

**Annual EEO Public File Report
KDFW Fox 4 & KDFI My27 IS AN EQUAL OPPORTUNITY EMPLOYER**

Coverage Period: April 1, 2011 – March 31, 2012

Station's Comprising Station Employment Unit: KDFW Fox 4 & KDFI My27

Section 1: Vacancy Information			
Full-time Positions Filled by Job Title	Date of Hire	Number of Interviewees	Recruitment Source of Hiree
VP News Director	1/9/2012	6	TVjobs.com PO Box 4116 Oceanside, CA 92052
National Sales Assistant	6/29/2011	8	KDFW/KDFI Employee 400 N. Griffin St. Dallas, TX. 75202
National Sales Manager	4/25/2011	12	KDFW/KDFI Employee 400 N. Griffin St. Dallas, TX. 75202
Associate Producer	7/25/2011	6	KDFW Website 400 N. Griffin St. Dallas, TX 75202
Associate Producer	7/11/2011	7	KDFW/KDFI Employee 400 N. Griffin St. Dallas, TX 75202
Assignment Editor	11/21/2011	5	KDFW/KDFI Employee 400 N. Griffin St. Dallas, TX 75202
VP of Finance	11/28/2011	5	Employee Referral 1211 Avenue of the Americas New York, NY 10036
Local Sales Assistant	12/19/2011	9	KDFW/KDFI Employee 400 N. Griffin St. Dallas, TX 75202
Editor	4/18/2011	8	TVjobs.com PO Box 4116 Oceanside, CA 92052
Editor	8/22/2011	9	KDFW/KDFI Employee 400 N. Griffin St. Dallas, TX 75202

Total Number of Persons Interviewed During Applicable Period: 75

Section 2: Recruitment Source Information		
Recruitment Source (Company, Address, Telephone #, Contact Person)	Total Number of Interviewees This Source Has Provided During this Period (If Any)	Full-time Positions For Which Source Was Utilized
TV Jobs/Broadcast Employment Serv.	0	National Sales Assistant
Mark Holloway	0	National Sales Manager
jobs@tvjobs.com	0	Associate Producer
P.O. Box 4116	0	Assignment Editor
Oceanside, CA 92052	0	VP of Finance
1-800-374-0119	0	Local Sales Assistant
	2	Editor
	1	VP News Director
	1	Associate Producer
	1	Editor
Urban League of Greater Dallas Career Fair	7	National Sales Assistant
Stefon Chandler		
210 Carver Dr. #102B		
Garland , TX 75040		
KDFW Website	0	National Sales Assistant
Cheryl Allison	2	National Sales Manager
www.myfoxdfw.com	4	Associate Producer
resumes@kdfw.com	1	Assignment Editor
400 N. Griffin St.	1	VP of Finance
Dallas, Texas 75202	2	Local Sales Assistant
	4	Editor
	1	VP News Director
	4	Associate Producer
	5	Editor
KDFW Website	0	National Sales Assistant
Cheryl Allison	0	National Sales Manager
www.myfoxdfw.com	0	Associate Producer
resumes@kdfw.com	0	Assignment Editor
400 N. Griffin St.	0	VP of Finance
Dallas, Texas 75202	0	Local Sales Assistant
	0	Editor
	0	VP News Director
	0	Associate Producer
	0	Editor
JobFOX.com	1	Associate Producer
Alice Robbins	1	Associate Producer
7926 Jones Branch Drive		
McLean, VA 22102		
703-748-0162		

Greater Dallas Hispanic Chamber of Commerce	0	Local Sales Assistant
Audrey Palacios		Editor
audrey@gdhcc.com		
4622 Maple STE 207		
Dallas, Texas 75219		
(214) 521-6007		
Greater Dallas Black Chamber of Commerce	0	National Sales Assistant
Reginald Gates	0	Associate Producer
rgates@dbcc.org	0	Local Sales Assistant
2838 Martin Luther King, Jr. Blvd.	0	Editor
Dallas, Texas 75215	0	Associate Producer
214.421.5200	0	Editor
Greater Dallas Asian American Chamber of Commerce	0	Local Sales Assistant
Galileo Jumao-As	0	Editor
gal@gdaacc.com		
11171 Harry Hines Blvd. Ste 115		
Dallas, Texas 75229		
(972) 241-8250		
Robert Half Agency	1	VP of Finance
2001 Ross Avenue #3500		
Dallas, TX 75201		
Spots N Dots	4	National Sales Manager
1635 Old Highway 41 NW #112-338		
Kennesaw GA 30152		
University of North Texas Career Center	0	National Sales Assistant
Denny Bridges	2	Local Sales Assistant
Chestnut Hall, Suite 103		
P.O. Box 310859		
Denton, Texas 76203-0859		
(940) 565-2105		
careercenter@unt.edu		
Richland College	0	National Sales Assistant
12800 Abrams Rd		Assignment Editor
Dallas, Texas 75243		Local Sales Assistant
972-238-6100		
http://www.rlc.dcccd.edu		
http://dcccd-csm.symphonicity.com/employers		

Eastfield College	0	National Sales Assistant
3737 Motley Drive	0	Assignment Editor
Mesquite, Texas 75150	0	Local Sales Assistant
(972) 860-7100		
www.efc.dcccd.edu		
http://dcccd-csm.symplicity.com/employers		
El Centro College	0	National Sales Assistant
801 Main Street	0	Assignment Editor
Dallas, Texas 75202-3698	1	Local Sales Assistant
(214) 860-2037		
www.elcentrocollege.edu		
http://dcccd-csm.symplicity.com/employers		
Northlake College	0	National Sales Assistant
5001 N. MacArthur Blvd.	0	Assignment Editor
Irving, Texas 75038	0	Local Sales Assistant
972-273-3000		
http://www.northlakecollege.edu		
http://dcccd-csm.symplicity.com/employers		
Mountain View College	0	National Sales Assistant
4849 Illinois Avenue	0	Assignment Editor
Dallas, Texas 75211	0	Local Sales Assistant
214-860-8680		
http://www.mvc.dcccd.edu/default.aspx		
http://dcccd-csm.symplicity.com/employers		
Brookhaven College	0	National Sales Assistant
3939 Valley View Lane	0	Assignment Editor
Dallas, Texas 75244-4997	0	Local Sales Assistant
(972) 860-4700		
www.brookhavencollege.edu		
http://dcccd-csm.symplicity.com/employers		
Cedar Valley College	0	National Sales Assistant
3030 North Dallas Avenue	0	Assignment Editor
Lancaster, Texas 75134	0	Local Sales Assistant
972-860-8201		
www.cedarvalleycollege.edu		
http://dcccd-csm.symplicity.com/employers		
National Association of Hispanic Journalist Career Fair - 6/15/2011 - 6/18/2011	0	National Sales Assistant
Orlando, Florida	0	Associate Producer
www.nahj.com	0	Reporter/Producer
	0	Editor
	0	Editor

National Association of Hispanic Journalist www.nahj.com 1050 Connecticut Avenue NW 10th Floor Washington, DC 20036 202.662.7145	0	VP News Director
Asian America Journalists Association (AAJA) Career Fair – 8/10/2011 – 8/13/2011 Detroit, MI www.aaaja.com 415.346.2051 KATHY CHOW	0	VP News Director
TCU Career Services 2800 South University Drive Fort Worth, TX 76129 817-257-2222	0 1 0	Associate Producer Local Sales Assistant Associate Producer
SMU 6425 Boaz Lane Dallas, TX 75205	0 1 0	Associate Producer Local Sales Assistant Associate Producer
Jobing.com – 501 Elm Street, Suite 384 Dallas, TX 75202 Locally focused job site that provides the forum, resources and technology to connect employers with local job seekers and local community and minority organizations. Job listings posted with the following organizations:	0	National Sales Assistant
<i>North Texas GLBT Chamber of Commerce</i>	0	National Sales Manager
<i>Saginaw Area Chamber of Commerce</i>		
<i>Southwest Dallas Hispanic Chamber of Commerce</i>		
<i>Texas Association of Business</i>		
<i>Network of Indian Professionals</i>		
<i>Operation Job Match</i>		
<i>REACH of Dallas</i>		
<i>Resource Center Dallas</i>		
<i>Women of Distinction</i>		
<i>Women of Visionary Influence</i>		
<i>Dallas Concilio of Hispanic Service Organizations</i>		
<i>Easter Seals North Texas</i>		
<i>Goodwill of Fort Worth</i>		
<i>Mt. Hebron Baptist Church – HR Solutions Group</i>		
<i>Mt. Pisgah Baptist Church</i>		
<i>Tarrant County Youth Summit</i>		
<i>Teens at Work</i>		
<i>The Wilkinson Center</i>		
<i>Union Gospel Mission of Tarrant County</i>		
<i>Unity One Federal Credit Union</i>		
<i>Women's Health in Motion</i>		

<i>Youth Employment Life Skills Program</i>		
<i>American Accounts Payable Association</i>		
<i>American Payroll Association</i>		
<i>American Society for training and Development – Fort Worth / Mid-Cities</i>		
<i>Apex Dallas, Asian Professional Exchange</i>		
<i>International Association of Administrative Professionals – Arlington Golden Circle Chapter</i>		
<i>International Association of Administrative Professionals – Dallas Suburban Chapter</i>		
<i>International Association of Administrative Professionals – North Tarrant Bluebonnet Chapter</i>		
<i>International Association of Administrative Professionals – Trinity Chapter</i>		
<i>International Special Events Society</i>		
<i>Mid-Cities Human Resources Association</i>		
<i>National Association of African Americans in Human Resources</i>		
<i>North Texas Society of Human Resources Management</i>		
<i>Texas Business and Education Coalition</i>		
<i>Texas State Council</i>		
<i>Community Learning Center</i>		
<i>Dallas Professionals</i>		
<i>Fort Worth Career Search Network</i>		
<i>Jobs4GradsNow</i>		
<i>Ouplacing.com</i>		
<i>Computers Made Easy</i>		
<i>Texas Wesleyan University</i>		
<i>University of North Texas – Professional Leadership Program</i>		
<i>University of Texas - Arlington</i>		
<i>Workforce Solutions for Tarrant County</i>		
<i>Metroplex4women.com</i>		
<i>Pegasus News</i>		
Howard University Career Fair	0	Assignments Editor
Washington, DC		
Heather Frascella		
212-301-5853		
The Congressional Black Caucus – Job Tour – 8/16/2011, 8/18/2011, 8/31/2011	0	Assignments Editor
1433 Longworth House Office Building		VP News Director
Washington, DC 20515		
Annual Diversity Employment Day Career Fair	0	Assignment Editor
Phoenix, AZ	0	VP of Finance
Diana Pike		VP News Director
602-262-5150		

Broadcasting and Cable	1	VP of Finance
28 E. 28th St. 12th Floor		
NY, NY 10016		
Louise Hillelson		
Alliance for Women In Media	0	VP of Finance
1760 Old Meadow Road, Suite 500		
McLean, VA 22102		
Kate Niswander		
(P) 703.506.3290		
MFM	0	VP of Finance
810 Seventh Ave., 27th Floor		
NY, NY 10019		
Zahra Majma		
212-378-0400 x517		
Indeed.com	1	VP of Finance
177 Broad Street 6 th fl		
Stamford, CT 6901		
FOX Television Stations – Job Opportunities Posting		
Cheryl Allison	0	National Sales Assistant
400 N. Griffin St.	0	National Sales Manager
Dallas, Texas 75202	0	Associate Producer
214-720-3149	0	Assignment Editor
	0	VP of Finance
	0	Editor
	0	Local Sales Assistant
	0	VP News Director
	0	Editor
Referred by Job Opps Posting at KTBC – Austin, TX	1	Associate Producer

In addition to the above recruitment source information, job openings are sent to the Human Resources contact for each owned and operated Fox Televisions Stations nationwide in an effort to increase the opportunity for company internal promotions and expand the recruiting area

In addition we had 22 interviewees through employee referral and 2 through industry source referral.

Section 3: Supplemental Outreach Activities – April 1, 2011 to March 31, 2012

1. (i) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

KDFW/FOX4 & kdfi/My27 participates in local and national career/job fairs. Job Fairs provide applicants and potential candidates with the opportunity to learn about Fox Television Stations, Inc. and the job opportunities and internship/mentoring programs available within our group. A list of current job openings and station contact information is available upon request.

KDFW/KDFI participated in the following job fairs during the reporting period:

- NAHJ Job Fair – June 15, 2011 to June 18, 2011
Attended by the Director of Human Resources, WOFL, News Director, WOFL
- NABJ Job Fair – August 3, 2011 – August 7, 2011
Attended by the Director of Human Resources, WTXF, News Director, WHBQ
- AAJA Job Fair - August 10, 2011 – August 13, 2011
Attended by the Director of Human Resources, WJBK; News Director, WJBK, and VP Digital News Applications
- Howard University Career Fair – October 27, 2011
Attended by Human Resources Director, WTTG
- Urban League of Greater Dallas & North Central Texas – June 23, 2011
Attended by Director of Human Resources, KDFW & KDFI

2. (iv) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Staff Appearances and Community Involvement

Ongoing outreach efforts are supported by public speaking engagements by our staff which includes, but is not limited to schools, local college/universities, civic, non-profit organizations and community events.

Sales Department

- On February 25, 2012, one of our Local Sales Managers spoke at the University of Texas in Arlington Career Day.
- On March 9, 2012, one of our Local Sales Managers spoke at Forth Worth ISD Career Day.

News Department

Specifically regarding educational institutions, we had a total of (21) twenty-one visits to schools and local college/universities by employees in our News Department:

- April 13, 2011, one of our Anchors was a leadership speaker at Dallas ISD
- April 14, 2011, our Chief Meteorologist gave a weather talk at Vickery Elementary School in Flower Mound, TX.
- May 5, 2011, our Chief Meteorologist gave a weather talk at Vickery Elementary School in Flower Mound, TX.
- May 6, 2011, one of our Reporters spoke at I.M. Terrell Elementary School for Career Day.
- May 6, 2011, one of our Reporters spoke at Kennedale Junior High School for Career Day.
- May 12, 2011, our Chief Meteorologist gave a weather talk at Town Center Elementary School.
- May 19, 2011, our Sports Anchor spoke at Carrollton/Farmer Branch ISD at 5th Grade Career Fair
- May 20, 2011, one of our Reporters spoke at Worly M.S. Mansfield Elementary School for Career Day.
- May 23, 2011, one of our Reporters spoke at Lakeview Centennial High School for Career Day.
- November 18, 2011, one of our Reporters spoke at Alexander Elementary School for National Reading Day.
- November 29, 2011, our Chief Meteorologist gave a weather talk at Valley Ranch Elementary School in Coppell, TX
- December 2, 2011 our Chief Meteorologist gave a weather talk at Crouch Elementary School.
- December 8, 2011, our Sports Anchor spoke at Carrollton/FB ISD for Career Fair.
- December 13, 2011, our Chief Meteorologist gave a weather talk at Southridge Elementary School in Lewisville, TX
- January 1, 2012, our Chief Meteorologist gave a weather talk at O.H. Stowe Elementary School.
- January 12, 2012, our Chief Meteorologist gave a weather talk at Walnut Grove Elementary School.

- January 12, 2012, one of our Reporters spoke at LSU Journalism Dept.
- January 23, 2012, our Chief Meteorologist gave a weather talk at Central Elementary School in Carrollton, TX
- January 26, 2012, one of our Reporters spoke at Paloma Creek Elementary School.
- February 4, 2012, one of our Anchors gave a speech on Primer on News writing to a class at UT Dallas.
- February 6, 2012, our Chief Meteorologist gave a weather presentation at Grapevine/Colleyville Teachers Association.

3. (v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Internship Program

KDFW/FOX4 & kdfi/My27 continues to offer an academic credit internship program for college/university, junior, senior and graduate students. Generally, internships are available in the following departments: News & Sports (Summer Only), Sales, Programming and Research and Creative Services (including Promotions and Marketing).

The objectives of the internship program are to:

- Provide students majoring in journalism, communications, and media and related disciplines the opportunity to receive on-site exposure to and training from experienced television broadcast professionals who are in job positions to which students aspire.
- Provide students majoring in journalism, communications, and media and related disciplines the opportunity to garner practical application experience and exposure to a work environment in their desired career.
- Identify graduating students for the Stations' job applicant pool for employment opportunities.

Eligibility Criteria:

- College juniors, seniors, and graduate students.
- Receipt of academic credit.

The internship program is overseen by Cheryl Allison, Director of Human Resources. In this reporting year, we had a total of (11) eleven unpaid interns:

Creative Services: Two (2) students (Summer Semester 2011)
 News: Four (4) students (Summer Semester 2011)
 Sports: Three (3) students (Summer Semester 2011)
 Sales: One (1) student (Winter Semester 2011)
 Programming: One (1) student (Summer 2011)

We accepted students from Sam Houston State, Oklahoma State, University of Miami, University of Notre Dame, Southern Methodist University, Louisiana State University, University of Missouri, University of Texas, Southern Illinois University, Iowa State University

4. (vi) Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

Job Shop at www.myfoxdfw.com is an ongoing initiative that allows employers to post jobs on the stations' website at no cost. The station will profile a job of the day on air and online. In addition to the job listings, reporters have aired stories regarding job interview techniques, helpful resume tips and interviews with local area recruiting experts.

5. (vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

Work Study Scholarship Programs - Emma L. Bowen Foundation for Minority Interest in Media, Inc.

Established in 1989, the Emma L. Bowen Foundation for Minority Interests in Media is a non-profit organization whose mission is to create career opportunities in the media industry for minority youth through a program that focuses on scholastic achievement, direct work experience and professional development. Students in the program work in media companies each summer and during school breaks, from high school through college. The students earn both salaries and matching scholarship funds to be used for college tuition and related expenses. Over a period of up to five years, the students experience numerous aspects of corporate operation and develop professional

and practical skills that will help prepare them for their careers, many of which begin at the companies where the students interned. Fox Television Stations have been a corporate partner in this program since its inception and two of the Company's executives are on the Foundation's Board.

Eligibility Requirements:

- Good academic standing and record
- Recommendation from principal, teachers and guidance counselors
- Interested in pursuing a career in media

Emma L. Bowen Interns for the summer of 2011:

Bria Bell – St. Mary's University
Flaviano Graciano – University of North Texas

Benjamin L. Hooks Fellowship Award

Fox Television Stations, Inc. in conjunction with the New York University Tisch School of the Arts provides an annual monetary award to eight minority students who are majoring in a media-related field. This grant is used towards the cost of tuition.

6. (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

The Director of Human Resources, KDFW & KDFI provides Management Training on a continual basis including training in Conflict Management and Performance Management. During the reporting period, management training was given to the Executive Producer – Good Day, VP News Director, Assistant News Director, VP General Sales Manager, and VP Director of Sales

The station encourages employees to apply for promotions for which they are qualified. In an effort to increase internal promotions, the station offers many internal cross-training opportunities. This enables employees to acquire the necessary skills and experience needed to be considered for advancement opportunities. In this reporting period, the station has trained and promoted six (6) employees to the following positions: 1. Local Sales Assistant to Account Executive; 2. KDFI Traffic Manager to KDFW Traffic Manager 3. Copy Coordinator to KDFI Traffic Manager; 4. Associate Producer to Producer 5. Associate Producer to Producer 6. National Sales Assistant to Sr. Sales Assistant.

Fox Stations Sales, an in-house national sales organization, maintains a program to train new sales account executives. This program consists of both coursework and hands-on training. At the end of the program, individuals are assigned to the Company's Television Stations and Sales offices throughout the United States.

On Air Notice: KDFW/KDFI airs a 45 second spot on air twice a month per station, Monday-Sunday 7am - 12m. "Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request KDFW/KDFI to provide them with information about full-time openings at the station. Such requests must include the organization's name, mailing address, e-mail address if applicable, telephone number and contact person, and identify the category or categories of job openings for which it requests notices. Requests should be directed to Director of Human Resources, KDFW/KDFI, 400 N. Griffin St., Dallas, TX. 75202. We appreciate your organization's help in publicizing our job openings! KDFW/KDFI is an Equal Opportunity Employer."