

KLBK TV 13

Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2030(c)(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of KLBK TV 13, Lubbock, Texas. This report is required to be placed in the station's public inspection files and posted on the station's web site.

The information contained in this Report covers the time period beginning April 1, 2007 and including March 31, 2008 (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 comprising the Employment Unit during the Applicable Period.
2. For each vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2030(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 hires 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 7.2080(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 the full-time positions listed on Appendix 1.

For purposes of the Report, a vacancy was deemed "filled" not when the offer was extended, but when the hires accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

to Annual EEO
Report
Covering the Period April 1, 2007 to March 31, 2008
Station Comprising Employment Unit: KLBK TV

Section 2: Recruitment Source
Information

Full-Time Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Source for position
Local Sales Assistant	News Paper	5
Account Executive	Referral	4
Account Executive	Referral	3
Account Executive	TV Ad	5
Janitorial	Referral	1
New Media Manager	TV Website	7
Broadcast Engineer	Internal Posting	1
Broadcast Engineer	Referral	1
Sales Assistant	Referral	1
Account Executive	TV Website	8
Weekend Sports Anchor	Internal Posting	2
Weekend Sports Anchor	Referral	1
Weekend Sports Anchor	TV Jobs.com	3
Weekend Meteorologist	Medialine	2
Weekend Meteorologist	Referral	1
Weekend Meteorologist	TV Jobs.com	3
Morning Meteorologist	Medialine	1
Morning Meteorologist	Referral	1
Main Anchor	Internal Posting	1
Account Executive	Referral	1
Account Executive	News Paper	2
Account Executive	Job Fair	1
Account Executive	News Paper	3
Account Executive	Internal Posting	3
Traffic Assistant	TV Website	2
Traffic Assistant	Referral	1
Traffic Assistant	Broadcast Announcement	3
Traffic Assistant	Internal Posting	1
Traffic Assistant	Broadcast Announcement	1
	Total:	69

Station Comprising Employment
Unit: KLBK TV

Section 2: Recruitment Source Information

A	Recruitment Source and Contact Information	Total Number of Interviewees This Source Provided During Period	Full-time Positions Filled from Source
B	MediaLine 800-237-8073 News Department Openings	5	Weekend Meteorologist-1; Morning Meteorologist-1
C	TV Jobs Website tvjobs.com Primarily News Openings	4	Weekend Meteorologist-1
D	Talent Dynamics 214-630-9590 Primarily News Openings	0	
E	National Association of Hispanic Journalists 202 662 7145	0	
F	Nexstar Broadcasting, Inc. Website www.nexstar.tv 972 373 8800	0	
G	KLBK TV 13 Website klbk13.tv 806 745 2345	14	New Media Manager; Account Exec-6; traffic assistant-1
H	Employee Referrals	15	Account Executive-2; Janitorial-1; Broadcast Engineer-1; Sales Asst- 1; wknd anchor-1; Morning Meteorologist- 1
I	KLBK TV 13 Broadcast Announcement Greg McAlister 806 745 2345	7	Account Executive-1; Broadcast Engineer; Main Anchor-1
J	Lubbock Avalanche Journal Employment Classifieds 806 762 3333 Fax 806 747 1043	12	Local Sales Assistant-1

K	Texas Assoc of Broadcasters Website Posting www.tab.org	0	
L	American Commercial College Leslie Hartline 2007 34th St. Lubbock, TX 79411	0	
M	Eastern New Mexico University Lucy Wilson Portales, NM 88130	0	
N	International Business College Denise Daniel 4630 50th St. Lubbock, TX 79414	0	
O	Planet Media Broadcast Employment Randy Rauch 758 Haddonstone Cr. Heathrow, FL 32746	0	
P	South Plains College Susan Rushing 1401 South College Ave. Levelland, TX 79336	0	
Q	Texas Tech University Mass Communications Dept. Box 43082 Lubbock, TX 79416	0	
R	Texas Workforce Commission Sam Harper PO Box 2858 Lubbock, TX 79490	1	
S	West Texas Hispanic News Employment Classifieds Ernesto Barton Fax 806 747 3525	0	
T	AccounTemp Office Team Hollye Day 1500 Broadway Lubbock, TX 79401	0	
U	Internship Program	0	
V	Kelly Services Michelle Leatherwood 8200 C Nashville #204 Lubbock, TX 79423	0	

W	Remedy Intelligent Staffing Ronald Mjolsness 4412 74th St. A-102 Lubbock, TX 79424	0	
X	Walk Ins	2	
Y	Internal Posting	7	Traffic Asst-1
Z	Job Fair	2	

Appendix 3 to

Annual EEO Public File Report

Covering the Period from April 1, 2007 to March 31, 2008

Station Comprising Employment Unit: KLBK TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by Station KLBK

Section 3: Recruiting, Training & Posting

Type of Activity Under New EEO Rule: Recruiting, Sponsorship of Job Fair

Date of Participation: April 4, 2007

KLBK sponsored and promoted a regional job fair in conjunction with Work Source of the South Plains. The station used broadcast spots to promote participation by local employers and those seeking employment opportunities. The fair was a big success with thousands of participants. KLBK's General Manager and other station personnel responsible for hiring decisions participated in the fair, discussed career opportunities and collected resumes from those in attendance.

Type of Activity Under New EEO Rule: Recruiting, Sponsorship of Job Fair

Date of Participation: October 4, 2007

KLBK sponsored and promoted a regional job fair in conjunction with Work Source of the South Plains. The station used broadcast spots to promote participation by local employers and those seeking employment opportunities. The fair was a big success with thousands of participants. KLBK's General Manager and other station personnel responsible for hiring decisions participated in the fair, discussed career opportunities and collected resumes from those in attendance.

Type of Activity Under New EEO Rule: Recruiting, Sponsorship of Job-a-Thon

Date of Participation: March 13, 2008

KLBK sponsored and promoted a regional job-a-thon in conjunction with Work Source of the South Plains. The station used broadcast spots as well as on-air talent to promote participation by local employers and those seeking employment opportunities.

Type of Activity Under New EEO Rule: Recruiting, Sponsorship of Job-a-Thon

Date of Participation: July 26, 2007

KLBK sponsored and promoted a regional job-a-thon in conjunction with Work Source of the South Plains. The station used broadcast spots as well as on-air talent to promote participation by local employers and those seeking employment opportunities.

Type of Activity Under New EEO Rule: Recruiting, Participation in Job Fair

Date of Participation: October 25, 2007

Station personnel and department heads with hiring authority participated in the Texas Tech University Mass Communications Career Day Job Fair. KLBK's General Manager and other station personnel responsible for hiring decisions worked the KLBK booth and met with students and future graduates to provide information on the different positions offered inside our newsroom and other departments of this television station. We collected resumes from juniors and seniors interested in broadcasting careers. KLBK staff also provided tips and advice on how to successfully negotiate the interview and hiring process.

Type of Activity Under New EEO Rule: Recruiting, Participation in Job Fair

Date of Participation: April 4, 2007

Station personnel and department heads with hiring authority participated in the Texas Tech University Career Day Job Fair. KLBK's General Manager and other station personnel responsible for hiring decisions worked the KLBK booth and met with students and future graduates to provide information on

the different positions offered inside our newsroom and this television station. We collected resumes from juniors and seniors interested in broadcasting careers. KLBK staff also provided tips and advice on how to successfully negotiate the interview and hiring process.

Type of Activity Under New EEO Rules: Recruiting, Job Shadow Day

Date of Participation: February 6, 2007

KLBK participated in South Plains Tech Prep "Job Shadow Day." Station personnel hosted five high school students. The students followed and observed one employee in his or her job function for an entire day. The experience gave students interested in television careers hands-on experience in the position of their choice. Each participant also received information on our internship programs.

Type of Activity Under New EEO Rules: Training, EEO Training for Employees

Date of Participation: March 27, 2008

KLBK General Manager and EEO Officer conducted an employee meeting to educate, train and discuss KLBK's EEO Program and non-discriminatory hiring practices with all employees. Equal employment practices and documentation requirements were discussed as well.

Type of Activity Under New EEO Rules: Training, EEO Training for Managers

Date of Participation: March 31, 2008

KLBK General Manager and EEO Officer conducted a training seminar to educate, train and discuss KLBK's EEO Program and non-discriminatory hiring practices with those managers involved in the hiring process. Outreach, equal employment practices and documentation requirements were discussed as well.

Type of Activity Under New EEO Rule: Recruiting, Outreach Visits

Date of Participation: Ongoing

KLBK on-air personalities and management make many public appearances at junior and senior high schools and civic clubs over the course of the year. KLBK staff talks about their areas of responsibilities, available positions in the station, education requirements to work in broadcasting and how to land a career in broadcasting.

Type of Activity Under New EEO Rule: Recruiting, Newsroom Internships

Date of Participation: Ongoing

KLBK offers non-paid internships in the newsroom for students at Texas Tech University. Internships are offered for the spring, summer and fall sessions. Applicants receive college credit for their internship. The goal is to expose students interested in broadcast careers to a real working news environment. Students learn the skills, techniques, responsibilities and work ethic required to be successful in the broadcasting business.

Type of Activity Under New EEO Rule: Recruiting, Sales & Marketing Department Internships

Date of Participation: Ongoing

KLBK offers non-paid internships in our Sales and Marketing Departments for Electronic Journalism, Mass Communications, Advertising and Marketing majors at Texas Tech University and South Plains College. Internships are offered for the spring, summer and fall semesters. Applicants receive college credit for their internship. Both schools have contact information on the internship program. The goal is to expose students interested in broadcast careers to a real working sales and marketing environment. Students learn the skills, techniques, responsibilities and work ethic required to be successful in the broadcasting business.

Type of Activity Under New EEO Rule: Training, On-The-Job Training of Entry-Level Employees

Date of Participation: On-going

The station regularly engages in on-the-job training of entry-level production personnel. These positions are available for possible advancement and promotion to higher level positions. This includes training on specific equipment, procedures and skills used by senior production personnel.

Type of Activity Under New EEO Rule: Training, Training of Sales Management

Date of Participation: On-going

The station regularly engages in training of sales management personnel for possible promotion to upper-level sales management positions. This training includes specific management procedures, systems and reporting designed by senior level corporate executives.

Type of Activity Under New EEO Rule: Training, Account Executive Training

Date of Participation: Ongoing

The station regularly engages in training entry-level account executives for a career in television sales. The training includes video training and testing, sales seminars and individual instruction with Sales Managers.

Type of Activity Under New EEO Rule : Job Posting:

Date of Participation: Ongoing

The station regularly utilizes world wide website postings with its station website, corporate website and other organizations that attract minority and female applicants. These sources have been used for upper-level job openings, including on-air positions and sales management positions. See the "recruitment source information" page of this report for specific posting information.

Type of Activity Under New EEO Rule: Job Posting:

Date of Participation: Ongoing

The station regularly utilizes its own air time to broadcast Station EEO policy information and job postings which appeal to minority and female applicants who might otherwise not be aware of such job openings.

Type of Activity Under New EEO Rule: Recruiting, Employee Referral Program

Date of Participation: Ongoing

KLBK's General Manager announces available openings at all weekly department head meetings and monthly staff meetings. We review our Equal Employment Opportunity program and our commitment to diversity in the workplace. We actively encourage all employees to refer qualified women and minority candidates for all available positions. We also post memos for all available positions on station bulletin boards.