

KRGV-TV

Weslaco, Texas

Annual EEO Public File Report for March 31, 2017 – March 29, 2018

This Annual EEO Report is filed on behalf of KRGV-TV in compliance with the FCC's EEO reporting requirements. This report includes information from March 30, 2017 - March 29, 2018, and it will be placed in the station's public file, and on the station's website.

KRGV-TV is an equal opportunity employer and is committed to a policy that advances opportunities for all qualified individuals. It is our policy to promote the realization of equal employment opportunities through a positive, continuing program of specific recruitment, outreach, hiring, promotion, and other practices designed to ensure the full realization of equal employment opportunity.

To make this policy effective, and to ensure conformance with the requirements of the FCC, we have adopted an equal opportunity program as described herein.

RECORD KEEPING

In compliance with EEO record keeping requirements, the Station creates a file for each position to be filled. Each of these files contains a summary sheet with the job title, the date recruitment started, the total number of applicants, what recruitment sources were used for each opening, the date the job was filled, and the source that referred the hired individual. Station procedure requires approval by the General Manager and the applicable Department Head prior to extending a job offer. EEO requirements and management responsibility toward EEO are discussed regularly at department head meetings. See Details in SECTION I: VACANCY INFORMATION

As an equal opportunity employer, KRGV-TV is committed to disseminating information about job vacancies as widely as possible. All full-time job vacancies are posted on the Texas Association of Broadcasters website, internally within the company, in local or community newspapers as well as ad time on KRGV-TV. Job outreach used for all job vacancies includes a mailing list containing the contact information of organizations. See details in SECTION II: RECRUITMENT SOURCES

KRGV-TV Weslaco, Texas
Annual EEO Public File Report for
March 30, 2017 – March 29, 2018

I. VACANCY INFORMATION

There were 31 people hired to permanent full-time positions at KRGV-TV during the period of March 30, 2017 - March 29, 2018. The positions were filled and the recruitment sources the station notified in an effort to recruit employees for each position, are set forth below. Note: the numbers listed in the Recruitment Sources listed are in Appendix A. In addition, an asterisk indicates a source that requested notification of all full-time job vacancies.

1. News Editor

Date position opened: January 22, 2018

Date position closed: February 20, 2018

Recruitment Source(s) of Hiree: KRGV.com (#1)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 13

2. News Reporter

Date position opened: January 25, 2017

Date position closed: February 10, 2018

Recruitment Source(s) of Hiree: KRGV-TV Ad (#3)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 11, 13, 20

3. News Producer

Date position opened: August 16, 2017

Date position closed: January 2, 2018

Recruitment Source(s) of Hiree: KRGV.com (#1)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 13, 14, 15, 19

4. Bilingual News Producer

Date position opened: August 16, 2017

Date position closed: September 7, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#5)

Recruitment Sources Used: 1, 2, 3,4, 5, *7, *8, 9, 10, 13, and 14

5. Bilingual Sports Anchor

Date position opened: August 16, 2017

Date position closed: December 21, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, 5, *7, *8, 10, 13, 14, 16, and 19

6. News Anchor Reporter

Date position opened: October 17, 2017

Date position closed: December 5, 2017

Recruitment Source(s) of Hiree: Active Employee Internal Transfer (#5)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, and 14

7. Bilingual Technical Director

Date position opened: August 16, 2017

Date position closed: December 06, 2017

Recruitment Source(s) of Hiree: Active Employee Internal Transfer (#5)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 13, 15, and 18

8. News Reporter

Date position opened: January 25, 2017

Date position closed: December 1, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 11, 13, 14, and 16

9. Technical Director

Date position opened: August 17, 2017

Date position closed: November 6, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 14, 15, and 18

10. Engineer Operator/Technician

Date position opened: August 9, 2017

Date position closed: November 7, 2017

Recruitment Source(s) of Hiree: KRGV.com (#1)

Recruitment Sources Used: 1, 2, 3, *7, *8, 10, 12, 13, and 15

11. Digital Content Producer/Editor

Date position opened: October 3, 2017

Date position closed: November 1, 2017

Recruitment Source(s) of Hiree: KRGV.com (#1) & KRGV-TV ad (#3)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 13, and 14

12. Bilingual Weather Anchor

Date position opened: August 16, 2017

Date position closed: October 27, 2017

Recruitment Source(s) of Hiree: KRGV Employee Bulletin Board (#2) KRGV Active Employee Internal Transfer (#5)

Recruitment Sources Used: 1, 2, 3, 4, 5, *7, *8, 10, 11, 13, 14, and 16

13. News Anchor

Date position opened: January 25, 2017

Date position closed: October 27, 2017

Recruitment Source(s) of Hiree: KRGV.com (#1)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 13, 14, 16, and 19

14. Meteorologist

Date position opened: July 31, 2017

Date position closed: October 13, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 11, 13, and 14

15. News Anchor/Reporter

Date position opened: August 17, 2017

Date position closed: October 27, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 13, 14, 16, and 19

16. Bilingual Technical Director

Date position opened: August 16, 2017

Date position closed: October 10, 2017

Recruitment Source(s) of Hiree: Active Employee Internal Transfer (#5)

Recruitment Sources Used: 1, 2, 3, 5, *7, *8, 10, 13, and 15

17. Technical Director/Master Control Operator (2 Positions Open)

Date position opened: August 17, 2017

Date position closed: October 9, 2017

Recruitment Source(s) of Hiree: Active Employee Internal Job Transfer (#5) & Employee Bulletin Board (#2)

Recruitment Sources Used: 1, 2, 3, 4, 5, *7, *8, 10, 13, and 16

18. Engineering Operator (2 Positions Open)

Date position opened: August 9, 2017

Date position closed: September 11, 2017

Recruitment Source(s) of Hiree: KRGV.com (#1) and Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 13, and 15

19. Bilingual News Photographer

Date position opened: August 18, 2017

Date position closed: October 1, 2017

Recruitment Source(s) of Hiree: Active Employee Internal Transfer (#5)

Recruitment Sources Used: 1, 2, 3, 5, *7, *8, 10, 11, 14, and 15

20. Engineer Operator/Technician

Date position opened: August 8, 2017

Date position closed: September 11, 2017

Recruitment Source(s) of Hiree: KRGV Internal Bulletin Board (#2) & Active Employee Internal Transfer (#5)

Recruitment Sources Used: 1, 2, 3, 5, *7, *8, 10, and 13

21. Creative Services Director

Date position opened: May 17, 2017

Date position closed: July 10, 2017

Recruitment Source(s) of Hiree: Magid & Associates (#11)

Recruitment Sources Used: 1, 2, 3, *7, *8, 10, 11, and 13

22. News Producer

Date position opened: May 24, 2017

Date position closed: July 17, 2017

Recruitment Source(s) of Hiree: KRGV.com (#1)

Recruitment Sources Used: 1,,2, 3, *7, *8, 10, 13, and 19

23. News Anchor/News Reporter

Date position opened: January 25, 2017

Date position closed: July 17, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 12, 13, 14, 16, and 19

24. News Reporter

Date position opened: January 25, 2017

Date position closed: July 12, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 11, 13, and 15

25. Digital Content Coordinator

Date position opened: June 14, 2017

Date position closed: June 30, 2017

Recruitment Source(s) of Hiree: Active Employee Internal Transfer

Recruitment Sources Used: 1, 2, 3, 5, *7, *8, 11, 13, 15, and 19

26. News Anchor/Reporter

Date position opened: January 25, 2017

Date position closed: June 2, 2017

Recruitment Source(s) of Hiree: Active Employee Internal Transfer

Recruitment Sources Used: 1, 2, 3, 4, 5, *7, *8, 10, 12, 13, 14, 16, and 19

27. News Anchor/Reporter

Date position opened: July 5, 2016

Date position closed: March 17, 2017

Recruitment Source(s) of Hiree: Magid & Associates (#11)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 11, 12, 13, 14, 16, and 19

28. News Reporter

Date position Opened: January 25, 2017

Date position Closed: April 21, 2017

Recruitment Source(s) of Hiree: Word of Mouth (#12)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 11, 12, 13, 14, and 16

29. News Reporter

Date position Opened: January 25, 2017

Date position Closed: April 15, 2017

Recruitment Source(s) of Hiree: Active Employee Referral (#4)

Recruitment Sources Used: 1, 2, 3, 4, *7, *8, 10, 11, 13, 14, and 16

II. Interviewees

During the period of March 30, 2017 – March 30, 2018, a total of 132 people were interviewed for full-time openings at the Station. The number of interviewees from each of the station's recruitment sources is as follows:

Recruitment Source:	Number of Interviewees
KRGV-TV Website	32
KRGV-TV Internal Bulletin Board	19
KRGV-TV Ad	03
KRGV-TV Active Employee Referral	57
KRGV-TV Active Employee Internal Transfer/Job	08
Texas Association of Broadcasters	01
Frank Magid & Associates	02
Word of Mouth	06
TVJOBS.com	07
Indeed.com	03
Facebook	01

All other recruitment sources referred zero interviews.

The discrepancy in total number of people interviewed as listed is due to some interviewees listing more than one source.

III. RECRUITMENT SOURCES

KRGV Recruitment Sources (Appendix A) March 31, 2017 – March 29, 2018

An asterisk (*) after the source denotes organizations that requested notification of full time job vacancies.

1. KRGV-TV Website
www.krgv.com
900 East Expressway
Weslaco, TX 78596
2. KRGV-TV Internal Bulletin Board
900 East Expressway
Weslaco, TX 78596
3. KRGV-TV Ad
Public Service Announcement
Jerry Lee Berg
jerrylee@krgv.com
4. KRGV-TV
Active Employee Referral
5. KRGV-TV
Active Employee Internal Transfer/Job
6. Texas State University
Kelly Cartwright
601 University Drive
San Marcos, TX 78666
512-245-2645
7. University of Texas – R.G.V. *
1201 West University Drive, COAS 170
Edinburg TX 78541
Notification by email: Lourdes Servants (servants@utpa.edu)
956-665-2514
8. TSTC Career Services *
1902 North Loop 410
Harlingen, TX 78550
956-364-4131
Notification by email to: Josie Saldivar (josie.saldivar@harlingen.tstc.edu)
9. National Association of Broadcasters
Alex Hitz Sanchez
17771 N. Street NW
Washington, DC 20035
202-429-5497
10. Texas Association of Broadcasters
502 E 11th Street Suite 200
Austin, TX 78701
512-322-9944
Notification through website www.tab.org

11. Frank Magid & Associates
Notification by email: Julie Seebold Jseebold@magid.com
One Research Center
Marion, Iowa 52302
319-377-7345
12. Word of Mouth
13. TVJOBS.com
PO Box 4116
Oceanside, CA 92052
Mark Holloway
877-988-9808
Notifications made online at www.tvjobs.com
14. Medialine.com
PO Box 51909
Pacific Grove, CA 93950
Mark Shilstone
831-648-5204
Notifications made online at www.medialine.com
15. Valley Classifieds
Monitor/Valley Morning Star/Brownsville Herald/
Mid Valley Towncrier
956-683-4210
Notifications made email to: Imelda Martinez imartinez@valleyclassified.com
16. National Association of Hispanic Journalist
Notification: Buying an online ad
<https://members.nahj.org>
634 National Press Bldg. 1193
Washington, DC 20045
17. Ihirebroadcasting.com
Heather Gonzales through www.ihirebroadcasting.com
18. Indeed.com
Ad placed through website www.indeed.com
19. Facebook
<https://www.facebook.com/KRGVCommunity/>
20. Louisiana State University
Amy Caillouet
Program Specialist Online Career Center
1586 LSU Student Union
Baton Rouge, LA 70803
225-578-5627
(amy@lsu.edu)

KRGV-TV

MOBILE VIDEO TAPES, INC

OUTREACH ACTIVITY DESCRIPTION FORM

March 31, 2017 – March 29, 2018

SUPPLEMENT OUTREACH ACTIVITIES:

The following contains a brief description of activities from the FCC menu of outreach initiatives undertaken during the reporting period, including station personnel involved in the activities.

Activity: Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

*Rio Grande Valley Chapter of the TSCPA Education Foundation: Date: February 9, 2018 8:00am – 4:00 pm
Delia Chavez, Controller, attended a business conference held by the TSCPA where methods of ensuring equal employment opportunity were shared as well as learning ways to prevent discrimination, be a successful leader and learning proper ethics for managers.

Activity: Participation in at least four job fairs by station personnel who have substantial responsibility for hiring decisions during a two-year reporting period.

*Texas State University, San Marcos Mass Communication Fall Job Fair, October 19, 2017 from Noon-3:30pm
Tammy Meier, Personnel Manager attended the job fair to discuss jobs available in broadcasting and interview interested students.

*Texas State University, San Marcos Mass Communication Spring Career Fair, February 22, 2018 from Noon - 4:00 pm
Tammy Meier, Personnel Manager attended the job fair to discuss jobs available in broadcasting and interview students.

Activity: Participation in at last four events or programs sponsored by education institution's relating to career opportunities in broadcasting.

*SAM HOUSTON ELEMENTARY SCHOOL SHOU-TV: Date(s): On-going.

The students of Sam Houston Elementary started their own television station with the help of KRGV's Promotion Manager, Jerry Berg and employees of KRGV's Sales/Production Department. The students are educated on future job opportunities available to them in broadcasting. The students also come to the studio in Weslaco for tours and engage in mock newscasts on the KRGV Channel 5 news set with our news anchors, reporters, camera operators, and master control technicians. Other various departments at KRGV also volunteer to speak to the students on their jobs at the station as well as the kind of education and training that is needed for careers in television.

*Texas State Technical College Spring 2018 Interview Practicum Date(s): March 9, 2018 from 3-5 pm.
Tammy Meier, Personnel Manager took part in the interviewing of upcoming graduates of TSTC to allow the students to gain knowledge and skills to land the job they have worked so hard to achieve.

*Teach for America and AmeriCorps Week draws community leaders as guest public school teachers.

Date(s): March 5-9, 2018, leaders from across the region served as guest teachers during Teach for America Week. John Kittleman, general manager at KRGV Channel 5 News was a guest teacher. The organization has been a part of the Rio Grande Valley educational fabric since 1991, partnering with district and charter public schools to provide candidates for open teaching positions in underserved communities.

*GEAR-UP AND KRGV-TV PROJECT – Date(s): On-going

This is a project that serves 21 school districts from Port Isabel, Texas to Laredo, Texas that encourages parents and students to consider post-secondary education. It provides parents and students with mentoring opportunities, university visits and important information regarding college options. Throughout the school year, station personnel visit classrooms to serve as guest teachers to engage and inspire students with lessons informed by each person's professional experience.

Management and Staff involved:

Jerry Lee Berg, Community Relations Manager

Letty Garza, News Anchor

Tim Smith, Chief Meteorologist

Joel Villanueva, Sports Director

Samara Cokinos, Meteorologist

Activity: Participation in events sponsored by organizations representing groups interested in broadcast employment issues.

School & Public Tours of the KRGV Weslaco Studio: Date(s): On-going

Group	Number in Group	Date	Time	Contact	Ph#
TSTC Digital Media Design Group	13	4/20/2017	1:00 p.m.	Alba O'Canas	956-778- 0020
Veterans Memorial Elementary - GT	25	4/12/2017	10:00 a.m.	Lorena Pena	956-849- 1717
Mid Valley Leadership - Weslaco	11	5/15/2017	1:30 p.m.	Ruben Villanueva	956-463- 7325
Harlingen High School Media	12	5/17/2017	10:00 a.m.	Claire Hernandez	N/A
Sam Houston Elem School SHOU	27	3/10/2018	10:00 a.m.		

•KRGV-TV routinely schedules community appearances by TV News-Station personnel and/or attends community events. Date(s): On-going

Management and Staff involved:

John Kittleman, General Manager

Tammy Meier, Personnel Manager

Letty Garza, News Anchor

Dina Herrera – Garza, News Anchor

Tim Smith, Chief Meteorologist

Samara Cokinos, Meteorologist

Alan Shoemaker, Meteorologist

Andrew Chung, Meteorologist

Joel Villanueva, Sports Director

Cary Zayas, News Anchor

Oscar Adame, News Anchor

Carolina Cruz, News Reporter

Gabriella Garza, News Anchor

Frank McCaffrey, News Anchor/Reporter

Cecilia Gutierrez, News Reporter

Date of Event: May 31, 2017

Andrew Chung was the guest speaker at San Benito High School Graduation where he spoke about becoming an essential part of the community.

Date of Event: June 3, 2017

Andrew Chung and Samara Cokinos spoke at the 2017 Hurricane Awareness Convention.

Date of Event: June 6, 2017

Andrew Chung spoke at the Aviation Summer Camp about meteorology and the effects it has on aviation.

Date of Event: June 6, 2017

Samara Cokinos was the guest speaker at the Energy Meeting of RGV. She spoke of the windmills and the effects it has on nature.

Date of Event: June 20, 2017

Dina Garza guest speaker/emcee for Weslaco Scholarship Foundation from 6:00 to 8:00 p.m.

Date of Event: June 24, 2017

Gabriella Garza was guest host for Autism Awareness Dedication Dawn New Album Release Party Open Mic Night City Of Dawn will be releasing a new album entitled "Recovery II" (Sequel to the previous album Recovery) which a Young man who is on the Autism Spectrum will play all new Ambient songs from that album plus will follow Open Mic Night with the theme of Recovery (Autism Awareness, Stories of Anxiety and Depression and life experience with Autism).

Date of Event: June 29, 2017

Alan Shoemaker was the host for Knights of Columbus Amigos Del Valle Centers throughout the Rio Grande Valley thanked and honored their volunteers at their respective centers.

Over 300 volunteers were presented with certificates, gifts and a dance in which the communities were in attendance.

Amigos Del Valle hosts its Annual Volunteer Banquet where Staff and Board members honor the Outstanding Volunteers and present them with a trophy and a medal for their long hours of dedication to the meals on wheels program.

Date of Event: July 4, 2017

Frank McCaffrey was the leader of the City of McAllen's 4th of July parade.

Date of Event: September 9, 2017

Tim Smith hosted 50 Year Anniversary Commemoration of Hurricane Beulah: A STORM THAT UNITED TWO NATIONS The unveiling of the Hurricane Beulah Commemoration exhibit will feature a pictorial exhibit, scenarios, a Kids Korner, video footage of 1967 reports and testimonials of local residents who lived the experience, and guest speakers.

Date of Event: September 15, 2017

Frank McCaffrey was Emcee and moderator for National Remembrance Day For Murdered Victims Event Description: We will be having a candle light vigil for families that have been affected by a terrible tragedy. its a day we take time to reelect on our loved ones we have lost and trying to find some time of healing.

Date of Event: September 28, 2017

Carolina Cruz was a guest speaker at Sharyland High School and talked about jobs in broadcasting.

Date of Event: September 30, 2017

Alan Shoemaker was the emcee for Trauma and Injury Prevention Expo Event Description: McAllen Medical Center, an advanced Level III trauma center, invites the community to the second annual Trauma and Injury Prevention Expo from 9 am to 1 pm on September 30th. There's no better way to prevent than to prepare. At this free community event, first responders, law enforcement agencies, health organizations and doctors will offer tips on how to keep your family safe and prevent injury. Witnesses the Jaws of Life extract someone from a vehicle crash, learn the basis of CPR or have your children participate in a bicycle rodeo and get fingerprinted. This year, kids can also bring a favorite stuffed animal or get one at the event, to take through our "Teddy Bear Clinic. Our "clinic" prepares young children for to the doctor or hospital.

Date of Event: October 2, 2017

Dina Herrera-Garza was the moderator for UTRGV Edinburg Student Leadership Day

Date of Event: October 17, 2017

Tim Smith presented a weather seminar for students of Gonzalez Elementary in Edinburg, TX.

Date of Event: October 25, 2017

Oscar Adame spoke at a Career Day hosted by Ruben Hinojosa Elementary, 4205 Los Indios Pkwy., Mission, Tx.

Date of Event: October 26, 2017

Alan Shoemaker spoke to a group of students at Sam Houston Elementary in Weslaco about hurricanes.

Date of Event: October 26, 2017

Dina Herrera-Garza spoke to JFK Elementary Edinburg CISD about careers in broadcasting.

Date of Event: November 2, 2017

Cecilia Gutierrez read books to autistic students at PSJA Elementary.

Date of Event: November 4, 2017

Daisy Martinez, news reporter, was the emcee for the Annual Veterans Dinner and Dance celebration held at Victoria Palms in Donna, TX. It is indeed a great event in which many veterans and their spouses/Families and friends come together to spend time reminiscing and honoring all those that served our country. It would make for a very positive story for our local areas.

Date of Event: November 4, 2017

Carolina Cruz addressed a group of about 20 high school girls at the Latina Leadership Conference on the Edinburg campus.

Date of Event: November 9, 2017

Cary Zayas emceed the Hispanic Network of Women in McAllen. Proceeds benefit the scholarships for Latina women wanting to attend college.

Date of Event: November 10, 2017

Dina Herrera Garza attended San Carlos Elementary Guest Reader.

Date of Event: November 11, 2017

Andrew Chung spoke to the people at Sun Valley Aviation Weather Seminar.

Date of Event: November 14, 2017

Career fair will take place at Juan Seguin Elementary School for La Joya ISD.

Date of Event: December 15, 2017

Karen Gonzalez attended Career Day at Dr. Saenz Middle School/La Joya ISD to discuss careers in broadcasting.

Date of Event: February 8, 2018

Andrew Chung attended a career day at Edinburg High School to speak to students about weather.

Date of Event: February 20, 2018

Tammy Meier attended College & Career Day at Monte Alto Early College High School to talk to students about jobs in broadcasting.

Activity: Establish training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.

*Employees have the opportunity to take various continuing education courses, including computer training, management training, etc. In addition, full time employees are eligible for tuition assistance in their pursuit of a college bachelor's or master's degree.

*Employees in news received training on Paycom, a payroll scheduling systems to improve their knowledge of how the system will better equip managers. The training was held on November 15, 2017. In attendance were the following employees:

Jenny Martinez

David Silva

Robert Salazar

March 12, 2018

*News personnel were given JIB training in the new studio. It is used to get above video shots and steady video shots from different locations in studio A. They were trained on how to maneuver the JIB and how to keep the equipment from being damaged. In attendance were: Juan Araujo, Kimberly Garcia, Elizabeth Castaneda, Alejandra Gonzalez, Austin Miller, Lazaro Torres, Adrian Guerra.

April of 2017

*Nielsen trainer Juan Maldonado visited KRGV and trained the sales staff on two new pieces of software. Juan trained us on NLTV, which is a ratings analysis software and Local Buyer Reach which is a qualitative tool.

In attendance: Donna Schmatz, Cherie Onderdonk, Gracie Olivarez, Kellie McDaniel, Kelsey Garcia, Debbie Nott, Robert Ledesma, Rachel Deen, Henry Serrato, Yvette Leal, Yvette Garza.

March of 2018

*Nielsen trainer Juan Maldonado via web conference, trained the sales staff on Ad Intel, which is a television monitoring service.

In attendance: Donna Schmatz, Yvette Leal, Cherie Onderdonk, Gracie Olivarez, Kellie McDaniel, Kelsey Garcia, Debbie Nott, Robert Ledesma, Rachel Deen.

*News department employees, at no expense to them, are given the opportunity to attend training meetings held by KRGV's news consultants, Frank Magid & Associates

March 12, 2018

Magid Branding Session

Employees In Attendance:

Christian von Preysing, Angelo Vargas, Ana Anguiano, Ruben Juarez, Steven Sarabia, Jenny Martinez, David Silva,

Synopsis:

Lindsay Cooper, with Frank D. Magid and Associates, met with Channel 5 News employees to explain the stations brand. This included a presentation and question and answer session with employees.

March 13, 2018

Magid Producer One On One (Angie Martinez)

Employees In Attendance:

Angie Martinez, Jenny Martinez

Synopsis:

Julie Kraft, with Frank D. Magid and Associates, met with Channel 5 News producer Angie Martinez to discuss the 10pm newscasts. The meeting included watching past newscast and working on improving certain aspect of it.
