

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2008 to March 22, 2009.

1) Employment Unit: LIN Television Austin

2) Unit Members (Stations and Communities of License): KXAN-TV Austin, TX
KXAM-TV Llano, TX
KNVA-TV (brokered) Austin, TX

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. <u>Internet Sales Director</u>	<u>KXAN.com</u>
2. <u>Sales Marketing Manager</u>	<u>KXAN.com</u>
3. <u>Local Sales Assistant</u>	<u>KXAN.com</u>
4. <u>Commercial Producer</u>	<u>Craigslist.com</u>
5. <u>Creative Services Producer</u>	<u>620 Communications</u>
6. <u>Digital Executive Producer</u>	<u>Staff Referral</u>
7. <u>Internet News Producer</u>	<u>KXAN.com</u>
8. <u>Internet News Producer</u>	<u>KXAN.com</u>

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5) Recruitment Source List

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number:	# of Interviewees Referred by This Source	Did Source Request Notification ? (Yes or No)	Full Time Positions for Which This Source Was Utilized
American Women of Radio & Television	Careers/ Board member Sami Davis	http://Awrt.org.publications 8405 Greensboro Drive Ste 800 McLean, VA 22101	1	No	1, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 3
National Association of Hispanic Journalists	Ivan Roman, Exec. Dir.	1000 National Press Bldg 529 14 th Street NW Washington, DC 20045	0	No	9, 24, 25
Asian American Journalists Assoc.	Kathy Chow, Exec. Dir.	AAJA National Office 1182 Market Street Suite 320 San Francisco, CA 94102 www.aaaja.org	0	No	9, 24, 25
Austin Area Urban League	info@aaul.org	1825 E 38 & 1/2 Street Austin, TX 78722	0	No	
Austin Community College (Rio Grande Campus)	Amber Kelley	1212 Rio Grande Austin, TX 78701	0	No	Intern program
Southwestern University	Roger Young	P.O. Box 770 Georgetown, TX 78627	0	No	Intern program
St. Edwards University	Barbara Henderson	Campus Mailbox 1024 3001 S. Congress Austin, TX 78704	0	No	Intern Program
Texas Association of Broadcasters	Craig Bean	502 E. 11 th Street, Ste 200 Austin, TX 78701	6	No	All positions
National Association of Broadcasters	Karen Hunter	1771 N Street NW Washington DC 20036 202.429.5300	0	No	
LinkedIn	Website		3	No	6, 7, 8
University of Texas Career Services	Matt Berndt	University of Texas Career Services 1 University Station Austin, TX 78712 ccs@uts.cc.utexas.edu	0	No	10, 23 Intern program
National Association of Black Journalists	Renee Tross	National Association of Black Journalists 1100 Knight Hall, Ste 3100 College Park, Maryland 20742 www.nabj.org	0	No	9, 24, 25

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Internal Candidate Postings & Employee Referrals	Rachel Steading	Rachel.steading@kxan.com	8	No	All positions
SND Publications Spots N Dots	Gene McKay	167 Oakdale Rd Johnson City, NY 13790	0	No	2, 3, 26
Craig's List	Website	http://www.craigslist.com	27	No	1, 2, 3, 10, 7, 8, 6, 19, 20, 23, 4, 5, 26
Austin American Statesman	Mike Vivio	Austin American Statesman 305 S. Congress Ave. Austin, Texas 78704 www.statesman.com	1	No	7, 8, 10
Media Post Publications	Kenneth Fadner	Media Post Communications 1140 Broadway 4 th Floor New York, NY 10001 www.mediapost.com	0	No	10
TVJobs.com	Website	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 www.tvjobs.com	0	No	5, 6, 9, 24, 25
Society of Broadcast Engineers	John Poray	Society of Broadcast Engineers, Inc. 9102 North Meridian Street, Suite 150 Indianapolis, IN 46260 www.sbe.org	0	No	
Frank Magid Associates	Barbara Frye	One Research Center Marion, IA 52302 319-377-7345	15	No	9, 24, 25
KXAN.com	Rachel Steading	www.kxan.com	39	No	All positions
TheCWAustin.com	Rachel Steading	www.thecwaustin.com	0	No	All positions
LIN Television Job Postings	Lisa Sousa	www.lintv.com	1	No	All positions
Radio & Television News Directors' Association	Kathleen Graham	1600 K Street, Ste 700 Washington, DC 20006	0	No	6, 9, 24, 25
602 Communications	Graeme Newell	1011 Lyndhurst Falls Lane Knightdale, NC 27545 www.602communications.com	2	No	23, 4, 5
ProMax/BDA	Website	www.promax.org	0	No	23
Texas Association Broadcasters Career Fair San Antonio	Craig Bean	502 E. 11 th Street, Ste 200 Austin, TX 78701	2	Yes	19, 20, 21, 24, 26

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6) **Total # of Interviewees Referred:** For the period from March 23, 2008 to March 22, 2009 this Employment Unit interviewed 105 people for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) **Initiative: Texas Association of Broadcasters Career Expo**

Sponsor: Career Expo in cooperation with San Antonio College
Date/time: Thursday, October 23, 2008 from 11 am to 3 pm
Location: Longwith Radio TV & Film Building at San Antonio College, San Antonio, TX
Attendees: Open to the public and free of charge
Career fair was attended by station Local Sales Manager & HR representative.

(b) **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.

(c) **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.

(d) **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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