

Annual EEO Public File Report WTFX-TV Fox 29

April 1, 2020 to March 31, 2021

[illegible]

Total Number of Persons Interviewed During Applicable Period: 53

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 |
|--|--|---|
| WTXF-TV Website/Job Opps 330 Market Street Philadelphia, PA (215) 982-5520 www.fox29.com | 8 | All Positions |
| Fox Careers Website * https://www.foxcareers.com | 12 | All Positions |
| Fox Internal Career Site https://www.myworkday.com/fox/d/task/1422\$158.html | 7 | Assignment Editor, Digital Content Creator, Program Manager, Producer |
| TV and Radio Jobs* www.tvandradiojobs.com | 1 | Engineering Technician |
| Employee Referral | 2 | Newscast Director, Executive Producer |
| Indeed www.indeed.com | 12 | Newscast Director, Engineering Technician, Digital Content Creator, Information Systems Tech, Program Manager |
| Glassdoor www.glassdoor.com | 1 | Producer |
| LinkedIn www.linkedin.com | 8 | Information Systems Technician, Newscast Director, Program Manager, Producer, |
| Friedman Williams 1500 Market Street Philadelphia, PA 19102 www.friedmanwilliams.com | 1 | Information Systems Technician |
| Emma Bowen Foundation (Job Fair) Michael Barham 524 West 57 th Street New York, NY 10019 michael.barham@nbcuni.com | 0 | Newscast Director, News Producer |
| National Association of Hispanic Journalists (Job Fair) 1050 Connecticut Ave NW Washington, DC 20036 www.nahj.org | 0 | Newscast Director, News Producer |
| National Association of Black Journalists (NABJ) (Job Fair) 1100 Knight Hall, Suite 3101 College Park, MD 20742 www.nabj.org | 1 | Associate Producer, Producer |
| Asian American Journalists Association (Job Fair) Paul Cheung 5 Third Street, Suite 1108 San Francisco, CA 94103 national@aaia.org | 0 | Newscast Director, News Producer |

* WTXF posts job opportunities with various sources, including the Company's careers page, <https://www.foxcareers.com/>. Fox has aligned with a nationwide aggregator (Local Job Network) that pulls job postings from the Company's careers page and emails them to their vast network of sources to expand the station's community and diversity outreach. The aggregator sends our job postings to sources that target women, minorities, the disabled, and veterans, a valuable resource in the station's efforts to attract job candidates from diverse backgrounds in the greater Philadelphia, PA area.

Other Internet job aggregators scrape our job postings from designated careers sites and post them on their sites. As a result, we may receive and interview applicants that we have not specifically recruited. These other job aggregators may include Glassdoor, TV and Radio Jobs, Simply Hired, The Ladders, EntertainmentCareers.net, JobFox, and Facebook.

Job Postings

When a position becomes available, the Station may post the job opportunity notices at appropriate locations throughout the Station and also may send them to the other Fox Owned & Operated stations across the country so that all Fox Television Station employees may apply for consideration for those positions. All of these positions are posted on the <https://www.foxcareers.com/>.

All FOX O&O Human Resources Station:

| | | |
|---------------------------|------------------------|--------------------------------------|
| WNYW/WWOR-TV | WTTG/WDCA | KMSP-TV/WFTC |
| 205 E 67 th St | 5151 Wisconsin Ave NW | 11358 Viking Drive |
| New York, NY 10065 | Washington, DC 20016 | Eden Prairie, MN 55344 |
| KTTV/KCOP-TV | KRIV/KTXH | WOFL/WRBW |
| 1999 S Bundy Drive | 4261 Southwest Freeway | 35 Skyline Dr. |
| Los Angeles, CA 90025 | Houston, TX 77027 | Lake Mary, FL 32746 |
| WFLD/WPWR-TV | WAGA-TV | KCPQ/KZJO |
| 205 N Michigan Ave | 1551 Briarcliff Rd, NE | 1813 Westlake Avenue N. |
| Chicago, IL 60601 | Atlanta, GA 30306 | Seattle, WA 98109 |
| WTXF-TV | WJBK | KTBC |
| 330 Market St | 16550 W Nine Mile Rd | 119 E 10 th St |
| Philadelphia, PA 19106 | Southfield, MI 48075 | Austin, TX 78701 |
| KDFW/KDFI | KSAZ-TV/KUTP | WOGX |
| 400 N Griffin St | 511 W Adams St | 4739 NW 53 rd Ave. Ste. B |
| Dallas, TX 75202 | Phoenix, AZ 85003 | Gainesville, FL 32653 |
| KTVU/KICU-TV | WTVT | |
| 2 Jack London Square | 3213 W Kennedy Blvd | |
| Oakland, CA 94607 | Tampa, FL 33609 | |
| WITI | | |
| 9001 N. Green Bay Road | | |
| Milwaukee, WI 53209 | | |

Section 3: Supplemental Outreach Activities - April 1, 2020 – March 31, 2021

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. During this reporting period, engagements included:

- Tuesday, May 19th – Jennifer Joyce was a virtual guest with a group of special needs students from Moorestown School District's "Structured Learning Experience." For 45 minutes (via Zoom), she talked to

the teens about her career path and daily job functions, then took questions from the children who are all learning to be independent and responsible while holding jobs of their own.

- Thursday, September 10th – Bill Anderson was a “distinguished member of the community” guest speaker for the weekly Zoom chat hosted by Caanan Baptist Church in the Germantown neighborhood of Philadelphia.
- Wednesday, October 7th – Kathy Orr was Mistress of Ceremonies for the annual JEVS Human Service “Strictly Business” luncheon fundraiser, which honors employers who are contributing to the health of the region’s economy through a commitment to workforce development and shows how JEVS Human Services has helped individuals who overcame great obstacles and achieved their personal and career goals. The event was held virtually this year.
- Monday, October 19th – Senior Promotions Producer Will Baker was a guest speaker in a virtual forum for the Temple University Ad Club. He talked about working in promotions for a television station and how that translates to other avenues of advertising. He gave tips on how to get a project started, what programs and tools he uses, personal experiences and took questions.
- Saturday, October 31st – Bill Anderson emceed a virtual fundraiser for the African American Chamber of Commerce in Philadelphia.
- Tuesday, November 10th – Shawnette Wilson and former reporter Joyce Evans were panelists in a virtual discussion addressing news and media ethics, hosted by the Institute for Ethical Leadership and Social Responsibility at Rosemont College in Rosemont, PA.
- Tuesday, November 17th – Bill Anderson hosted a “Fireside Business Chat” for the African American Chamber of Commerce in Philadelphia. The virtual discussion featured members of the executive team at Independence Blue Cross and addressed their role in business development in African American communities and the impact of Covid-19.
- Wednesday, January 13th – Bill Anderson hosted the Greater Philadelphia Chamber of Commerce Economic Outlook conference for 1000 business people and Chamber members. This event was virtual and held over Zoom.
- Tuesday, February 9th – Dennis Bianchi was a guest speaker for a Temple University course titled “The Business of Media.” He spoke via Zoom on the topic of local TV station management.

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 groups participating in a station tour during this reporting period are:

- No station tours this year due to the COVID pandemic

3. Internship Program:

WTXF provided internships to 0 students for college credit during the semester from Summer 2020 to Spring 2021. (Program was placed on hold due to the COVID Pandemic.)

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:

- Emma Bowen Virtual Career Fair – Emma Bowen Minority Interest in Media held a Career Fair on July 15, 2020 and attended by all FTS HR Directors. Recruitment for all FTS O&O's.
- National Association of Hispanic Journalists (NAHJ) & National Association of Black Journalists (NABJ) Virtual Convention & Career Fair - Held on August 5, 2020 – August 7, 2020. Attended by FTS HR Regional

Director Iris Sierra (TVHO, WTVT), FTS HR Directors Roselyn Barranda (WNYW/WWOR-TV), Tracey Rivers (KRIV/KTXH & KCPQ/KZJO), Regina Davis (WAGA-TV), Iraidia Morillo (WOFL/WRBW/WOGX), Nicole Robles (KDFW/KDFI) and VP News Directors Byron Harmon(WNYW/WWOR-TV), John Hoffman (WTVT), Matt Piacente (WFLD/WPWR-TV), Susan Schiller (KRIV/KTXH). Recruitment for all FTS O&O's.

- Asian American Journalists Association (AAJA) Virtual Trade Show – Held on August 12, 2020 – August 14, 2020. Attended by FTS HR Regional Director Iris Sierra (TVHO, WTVT), FTS HR Directors Roselyn Barranda (WNYW/WWOR-TV), Kate O'Hara (KMSP-TV /WFTC), Regina Davis (WAGA-TV) and VP News Directors Scott Stucky (WAGA-TV), John Hoffman (WTVT), Robin Whitmeyer (KDFW/KDFI). Recruitment for all FTS O&O's.

5. Staff Training:

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 candidates in the following positions:

- Per Diem Photographer to Full-Time Photographer, 3/8/2021
- News Photographer to Strategic Content Manager 3/1/2021
- Senior Executive Producer to Director of Local Programming, 1/4/2021
- Executive Producer to Senior Executive Producer, 1/4/2021
- Per Diem Sports Producer to Full-Time Producer, 6/1/2020

Additional Department Training Opportunities

- Managing Critical Behavior Issues in the Workplace, 12/15/2020
- Leading in Difficult Times, 12/1/2020
- LGBTQ Awareness Part 2, 9/14/2020
- LGBTQ Awareness Part 1, 8/31/2020
- Fox Corporation Employee Safety Orientation
- FOX 29 held a writing seminar for evening producers and writers on February 9, 2021 that offered best practices and strategies to improve script writing in newscasts. During the seminar, executive producers, producers and writers engaged in discussions on what is clear, concise, correct and conversational writing; avoiding weak transitions; and understanding the essence of stories. The producers and writers were shown examples of scripts and provided feedback on how those scripts can be strengthened and improved.
- Fox 29 partnered with Megaphone on July 8th, 2020 to train producers on best practices to engage viewers with online poll questions that are then discussed, dissected and teased on air. The training session included specific examples of questions that elicited the highest responses, tips on how to best phrase the polls, and suggestions on topics that not only engage viewers but drive content both online and on the air.
- We held training sessions on the safe operation of the iEvac safety hoods purchased for field crews covering stories in potentially dangerous environments.

Drone Program:

- Drone visual observer training
- Solo pilot training
- Skydio training – All WTXF pilots learned how to operate our new Skydio 2 Drone.

Photog/Editors:

- AWS and HPZ remote editing procedures
- New editing laptops and workflows
- New ENG lights
- New IP trucks (3, 15) training for all photographers.

6. Participation in Scholarship programs

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 a salary 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 operations 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 has been a corporate partner in this program since its inception, and one of the Company's senior executives is on the Foundation's Board. Summer of 2020 we sponsored 1 Emma Bowen Intern from Hampton University.

7. 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.