 31, 2024  
Station(s) Comprising Station Employment Unit: KVIA TV**

Vacancy Information

<b>Full-Time Positions Filled by Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from all Sources for this Position</b>	<b>Hire Date</b>
1) Digital Content Director	KVIA TV Website	4	04/24/23
2) Experience MMJ (Borderland)	KVIA TV Website	3	06/29/23
3) Producer (2 positions both hired from Indeed, see #19 below)	Indeed	6	05/08/23
4) Traffic Anchor / Noon Anchor / Producer	KVIA TV Website	7	05/23/23
5) Producer	Indeed	5	07/05/23
6) Morning MM/Achor/Producer	KVIA TV Website	9	07/10/23
7) Anchor	Indeed	3	09/25/23
8) MMJ	Indeed	6	03/04/24
9) Photojournalist	Indeed	9	08/07/23
10) Producer	Indeed	8	09/05/23
11) Photojournalist/Editor	NPG Website	5	11/01/23
12) Local Sales Manager	NPG Website	5	10/30/23
13) Weekend Sports Anchor/MMJ	NPG Website	6	01/15/24
14) Account Executive	KVIA TV Website	3	11/13/23
15) Photojournalist/Editor	Indeed	5	02/14/24
16) Producer	Indeed	4	02/12/24
17) Production Assistant	KVIA TV Website	6	02/03/24
18) Weather Anchor/MMJ	Indeed	5	08/14/23
19) Producer (2 positions both hired from Indeed, see #3 above)	Indeed	6	05/08/23

**TOTAL**

**99**

**Appendix 2 to Annual EEO Public File Report Form  
Covering the Period from April 1, 2023 to March 31, 2024  
Station(s) Comprising Station Employment Unit: KVIA TV**

Recruitment Source Information

<b>Recruitment Source</b>	<b>Total Number of Interviewees this Source has Provided During this Period</b>	<b>Full-Time Positions for Which This Source was Utilized</b>
<p>1) <b>KVIA TV website</b>            Contact: Emma Hoggard            4140 Rio Bravo            El Paso, Texas 79902            Phone: 915-496-7777            Website: kvia.com</p>	26	#1-#19
<p>2) <b>University of Texas at El Paso</b>            Contact: Carolyn Mitchell            500 W. University            El Paso, Texas 79968            Phone: 915-747-5129</p>	3	#3, #4, #19
<p>3) <b>Indeed.com</b>  <a href="https://www.indeed.com/">https://www.indeed.com/</a></p>	32	#1-#19
<p>4) <b>Employee Referral</b></p>	6	#1-#19
<p>5) <b>Frank N. Magid Associates, Inc.</b>            8500 Normandale Lake Blvd            Suite 630            Minneapolis, MN 55437            Contact: Julie Seebold</p>	3	#3-#8, #10-#11, #13, #15-#16, #19
<p>6) <b>News Press Gazette website</b>            Contact: Jennifer Wright            825 Edmond            St Joseph, Missouri 64501            Phone: 816-236-6237            Fax: 816-271-8591            Website: npgco.com</p>	9	#1-#19

<p>7) <b>New Mexico State University</b>  2915 McFie Circle  Milton Hall 186  Las Cruces, NM 88003  Contact: Hugo Perez</p>	0	#4
<p>8) LinkedIn.com  <a href="https://linkedin.com/">https://linkedin.com/</a></p>	18	#1, #3, #4, #18, #19
<p>9) <b>TX Workforce Business Solution</b>  Contact: Elizabeth Apodaca  304 Texas Ave, Suite 1501  El Paso, TX 79901  Phone: 915-887-2332  Website: <a href="http://www.workintexas.com">www.workintexas.com</a></p>	0	#8
<p>11) <b>Arizona State University</b>  1151 S Forest Ave  Tempe, AZ 85281  Contact: Mike Wong  Phone: 602-496-7430</p>	2	#4
<p>12) <b>NM Workforce Connection</b>  Website: <a href="http://www.jobs.state.nm.us">www.jobs.state.nm.us</a></p>	0	#2

\*None of the above recruitment sources requested notification of job vacancies.

**Appendix 3 to Annual EEO Public File Report Form  
Covering the Period from April 1, 2023 to March 31, 2024  
Station(s) Comprising Station Employment Unit: KVIA TV**

Supplemental (Non Vacancy-Specific) Recruitment Activities Undertaken by KVIA TV:

- 1) KVIA-TV participated in UTEP job fair, on Thursday March 28<sup>th</sup>, 2024 to attract job seekers with diverse backgrounds. Managers in attendance were Sean Flanagan, News Director and Christopher Zarate, Director of Sales, along with other employees from different departments.
- 2) KVIA-TV typically gives tours of the station for groups of students, ranging from elementary school to high school, in order to foster interest in students' consideration of careers in broadcasting generally, and in possible employment at KVIA-TV in particular. The 2023 tour dates were: February 23, March 23<sup>rd</sup>, and 30<sup>th</sup>, April 20<sup>th</sup>, May 10<sup>th</sup> and 11<sup>th</sup>. Tours were for three public middle schools, two elementary middle schools and one private school.
- 3) Pennsylvania State University – Interviewed graduating seniors in the Journalism Department for News Press & Gazette on Monday, February 22-23, 2024. In attendance were Chad Hypes, Megan Drakas, and Michael Fabac, corporate employees. This was an opportunity given to graduating students identified by the University. Our parent company NPG's news directors and hiring managers provided one-on-one feedback and coaching sessions, along with an open session for any students about the industry and its opportunities. Effectively conducting on the spot interviews.
- 4) University of Missouri– Interviewed graduating seniors in the Journalism Department for News Press & Gazette on Monday, February 19-20, 2024. In attendance were Chad Hypes, Gary Smith, and Curtis Varns, corporate employees. This was an opportunity given to graduating students identified by the University. Our parent company NPG's news directors and hiring managers provided one-on-one feedback and coaching sessions, along with an open session for any students about the industry and its opportunities. Effectively conducting on the spot interviews.
- 5) KVIA-TV provided an internship to students from University of Texas at El Paso and New Mexico State University during the period. The students would shadow and learn from members of the newsroom. The students would then submit a written paragraph about the different skills they had learned every week to be reviewed by General Manager Brenda DeAnda-Swann News Director Sean Flanagan, and Anchor/Producer Mark Niethamer.

- 6) Our sales KVIA team participates in ongoing training from Texas Association of Broadcasters and Television Bureau of Advertising regarding advertising and legal issues in broadcasting.
- 7) Our KVIA management team has been given leadership training videos from LinkedIn learning. This training provided developing emotional intelligence to build strong collaborative relationships within the workplace.
- 8) Our news management team and leaders attended “Managing Stress in the Newsroom” webinar on November 30<sup>th</sup>, 2023, to better understand the stress levels a newsroom goes through and help cope and guide our staff through it.
- 9) On April 12<sup>th</sup> – 14<sup>th</sup>, 2023 and July 19<sup>th</sup> – 21<sup>st</sup>, 2023 our Sales Team participated in a training with Magid Associates to help them with understanding the client’s needs and wants and have confidence to effectively deliver our product to the client to make the sale.
- 10) On October 5<sup>th</sup>, 2023 a Promax representative provided training to our Sales Team to enhance selling skills.