

# KVIH, KVII-TV

## EEO PUBLIC FILE REPORT

April 1, 2017 - March 31, 2018

### 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
General Sales Manager	1-7, 10-11, 13-14, 16, 19-23, 25-27, 29-30, 33-40, 42, 44-53, 55-63, 65-78	13
Copy Coordinator	1-7, 9-12, 14-16, 18-23, 25-27, 29, 33-40, 42, 44-53, 55-63, 65-78	18
Weekend Meteorologist	1-11, 14, 16-17, 19-23, 25-27, 29-30, 33-42, 44-63, 65-78	67
News Producer	1-11, 14, 16, 19-23, 25-27, 29-31, 33-42, 44-63, 65-78	48
Multimedia Journalist	1-11, 14-16, 19-23, 25-27, 30, 33-42, 44-63, 65-78	48
Local Sales Manager	1-7, 9-11, 14-16, 19-23, 25-27, 30, 33-40, 42, 44-53, 55-63, 65-74, 76-79	36
Creative Services Producer	1-7, 9-11, 14-16, 19-23, 25-27, 33-40, 42, 44-53, 55-63, 65-78	27
News Anchor/Reporter	1-11, 14-17, 19-23, 25-27, 33-42, 44-63, 65-78	17
Marketing Consultant	1-7, 9-11, 14-16, 18-23, 25-27, 29-30, 33-40, 42, 44-53, 55-63, 65-78	18
Receptionist / Accounting Assistant	1-7, 9-12, 14-16, 19-23, 25-27, 29, 33-40, 42, 44-53, 55-63, 65-78	27
Newscast Director	1-11, 14, 16, 19-23, 25-27, 29, 33-42, 44-63, 65-78	48
Newscast Director	1-11, 14, 16, 19-23, 25-27, 29, 33-42, 44-63, 65-78	27
Chief Engineer	1-7, 9-12, 14-16, 19-23, 25-27, 29-30, 33-40, 42, 44-53, 55-63, 65-78	27
Weekend Sports Anchor/Reporter	1-11, 14-16, 19-23, 25-30, 33-63, 65-78	54
Multimedia Journalist (MMJ)	2-11, 14-16, 19-23, 25-27, 29-30, 33-63, 65-78	48
General Manager	2-12, 14, 16, 18-23, 25-27, 29-30, 33-63, 65-78	48
Master Control Operator	2-7, 9-11, 14, 16, 18-23, 25-27, 29-30, 33-40, 42-53, 55-63, 65-78	27
MMJ / Anchor	2-7, 9-11, 13-14, 16, 19-23, 25-27, 29-30, 33-40, 42-53, 55-63, 65-78	13
Newscast Director	2-11, 14, 16-17, 19-23, 25-27, 29-30, 33-63, 65-72, 74-78	55
Creative Services Producer	2-7, 9-11, 14, 17, 19-23, 26-27, 29-30, 33-40, 42-45, 47-53, 55-78	17
Multimedia Journalist	2-11, 14, 19-23, 26-30, 33-45, 47-78	48

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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
Sales/Marketing Consultant	2-7, 9, 11, 14, 17, 19-23, 26-27, 29, 33-40, 42-45, 47-53, 55-67, 69-70, 72-78	17
Sales/Marketing Consultant	2-7, 9, 11, 14, 17, 19-23, 26-27, 29, 33-40, 42-45, 47-53, 55-67, 69-70, 72-78	17
Local Sales Assistant	13, 27, 32	13
Digital Sales Coordinator	2-7, 9, 11, 14, 19-24, 26-27, 29, 33-40, 42-43, 45-49, 51-53, 55-67, 69-70, 72-78, 80	27
Digital Content Producer	2-9, 11, 14, 19-24, 26-27, 29, 33-43, 45-49, 51-67, 69-70, 72-78, 80	33
Receptionist / Accounting Assistant	2-7, 9, 11-12, 14, 17, 19-24, 26-27, 29, 33-40, 42-43, 45-49, 51-53, 55-67, 69-70, 72-78, 80	27
Marketing Consultant	2-3, 5-7, 9, 11, 14, 17, 19-24, 26-27, 29-30, 33-40, 42-43, 45-49, 51-53, 55-67, 69-70, 72-78, 80	27

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Abilene Christian University ACU Box 27914 Abilene, Texas 79699 Phone : 325-674-6540 Email : careers@acu.edu Human Resources	N	0
2	Amarillo Chamber of Commerce 1000 S Polk St Amarillo , Texas 79105 Phone : 806-342-2000 Url : www.amarillo-chamber.org Penni Bentley Manual Posting	N	0
3	Amarillo College 1314 S Polk St Amarillo, Texas 79101 Phone : . Career Center Manual Posting	N	0
4	Amarillo Hispanic Chamber of Commerce 5725 West Amarillo Blvd Amarillo , Texas 79106 Phone : . Email : info@amarillohcc.org Fax : 1-806-322-2459 Vanessa Deanda	N	0
5	American Broadcasting School 712 N. Watson Rd. Suite 200 Arlington, Texas 76011 Phone : 817.695.2474 Url : www.radioschool.com Email : michelle@radioschool.com Fax : 1-817-695-2838 Michelle McConnell	N	0

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6	Bill J. Priest Institute for Economic Development 1402 Corinth St. Dallas, Texas 75215 Phone : 214.860.5800 Url : www.dcccd.edu Email : mhenderson@dcccd.edu Fax : 1-214-860-5747 Mike Henderson	N	0
7	Careerbuilder.com 1101 15th St. NW Washington, District of Columbia 20005 Url : http://www.careerbuilder.com Email : sbgresumes@sbgvtv.com Andrew Hamburger	N	2
8	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
9	Computer Career Center 6101 Montana El Paso, Texas 79925 Phone : 915-779-8031 Email : pstevens@computercareercenters.com Fax : 1-915-779-8097 Patricia Stevens	N	0
10	Concordia University 3400 IH 35 North Austin, Texas 78705 Phone : 512-486-1199 Url : www.concordia.edu Email : Leslie.Brunson@concordia.edu Leslie Brunson	N	0
11	Connecticut School of Broadcasting 9600 Great Hills Trail Ste #200 E Austin, Texas 78759 Phone : 512-340-1420 Email : csbaustin@gocsb.com Randy Ahrens	N	0

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12	Current Employee	N	6
13	Current Employee/Internal Promotion	N	3
14	Dallas Concilio 4800 Harry Hines Blvd Dallas, Texas 75229 Phone : 214.818.0481 Fax : 1-214-818-0485 Susanna Felix-Diaz	N	0
15	Dallas Urban League 4315 Lancaster Rd Dallas, Texas 75216 Phone : 214.915.4600 Email : yyoung@ulgdncctx.com Fax : 1-214-915-4601 Yvonne Young	N	0
16	Eastern New Mexico University 1500 S Ave K Portales, New Mexico 88130 Email : orlando.ortega@enmu.edu Orlando Ortego	Y	0
17	Employee Referral	N	9
18	Former Employee	N	4
19	Ft. Worth Metropolitan Black Chamber of Commerce 1150 South Freeway Suite 211 Fort Worth, Texas 76104 Phone : 817.871.6538 Email : bbolden@fwmbcc.org Fax : 1-817-332-6438 Barbara Bolden	N	0
20	GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : <a href="http://www.glassdoor.com">http://www.glassdoor.com</a> Email : sbg resumes@sbg tv.com Sinclair SilkRoad Source	N	1

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
21	Greater Dallas Asian American Chamber of Commerce 11171 Harry Hines Blvd. Suite 115 Dallas, Texas 75229 Phone : 972.241.8250 Url : www.gdaacc.com Email : jobpostings@gdaacc.com Fax : 1-972-241-8270 Chott Vanasuti	N	0
22	Hire a Hero P.O. Box 6808 Morango, California 94705 Phone : 888-501-2278 Url : http://www.hireahero.org Email : sbgresumes@sbgvtv.com Broadbean Source Alicia Lawrence	N	0
23	Howard University 5258 Bryant St. NW Washington, District of Columbia 20059 Url : http://www.howard.edu Email : cdudley@howard.edu Carol Dudley	N	0
24	Husson University 1 College Circle New England School of Communications Bangor, Maine 04401 Phone : 207-973-1064 Email : verrillr@husson.edu Rodney Verrill	Y	0
25	Huston-Tillotson College 900 Chicon Austin, Texas 78702 Phone : 512-505-3046 Email : cgd@htu.edu EEO Officer	N	0
26	Incarnate Word College 4301 Broadway, Box 292 San Antonio, Texas 78209 Phone : 210-829-3931 Fax : 210-829-6094 EEO Officer	N	0

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27	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : <a href="http://www.indeed.com">http://www.indeed.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sinclair SilkRoad Source	N	22
28	Internet Ad-not directly contacted by SEU	N	2
29	Ithaca College 335 Park School of Communications 953 Danby Rd Ithaca, New York 14850 Url : <a href="http://www.ithaca.edu">http://www.ithaca.edu</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sharon Pickeral	Y	0
30	Jarvis Christian College P.O. Box 1470 Hawkins, Texas 75765 Phone : 903-769-5794 Fax : 903-769-1282 Comelita Williams	N	0
31	Job Fair	N	1
32	Job posting on internet	N	1
33	Journalismjobs.com 72 Plaza Drive 2nd Floor Berkeley, California 94705 Phone : 510-653-1521 Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Broadbean Source	N	1
34	Kilgore College 1100 Broadway Kilgore, Texas 75458 Phone : (903) 983-8678 Url : <a href="http://www.kilgore.edu">www.kilgore.edu</a> Email : <a href="mailto:CareerServices@kilgore.edu">CareerServices@kilgore.edu</a> Kilgore college	N	0

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35	Lamar University P.O. Box 10012 Center for Career and Professional Development Beaumont, Texas 77710 Phone : 409-880-8879 Email : jlrobbins1@lamar.edu Fax : 1-409-880-8881 Jocelyn Robbins	N	0
36	Linkedin 2029 Steirlin Ct Mountain View, California 94043 Url : <a href="http://www.linkedin.com">http://www.linkedin.com</a> Email : sbgresumes@sbgstv.com Todd Soffian	N	2
37	Lubbock Christian University 5601 W 19th Lubbock, Texas 79407 Phone : 806-796-8500 Email : paula.maxey@lcu.edu Fax : 1-806-720-7295 Paula Maxey	N	0
38	Lubbock Job Spot PO Box 3757 Lubbock, Texas 79452 Phone : 806-748-2424 Email : sgonzales@ramarcom.com Fax : 1-806-748-9374 Susie Gonzales	N	0
39	Lubbock Job Spot PO Box 3757 Lubbock, Texas 79452 Phone : 806-748-9310 Email : jstout@ramarcom.com Fax : 1-806-748-9374 Traci Thorne	N	0

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40	Media Match 8112 1/2 weat 3rd St Los Angeles, California 90048 Url : <a href="http://www.media-match.com">http://www.media-match.com</a> Email : <a href="mailto:info@media-match.com">info@media-match.com</a> Tammy Romaniuk	Y	0
41	Medialine PO Box 51909 Pacific Grove, California 93950 Url : <a href="http://www.medialine.com">http://www.medialine.com</a> Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Mark Shilstone	N	0
42	Park University Fort Bliss Campus Center 639 Merritt Fort Bliss, Texas 79916 Phone : 915-562-8450 Email : <a href="mailto:ftbl@park.edu">ftbl@park.edu</a> Fax : 1-915-562-9044 Robert Theus	N	0
43	Paul Quinn College 3837 Simpson Stuart Rd. Dallas, Texas 75241 Phone : 214.302.3523 Email : <a href="mailto:OPCD@pqc.edu">OPCD@pqc.edu</a> Fax : 1-214-302-3539 Office of Professional Development	N	0
44	Ramar Communications PO Box 3757 Lubbock, Texas 79452 Phone : 806-748-9305 Email : <a href="mailto:dcampbell@ramarcom.com">dcampbell@ramarcom.com</a> Fax : 1-806-748-9304 Donna Campbell	N	0
45	Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : <a href="http://www.recruit.net">http://www.recruit.net</a> Email : <a href="mailto:sbgresumes@sbgvtv.com">sbgresumes@sbgvtv.com</a> Sinclair SilkRoad Source	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
46	Senior Citizens Center P.O. Box 1433 Victoria, Texas 77901 Phone : 361-576-2189 Fax : 1-361-578-8111 Yvonne Smith	N	0
47	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : <a href="http://www.simplyhired.com">http://www.simplyhired.com</a> Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Sinclair SilkRoad Source	N	0
48	Sinclair Broadcast Group 10706 Beaver Dam Rd Hunt Valley, Maryland 21030 Url : <a href="http://www.sbgi.net">http://www.sbgi.net</a> Email : <a href="mailto:employment@sbgstv.com">employment@sbgstv.com</a> Sharon Pickeral	N	19
49	SMU Hegi Family Career Development Center PO Box 750256 Dallas, Texas 75275 Phone : 214.768.2436 Email : <a href="mailto:recruit@smu.edu">recruit@smu.edu</a> Fax : 1-214-768-4292 Pam Jordan	N	0
50	South Plains College/Reese Center 528 Gilbert Lubbock, Texas 79416 Phone : 806-885-3048 Email : <a href="mailto:kbarker@southplainscollege.edu">kbarker@southplainscollege.edu</a> Kristi Barker	N	0
51	South Texas Vo Tech P.O. Box 623 Weslaco, Texas 78596 Phone : 956-969-1564 Fax : 1-956-969-1887 Nelda Gonzalez	N	0

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52	St Edwards University 3001 S. Congress Career Resources Center Austin, Texas 78704 Phone : NA Fax : 1-512-448-8549 Kathy Amber	N	0
53	St. Mary's University of San Antonio One Camino Santa Maria San Antonio, Texas 78228 Phone : 210-436-3102 Fax : 210-431-2231 Roger Young	N	0
54	Talent Dynamics 600 Las Colinas Blvd Ste 100 Irving, Texas 75039 Url : <a href="http://www.talentedynamics.com">http://www.talentedynamics.com</a> Email : <a href="mailto:hedding@talentedynamics.com">hedding@talentedynamics.com</a> Christina Hedding	N	1
55	Texas A & M University Department of Journalism College Station, Texas 77843 Phone : 409-845-4611 Email : <a href="mailto:sbgresumes@sbgstv.com">sbgresumes@sbgstv.com</a> Career Center	N	1
56	Texas Association of Broadcasters 502 East 11th Street Suite 200 Austin, Texas 78701 Phone : 512-322-9944 Url : <a href="http://www.tab.org">www.tab.org</a> Email : <a href="mailto:jobs@tab.org">jobs@tab.org</a> Fax : 1-512-322-0522 Craig Bean	N	0
57	Texas College 2404 North Grand Ave. Tyler, Texas 75702 Phone : 903-593-8311 Fax : 1-903-592-2342 Gloria Hackney	N	0

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58	Texas State University 601 Univeristy Drive San Marcos, Texas 78666 Phone : (512) 245-2652 Email : kjulian@txstate.edu Fax : 1-512-245-3993 Karen Julian	N	0
59	Texas State University 601 University Dr. San Marcos, Texas 78666 Phone : 512-245-2645 Fax : 512-245-3993 Lisa Vallejo	N	0
60	Texas Tech University Career Center PO Box 45006 Lubbock, Texas 79409 Phone : 806-742-2210 Email : sbgresumes@sbgvtv.com Fax : 1-806-742-2474 David Krauss	N	0
61	Texas Workforce Commission Cameron County 2510 PECAN ST BLDG R Harlingen, Texas 78550 Phone : 956-548-6717 Fax : 1-956-548-6717 Frank Cazares	N	1
62	The Hispanic Chamber of Commerce 823 Congress Ave., Ste. 1330 Austin, Texas 78701 Phone : 512-476-7502 Fax : 512-476-6417 Claudia Olivares	N	0
63	The Job Spider 3000 Stanton Circle Carmichael, California 95608 Phone : 916-488-7065 Url : <a href="http://www.thejobspider.com">http://www.thejobspider.com</a> Email : sbgresumes@sbgvtv.com Broadbean Source	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
64	The Muse 1375 Broadway New York, New York 10018 Email : sbgresumes@sbgstv.com Andrea Siegle	N	1
65	TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : http://www.theladders.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
66	TSTC 1902 North Loop 499 Harlingen, Texas 78550 Phone : 956-364-4000 Email : josie.saldivar@tstc.edu Fax : 1-956-364-5107 Josie Saldivar	N	0
67	Tvjobs.com PO Box 4116 Oceanside, California 92052 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	5
68	University of North Texas P.O. Box 13108 Denton, Texas 76203 Phone : 817-565-3222 Email : sbgresumes@sbgstv.com Career Center	N	1
69	University of North Texas PO BOx 310589 Denton, Texas 76203 Phone : 940-565-2537 Email : rtvf@unt.edu Fax : 1-940-369-7838 Alan Albarran	N	0

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70	University of Texas at Austin Career Placement Services College of Communication Austin, Texas 78712 Phone : NA Url : <a href="http://communication.utexas.edu/ccs/cs-reg.html">http://communication.utexas.edu/ccs/cs-reg.html</a> Email : <a href="mailto:sbgresumes@sbgvtv.com">sbgresumes@sbgvtv.com</a> Career Center	N	0
71	University of Texas- El Paso Cotton Memorial Bldg. #202 El Paso, Texas 79968 Phone : 915-747-6286 (5219) Email : <a href="mailto:sbgresumes@sbgvtv.com">sbgresumes@sbgvtv.com</a> Career Center	N	0
72	University of Texas-El Paso 500 W. University, W. Union Bldg, #103 El Paso, Texas 79902 Phone : 915-747-5640 Fax : 915-747-5730 Briane Carter	N	0
73	Urban League of Austin 1825 E. 38 1/2 Street Austin, Texas 78722 Phone : 512-478-7176 Fax : 512-478-1239 Herman Lessard	N	0
74	US Army Wounded Warrior Program Vicki Mullen / AW2 Advocate 200 Stovall St, Room 7N53 Alexandria, Virginia 22332 Email : <a href="mailto:Vicki.h.mullen.civ@mail.mil">Vicki.h.mullen.civ@mail.mil</a> Vicki Mullen	Y	0
75	UT Pan American 1201 W. University Drive Edinburg, Texas 78539 Phone : 956-381-2243 Email : <a href="mailto:career_place@panamedu.com">career_place@panamedu.com</a> Fax : 1-956-665-2244 Belinda Reyes	N	0

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76	UTEP - Career Services 500 W. University 103 Union West El Paso, Texas 79968-0626 Phone : 915-747-5730 Email : careers@utep.edu Fax : 1-915-747-5730 Betsy Castro-Duarte	N	0
77	UTSA 6900 North Loop 1604 San Antonio, Texas 78249 Phone : 210-458-4589 Email : career.services@utsa.edu Fax : 1-210-458-4589 Career Services	N	0
78	Wayland Baptist University 2002 W Loop #289 Lubbock, Texas 79407 Phone : 806-785-9285 Email : kbrooks@wbu.edu Fax : 1-806-742-9556 Barbara Pittman	N	0
79	Word of Mouth Referral	N	1
80	www.mediagignow.com 5000 Crossmill Road McLeansville, North Carolina 27301 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>84</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	4/17/2017	Sponsorship of events in the community designed to increase public awareness	KVII sponsored an initiative from the Downtown Women's Center that serves single mothers in Amarillo. We were delighted to partner with Ashley Furniture Stores to get our sponsored apartment furnished for a family in need. Employees of KVII donated their spare time to paint, furnish, and completely remodel an apartment for a deserving single mother with children in order to ensure adequate housing and to add stability in her family life in order to find adequate employment. Employees of KVII stepped in order to help the deserving family and promote awareness to the public of the need for donations and sponsorship to help struggling single mothers get back on their feet.	20	Morning Meteorologist Marketing Consultant Marketing Consultant General Sales Manager
2	4/19/2017	Participation in events sponsored by community groups	Lisa Schmidt, Main Evening Anchor, Emcee'd Partners in Education Event hosted at Amarillo Civic Center. Event included presentations from Principals and Superintendent's from various local schools and allowed businesses in attendance to discuss recruiting availability along with preparing high school adults to prepare for future employment. Event allowed KVII to present its broadcast goals along with hiring needs. Allowed local schools to inform their district of they can better prepare students for their future endeavors.	1	Evening Anchor

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
3	4/19/2017	Participation in events or programs sponsored by educational institutions	Steve Kersh, Chief Meteorologist devotes spare time to educate local school children about weather conditions and terminology. On 04/19/17, Steve Kersh visited Tradewind Middle School to discuss safety procedures for each severe weather. Also, kids learn Meteorologist terminology and how "weather" actually occurs through multiple factors such as wind, humidity, chill factor and various other contributing factors. Steve teaches and informs our local school children how to stay safe during severe weather.	1	Chief Meteorologist
4	4/22/2017	Participation in events or programs sponsored by educational institutions	Evening Main Anchor Emcee'd 2017 Distinguished Alumni Awards. Lisa Schmidt graduated and is an alumni herself from West Texas A&M University. Event included Board of Directors and distinguished alumni's that were presented awards. Event included dinner and a ceremony.	1	Evening Anchor
5	5/11/2017	Participation in Job Fairs	KVII participated in BusinessConnection, the area's largest business-to-business trade show with over 350 exhibitors. We used this opportunity as a marketing strategy, along with looking at various recruiting opportunities. This event is held in Amarillo, TX on a yearly basis. This trade show allows us to market potential clients and also lets other businesses and guests know how much KVII is involved in the community.	5	Business Manager Promotions Manager News Director General Sales Manager
6	5/23/2017	Sponsorship of events in the community designed to increase public awareness	Texas Panhandle Honor Flight Telethon - KVII hosted the 2017 Texas Panhandle Honor Flight telethon. Station raised a total of \$23,516 for veterans in the Panhandle to take the trip to Washington, D.C. to visit the Veteran Memorials in honor of all our veterans who served their country. Funds were used for flight/lodging/food for selected veterans to attend trip.	8	General Manager News Director Evening Anchor Morning Anchor

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	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
7	9/1/2017	Sponsorship of events in the community designed to increase public awareness	Telethon held by station and to increase public awareness of those affected by Hurricane Harvey in Houston, TX. Donations were taken at station via telethon to help support those affected by Hurricane Harvey. More than \$7,000 was raised by the station as donations poured in from viewers across the Texas Panhandle. Telethon was initiated by our very own News Director as many of our fellow broadcast stations were affected by the devastating hurricane.	10	News Director General Sales Manager Local Sales Manager Marketing Consultant
8	12/1/2017	Participation in events sponsored by community groups	On December 1, 2017, KVII participated in the annual Christmas Light Parade hosted by Amarillo's "Center City" Group. KVII found a way to make it even better and give back to the community by holding a toy drive during the parade. Employees wanted to spread the Christmas spirit ensure children that are less fortunate would have a wonderful Christmas. Collected toys were donated to the Rainbow Room for the Department of Family and Children Services. KVII collected over 50 brand new toys. This event not only touched the hearts of Amarillo residents, but many of KVII's employee's donated toys as well.	30	Anchor Anchor General Manager General Sales Manager
9	12/6/2017	Participation in events or programs sponsored by educational institutions	Steve Kersh, Chief Meteorologist devotes spare time to educate local school children about weather conditions and terminology. Steve visited South Georgia Elementary on 12/06/17 to discuss safety procedures for each severe weather case. Also, kids learn Meteorologist terminology and how "weather" actually occurs through multiple factors such as wind, humidity, chill factor and various other contributing factors. Steve teaches and informs our local school children how to stay safe during severe weather.	1	Chief Meteorologist

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10	1/29/2018	Establishment of an intern program designed to assist members of the community	Matthew Rivers, West Texas A&M University student, began his News Department internship on January 29, 2018. Matthew's internship will allow multiple opportunities to test and refine his skills. His internship allows him to obtain leadership skills and prepare for future employers in Broadcast. Matthew continues to increase his ability to work well with different types of people and seeing media projects through from start to finish. Matthew's internship will end on May 4, 2018.	2	News Director Assistant News Director
11	2/13/2018	Participation in events or programs sponsored by educational institutions	KVII's very own News Director gave a station tour to the American Heritage Girls Club to earn a certain badge. The American Heritage Girls Club is the premier national character development organization for girls ages 5 to 18 that embrace Christian values and encourages family involvement. Girls were actively involved in watching how a newscast is prepared and aired. The girls left here with a greater knowledge of how Broadcast industry works.	1	News Director
12	3/12/2018	Sponsorship of events in the community designed to increase public awareness	Niccole Kunshek, MMJ/Anchor, mentored Ruth Lerma on 03/12/18. Ruth is a member of the Amarilly Rotary Club & Amarillo Women's Network. Ruth is a junior at Palo Duro Highschool and is interesting in majoring in journalism at college. Niccole offered career guidance and provided information for making good career choices. KVII was proud to participate in the Amarillo Womens Network as it provides educational experience and a personal supoort network for women only. Amarillo Womens Network is directly connected to the Nancy Sample Garms Memorial Scholarship and now Ruth will be a viable candidate to receive this scholarship with the help of Niccole Kunshek's mentoring.	1	MMJ/Anchor