#### **EEO PUBLIC FILE REPORT**

# KCWX-TV, FREDERICKSBURG, TX

For the Period: April 1, 2022 - March 31, 2023

This EEO Public File Report is filed in the public inspection file of Station KCWX-TV pursuant to 47 C.F.R., Section 73.2080 (c)(6).

The EEO contact information for KCWX-TV is:

Carmen Tawil
Managing Partner
Corridor Television, L.L.P.
KCWX-TV
1402 West Avenue
Austin, TX 78701
512-796-6106

During the one-year period ending March 31, 2023, the station had the following full-time vacancies:

- 1. Account Executive
- 2. Digital Account Executive

JOB TITLE	RECRUITMENT SOURCE (RS) Used	RS Referring Hiree
1. Account Executive	1, 2, 3, 4, 5, 6, 7, 8	Filled
2. Digital Account Executive	1, 2, 3, 4, 5, 6, 7, 8	Filled

The following are the recruitment sources used to recruit for full-time vacancies during the period covered in this report:

- 1. TAB Texas Association of Broadcasters, 502 E. 11th Street., Suite 200, Austin, TX 78701
- 2. Indeed.com
- 3. Zip Recruiter.com
- 4. Kcwx.com
- 5. UTSA Job Fair Virtual Fair
- 6. Texas State Job Fair
- 7. Industry Referrals
- 8. NAB

No organizations have requested that they be contacted regarding job vacancies.

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# Total # of interviewees referred by each source:

JOB TITLE	RECRUITMENT SOURCE (RS) Used	# of Interviewees
1. Account Executive	1	0
	2	0
	3	4
	4	1
	5	2
	6	0
	7	0
	8	0
2. Digital Account Executive	1	0
	2	1
	3	2
	4	1
	5	0
	6	0
	7	0
	8	0

# **Initiatives Undertaken During the Reporting Period**

Activity/Description	Date	Participant/Staff		Sponsor
Job Fair/Career Fair	9/28/22	David Walker Director of Sales		UTSA Virtual Employer Summit
Job Fair/Career Fair	3/29/23 David	Carmen Tawil Managing Partner Walker Director of Sales		TXST Employer Summit
Internship	ongoingKuro Ta	awil Producer David Walker Director of Sales Bret Taylor Operations Manager	KCWX	KCWX KCWX
Mentorship Program	ongoingCarme	n Tawil Managing Partner David Walker Director of Sales Bret Taylor Operations Manager	KCWX	KCWX KCWX
NABEF Career Link	ongoing	David Walker Director of Sales		KCWX/NAB

# **Internship Program**

KCWX-TV's ongoing Internship Program provides ongoing academic credit for college students that are currently enrolled and pursuing a television broadcast or mass media career. Many colleges and universities within the KCWX-TV viewing area require an internship as part of their graduation requirements. These are unpaid positions.

KCWX-TV has an ongoing Mentorship Program that provides on the job training for current students that have already received their intern credits, graduated students, and other qualified candidates. These are part-time paid positions which often become permanent positions after the training period has been completed. During the reporting period, KCWX-TV had two people in the Mentorship Program. Both people were hired in part-time positions.

#### **NAB Career Link**

During the reporting period, KCWX-TV posted job openings for Account Executive positions and Digital Account Executive positions through the NAB Educational Foundation Career Link which widely disseminates job openings in the broadcast industry.

#### **EMPLOYEE TRAINING WEBINARS**

## **BIA ADVISORY SERVICES**

3/21/23 The State of Media Sales Survey Results 2023

### **LOCAL BROADCAST SALES**

4/12/22	Data-Driven Audience Packaging to Drive Sales
4/27/22	Mastering the Entire Appointment Selling Process
5/25/22	What Can We Learn from Ad Agencies About Selling and Retaining Long-Term Local
	Direct Business
6/14/22	3 Easy Ways to More Engaging, Authentic and Profitable Copy
7/12/22	Mastering the Qualities of the Best Broadcast Sellers
8/9/22	Using Creative to Get Broadcast Back on the Radar
9/13/22	Why Winging it with Social-Media Doesn't Work for Broadcasters
11/8/22	How to Quadruple Your Local Direct Sales
1/10/23	Attention Broadcast Sellers and Leaders: Never be Boring!
2/14/23	Better Advertising Campaigns aren't Just Essential, They're Existential!
3/14/23	Broadcasters, Win Back LOCAL Car and Truck Dealers (in a BIG Way)!

### MARKETING@REVEALMOBILE

5/17/22 Geofencing Campaign from Start to Finish

#### **WIDEORBIT**

5/3/22 One Platform, Multiple Solutions: What's New in WO Traffic v22.0

#### WIDEORBIT MARKETPLACE

1/24/23 New Platform Orientation

3/16/23 New Platform Marketplace Offer Training