

**Annual EEO Public File Report**  
**WTXF IS AN EQUAL OPPORTUNITY EMPLOYER**

**Coverage Period:** April 1, 2010 to March 31, 2011

**Station's Comprising Station Employment Unit:** WTXF - FOX Philadelphia, PA

Section 1: Vacancy Information		
Full-time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree
Director of Finance	6/14/10	Fox Station Sales
Assignment Editor	8/4/10	TV Jobs.com
Maintenance Technician	8/16/10	SEB website
Traffic Coordinator	8/16/10	Fox 29 Website
Anchor	9/7/10	O&O WFLD
Business Development Manager	9/13/10	Employee Referral
Reporter	9/13/10	Fox 29 Website
Production Assistant	12/13/10	Fox 29 Website
Traffic Director	12/15/10	Spotsndoc
Producer	1/18/11	Employee Referral
Director	2/28/11	O&O KMSP
Director of Finance	3/7/11	BFCM
Senior Promotion Producer	3/14/11	Graeme Newell.com
Sales Assistant	3/28/11	Employee Referral

**Total Number of Persons Interviewed During Applicable Period: 78**

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
Fox 29 Website	24	Reporter
330 Market Street, Philadelphia, PA		Traffic Coordinator
215 982-5520 Scott Bomboy		Production Assistant
Fox Station Sales	1	Director of Finance
New York, NY		
Roselyn Barranda		
212 452-4873		
Fox News Channel	0	All Positions
New York, NY		
Bridgette Boyle		
212 301-5043		

Broadcasting & Cable	0	All Positions
New York, NY		
Zahra 212378-0400		
Newscheck Media	0	All Positions
Wynnewood, PA		
601-649-7989		
Spots n Dots	3	Traffic Director
Emily McKay		
888 884-2630		
Greater Philadelphia Urban Affairs	0	All Positions
<a href="mailto:wright@gpuac.org">wright@gpuac.org</a>		
Medialine	0	All Positions
<a href="mailto:Medialine@medialine.com">Medialine@medialine.com</a>		
NAHJ	0	All Positions
<a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>		
National Hispanic Media Coalition	0	All Positions
<a href="mailto:cflores@nhmc.org">cflores@nhmc.org</a>		
Philadelphia Workforce Development Corp	0	All Positions
<a href="mailto:Sdevan@pwdc.org">Sdevan@pwdc.org</a>		
TVjobs.com	4	Assignment Editor
<a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a>		
NAACP	0	All Positions
<a href="mailto:bgilchrist@naacpnet.org">bgilchrist@naacpnet.org</a>		

South Philly Career Link	0	All Positions
<a href="mailto:icatrambon@state.pa.us">icatrambon@state.pa.us</a>		
Philadelphia Youth Network	0	All Positions
<a href="mailto:bbattaglia@pyninc.org">bbattaglia@pyninc.org</a>		
New Jersey Department of Labor	0	All Positions
<a href="mailto:Robert.petrone@dol.state.nj.us">Robert.petrone@dol.state.nj.us</a>		
Philadelphia Black Journalist Association	1	All Positions
<a href="http://www.pabj.org">www.pabj.org</a>		
DPT Business School	0	All Positions
<a href="mailto:mtyler@dptschool.net">mtyler@dptschool.net</a>		

AAJA	0	All Positions
<a href="mailto:National@aaia.org">National@aaia.org</a>		
SBE Society of Broadcast Engineers	2	Maintenance Technician
<a href="http://www.sbe.org">www.sbe.org</a>		
American Sportscasters Assoc.	0	All Positions
212 571-0556		
Council for Spanish Speaking Organizations	0	All Positions
215 627-7440 (fax)		
National Congress of American Indians	0	All Positions
202 466-7797 (fax)		
Career Link Northwest	0	All Positions
215 560-6880 (fax)		
Workforce New Jersey	0	All Positions
732 418-3345 (fax)		
Puerto Rican Unity for Progress	0	All Positions
856 541-1476 (fax)		
Television Bureau of Advertising	0	All Positions
212 561-4524 (fax)		
Urban League of Philadelphia	0	All Positions
215 561-4524 (fax)		
Women's Resources Center	0	All Positions
610 687-2967 (fax)		
New Jersey Dept of Labor	0	All Positions
800 822-2259 (fax)		
Professional Service Group	0	All Positions
732 937-4504 (fax)		
PA CareerLink Suburban Station	0	All Positions
215 567-7773 (fax)		
PA CareerLink Northeast	0	All Positions
215 632-6053 (fax)		
PA CareerLink Nueva Esperanza	0	All Positions
215 324-2542 (fax)		



WNYW	0	All Positions
New York, NY		
Iris Sierra		
212 452-5701		
KTTV	0	All Positions
Los Angeles, CA		
Vivian Rodriguez		
310 5834-2287		
WFLD	1	Anchor
Chicago, IL		
Salina Arslanovski		
312 565-3015		
KRIV/WHBQ	0	All Positions
Houston, TX		
Roberta Hudson		
713 479-2720		
WTTG	0	All Positions
Washington, DC		
202 895-3232		
Heather Frascella		
WJBK	0	All Positions
Detroit, MI		
Cynthia Smith		
248 552-5233		
WFXT	0	All Positions
Boston, MA		
Marquerite Kerr		
781 467-1490		
WTVT	0	All Positions
Tampa, FL		
Cynthia Armstrong		
813 870-9636		
KTBC	0	All Positions
Austin, TX		
512 495-7024		
Lisa Cordes		



### Section 3: Supplemental Outreach Activities – April 1, 2010 to March 31, 2011

#### 1. Community speaking engagements regarding career opportunities in broadcasting:

General outreach efforts are supported by public speaking engagements by staff which include, but is not limited to schools, civic and church organizations and area colleges. Year round engagements included:

- May 11, 2010 Charles Drew Elementary Career Day – Jeff Cole
- May 20, 2010 Haddonfield Middle School Career Day – Sheinelle Jones
- June 9, 2010 Career Wardrobe Fashion Show – Sheinelle Jones Sue Serio
- November 5, 2010 Mastery Charter Career Day – Ameena Ali
- November 12, 2010 Whitemarsh Elementary School – Christa Quinn
- November 23, 2010 Thomas Fitzwater Elementary School – John Bolaris
- December 3, 2010 Penn's Grove School Career Day – Jennaphry Frederick
- December 8, 2010 Franklin Towne Charter High School Career Day – Chris O'Connell
- February 7, 2011 J. S. Jenks Career Day – Jeff Cole

#### 2. Station Tours:

The Station provided tours of the facility, one of the purposes of which is to increase interest in pursuing broadcast careers. The groups had the opportunity to watch a live newscast and meet with on-air talent as part of their tour. The lists of groups this year are as follows:

- April 9, 2010: Silent Auction Tour Winners
- April 14, 2010: Stratford New Jersey School District
- April 19, 2010: Bishop McDevitt High School
- June 7, 2010: Constitution High School
- June 19, 2010: Sue Serio's Girl Scout Troup 5714
- July 15, 2010: Norris Square Neighborhood Project Protegees
- July 20, 2010: The Community Council Pre School Family Intervention Program
- August 3, 2010: Benjamin Franklin High School Youth Works
- August 6, 2010: LaPetite Academy
- August 10, 2010: Summer Leadership Academy
- October 11, 2010: Girl Scout Troop 62221 South Jersey
- November 2, 2010: Cub Scouts Pack 164
- November 10, 2010 Plymouth Whitemarsh High School
- November 15, 2010: Delaware School for the Deaf
- November 24, 2010: Philadelphia Public Schools AVID
- December 8, 2010: Girl Scout Troop 77126
- January 28, 2011: Tour for the Film Makers Group
- February 3, 2011: Germantown High School
- February 14, 2011: Learning Together Home School group
- February 21, 2011: Boy Scouts Tiger Cubs
- March 15, 2011: Tiger Scouts Pack 127/Voorhees Junior Girl Scots Troop
- March 15, 2011 Girl Scout Troop 22101

News Corporation and WTXF are national sponsors of *Groundhog Job Shadow Day*. On February 9, 2011, WTXF participated in the program by hosting 10 students from University City High School. Students shadowed staff members.

#### 3. Internship Program:

WTXF provided internships to 50 students for college credit during the semester from Spring 2010 to Fall 2010. The students interned in News, Sports, Good Day Philadelphia, Sales and Traffic, Finance, Promotions and Human Resources Departments. The interns included students from Temple University, LaSalle University, Rowan University, Widener University, Rowan University, West Chester University, Messiah College, Elizabethtown College, Clemson University, Pennsylvania State University, James Madison University, and George Washington University. Our internships are "for credit only".

- Spring 2010	15 Students
- Summer 2010	18 Students
- Fall 2010	17 Students

#### 4. Job Fairs:

Our Stations regularly participate in local and national career/job fairs. Job Fairs provide applicants and potential candidates with the opportunity to learn about Fox Television Stations and the job opportunities and internship/mentoring programs available within our groups: Examples for this past year include

- August 6-8, 2010 - National Association of Black Journalist – Tampa, FL – Cynthia Armstrong
- June 24-25, 2010 – National Association for Hispanic Journalist – Denver , CO – Vivian Rodriguez
- October 21, 2010 – Howard University Career Day – 20 colleges participated – Heather Frascella
- November 19, 2010 – IRTS (International Radio & Television Society) – Roselyn Barranda

#### Co- Sponsored Job Fairs

- September 21, 2010 - FOX 29 Job Shop Mega Career Fair. FOX 29 teamed up with Philly.com at Lincoln Financial Field
- January 19, 2011 – Path to Progress Mega Career Fair Series – Hilton Philadelphia – Grand Ballroom

#### 5. Staff Training:

##### *Emma L Bowen Foundation for Minority Interest in Media-*

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 student 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.

The station has a policy of promoting from within and therefore offers many internal cross training opportunities. The training program is designed to enable station personnel to acquire skills that could qualify them for higher level positions. In this reporting year the station has trained and promoted internal the following positions:

- Executive Producer to Manager Editor
- Sales Assistant to Lead Sales Assistant
- Research Analyst to Research/Marketing Coordinator
- Production Assistant to Assignment Editor
- Assignment Editor to Associate Producer
- Producer to Weekend Producer
- Associate Producer to Producer
- Associate Producer to Producer
- Traffic Coordinator to Lead Traffic Coordinator

**On Air Notice:** Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request WTXF 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 FOX 29 WTXF TV, Attention: Human Resources Director, 330 Market Street, Philadelphia, PA 19106. We appreciate your organization's help in publicizing our job openings! WTXF is an Equal Opportunity Employer.