

## Annual EEO Public File Report

Covering the period March 29, 2013 to March 04, 2014

### Stations **KUVN-TV/ KSTR-TV/ KUVN-CA**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): **KUVN-TV Garland, TX, KSTR-TV Irving, TX, and KUVN-CA Fort Worth, TX** and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning March 29, 2013 to and including March 04, 2014 (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(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree 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 73.2080(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 job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person and/or over the telephone.

Appendix 1 to

Annual EEO Public File Report

Covering the Period from March 29, 2013 to March 04, 2014

Station(s) Comprising Station Employment Unit: **KUVN-TV, KSTR-TV, & KUVN-CA**

Section 1: Vacancy Information

|   | Full-time Positions Filled By Job Title  | Recruitment Source of Hiree                  |
|---|--|--|
| 1 | KUVN News Meteorologist                  | Z-Employee Referral                          |
| 2 | KUVN Media and Communications Specialist | W-Univision.com-Careerbuilder<br>Internal    |
| 3 | KUVN Local Sales Manager                 | Z-Employee Referral                          |
| 4 | KUVN Video Journalist                    | I- TAB, Texas Association of<br>Broadcasters |
| 5 | KUVN News Director                       | Z-Employee Referral                          |
| 6 | KUVN-VP/Director of Sales                | Z-Employee Referral                          |
| 7 | KUVN Account Coordinator                 | W-Univision.com-Careerbuilder<br>Internal    |

Total Number of Persons Interviewed During Applicable Period: 28

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from March 29, 2013 to March 04, 2014

Station(s) Comprising Station Employment Unit: **KUVN-TV, KSTR-TV, & KUVN-CA**

Section 2: Recruitment Source Information

|   | Recruitment Source (Name, Address, Telephone Number, Contact Person)   | Total Number of Interviewees This Source Has Provided During This Period (If Any) | Full-time Positions for Which This Source Was Utilized [INSERT JOB NUMBER FROM APPENDIX 1] |
|---|--|---|--|
| A | Asian American Chamber of Commerce<br>11171 Harry Hines Blvd., Ste. 115<br>Dallas, TX 75229<br>972-241-8250<br>info@daacc.com  | 0   | 1,2,3,4,5,6,7  |
| B | Dallas Black Chamber of Commerce<br>2838 MLK Jr. Blvd<br>Dallas, TX 75215<br>214-421-5200<br>214-421-5510<br>Attn: Carmen Humble<br><a href="mailto:chum@dbcc.org">chum@dbcc.org</a> | 0   | 1,2,3,4,5,6,7  |
| C | Greater Dallas Hispanic Chamber of Commerce<br>4622 Maple Ave, Ste 207<br>Dallas, TX 75219<br><a href="mailto:gdhcc@gdhcc.com">gdhcc@gdhcc.com</a>                                   | 0   | 1,2,3,4,5,6,7  |
| D | Dallas/ Ft Worth Chapter of AWRT<br><a href="mailto:dwalker@verizon.net">dwalker@verizon.net</a><br>Dorothy Wallker  | 0   | 1,2,3,4,5,6,7  |
| E | Lone Star Chapter of the National Television Academy<br><a href="http://www.emmyonline.org">www.emmyonline.org</a>   | 0   | 1,2,3,4,5,6,7  |
| F | San Antonio Chapter AWRT<br><a href="mailto:Lonnie.hernandez@twcable.com">Lonnie.hernandez@twcable.com</a><br>Lonnie Hernandez   | 0   | 1,2,3,4,5,6,7  |

|   |  |   |               |
|---|--|---|---------------|
| G | SBE-Society of Broadcast Engineers<br>9102 N Meridian St, Suite 150<br>Indianapolis, IN 46260<br>Scott Jones<br>317-846-9000<br>317-846-9120<br><a href="mailto:kjones@sbe.org">kjones@sbe.org</a><br><a href="http://www.sbe.org">www.sbe.org</a> | 0 | 1,2,3,4,5,6,7 |
| H | SER National Office<br>122 W. John Carpenter Frwy<br>Suite 200<br>Irving, TX 75039<br>469-524-1200<br>469-524-1287 Fax<br><a href="mailto:tmorales@SER-national.org">tmorales@SER-national.org</a>   | 0 | 1,2,3,4,5,6,7 |
| I | TAB, Texas Association of Broadcasters<br>502 E. 11 <sup>th</sup> Street, Ste. 200<br>Austin, TX 78701<br><a href="mailto:craig@tab.org">craig@tab.org</a><br><a href="http://www.tab.org">www.tab.org</a>   | 4 | 1,2,3,4,5,6,7 |
| J | TVJobs.com Broadcast Employment Services<br>P.O. Box 4116<br>Oceanside, CA 92052<br>877-988-9808<br>760-754-2115 Fax<br><a href="mailto:info@tvjobs.com">info@tvjobs.com</a>   | 2 | 1,2,3,4,5,6,7 |
| K | Amberton University<br>1700 Eastgate University<br>Garland, TX 75041<br>972-279-9728<br>972-613-7598 Fax   | 0 | 1,2,3,4,5,6,7 |
| L | Devry Career Services<br>4800 Regent Blvd.<br>Irving, TX 75063<br>972-929-6777<br>972-929-6779 Fax<br><a href="mailto:msslutsky@devry.edu">msslutsky@devry.edu</a>   | 0 | 1,2,3,4,5,6,7 |
| M | Southern Methodist University<br>P.O. Box 750256<br>Dallas, TX 75275-0256<br><a href="http://www.hireamustang.com">www.hireamustang.com</a><br>214-768-2266  | 0 | 1,2,3,4,5,6,7 |
| N | Texas Christian University<br>TCU Box 297300<br>Ft. Worth, TX 76129<br>817-257-5627<br>Laura Chaney<br><a href="http://www.myinterfase.com/tcu/employer/">www.myinterfase.com/tcu/employer/</a>  | 0 | 1,2,3,4,5,6,7 |

|   |   |   |               |
|---|---|---|---------------|
| O | University of Texas at Arlington<br>P.O. Box 19156<br>Arlington, TX 76019-0156<br>817-272-2932<br><a href="mailto:careers@uta.edu">careers@uta.edu</a>  | 0 | 1,2,3,4,5,6,7 |
| P | University of Texas at Dallas<br>Career Center<br>800 W. Campbell Rd.<br>Richardson, TX 75080<br>Mail Station MC 16<br>972-883-2943<br><a href="mailto:careercenter@utdallas.edu">careercenter@utdallas.edu</a>   | 0 | 1,2,3,4,5,6,7 |
| Q | University of Dallas<br>Academic and Career Development Center<br>1845 E. Northgate<br>Irving, TX 75062-4736<br>972-721-4055<br>972-721-5044 Fax<br><a href="http://dallas-csm.symphlicity.com/employers">http://dallas-csm.symphlicity.com/employers</a> | 0 | 1,2,3,4,5,6,7 |
| R | University of North Texas<br>P.O. Box 311010<br>University Union, Ste. 320<br>Denton, TX 76203<br>940-565-2281<br>940-565-4376 Fax<br><a href="http://www.myinterfase.com/unt_eaglenetwork/employer">www.myinterfase.com/unt_eaglenetwork/employer</a>    | 0 | 1,2,3,4,5,6,7 |
| S | Catholic Charities of Dallas, Inc.*<br>9461 LBJ Ste 100<br>Dallas, TX 75226<br>214-520-6590<br>214-520-6595 Fax<br>Attn: Mary Ann Owens   | 0 | 1,2,3,4,5,6,7 |
| T | Texas Wesleyan University<br>Career Services<br>1201 Wesleyan St.<br>Ft. Worth, TX 76105-1536<br>817-531-6552<br><a href="http://txwes-csm.symphlicity.com/employers">txwes-csm.symphlicity.com/employers</a><br>Attn: Sherri Mata                        | 0 | 1,2,3,4,5,6,7 |
| U | Internal Job Posting<br>KUVN & KSTR<br>2323 Bryan St., Ste. 1900<br>Dallas, TX 75201<br>214-758-2300<br>Pamela Gilbert  | 0 | 1,2,3,4,5,6,7 |

|   |  |    |               |
|---|--|----|---------------|
| V | Walk-ins/ Front desk job binder (For interviews, includes those referencing phonebook as recruitment source)<br>KUVN & KSTR<br>2323 Bryan St., Ste. 1900<br>Dallas, TX 75201<br>214-758-2300<br>Pamela Gilbert | 0  | 1,2,3,4,5,6,7 |
| W | Univision.com<br><a href="http://www.careerbuilder.com">www.careerbuilder.com</a><br>KUVN & KSTR<br>2323 Bryan St., Ste. 1900<br>Dallas, TX 75201<br>214-758-2300<br>Pamela Gilbert                            | 4  | 1,2,3,4,5,6,7 |
| X | Careerbuilder.com (External Posting)   | 5  | 4,5, 6,7      |
| Y | Linkedin   | 0  | 6             |
| Z | Employee Referrals<br>KUVN & KSTR<br>2323 Bryan St., Ste. 1900<br>Dallas, TX 75201<br>214-758-2300<br>Pamela Gilbert   | 13 |               |

\* Indicates sources that have requested notification of job openings.

Appendix 3 to  
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Covering the Period from March 29, 2013 to March 04, 2014

Station(s) Comprising Station Employment Unit: **KUVN-TV, KSTR-TV, & KUVN-CA**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KUVN-TV, KSTR-TV, & KUVN-CA

Job Fair Promotion

- Activity: City of Dallas Diversity Employment Day Career Fair  
Date: September 19, 2013  
Host/ Sponsor of Activity: in conjunction with City Career Fair  
Description of Activity: KUVN promoted with an on-air announcement and social media the event which offered a variety of career opportunities, as well as, participated featuring opportunities in its Promotions and News Department

Media Trade group listings

As a member of the Texas Association of Broadcasters (TAB), all of our upper-level openings have been listed on the organization's website. The TAB membership includes substantial participation by women and minorities. In addition openings were also posted with the Asian American Journalists Association, the National Association of Hispanic Journalists, and both the Dallas and San Antonio Chapters of American Women in Radio and Television.

Careers in Broadcasting

- Activity: Dia del Niño with AVANCE  
Date: Friday, April 26, 2013  
Host/Location: Kiest Park  
Description of Activity: Pedro Silva spoke on the importance of parental involvement in the schools, his job as a sports anchor, and opportunities in the broadcast industry.
- Activity: Career Day  
Date: May 17, 2013  
Host/ Sponsor of Activity: Ascher Silberstein Elementary School/DISD  
Participating Employees: Crystal Ayala  
Description of Activity: Crystal Ayala spoke to 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> grade students regarding career opportunities in the television industry with a focus on anchoring and reporting.
- Activity: Greater Dallas Hispanic Chamber of Commerce Young Professionals  
Date: October 19, 2013  
Participating Employees: Karen Falla  
Description of Activity: Karen Falla spoke on her experience as a News Reporter and other careers within broadcasting.

- Activity: Career Day  
Date: November 12, 2013  
Host/ Sponsor of Activity: Robert T. Hill Middle School/DISD  
Participating Employees: Jose Antonio Herrera  
Description of Activity: Jose Antonio Herrera shared his experiences as an online editor for a television station.
- Activity: National Association of Hispanic Journalists - Video Journalist Panel Discussion  
Date: December 07, 2013  
Host/ Sponsor of Activity: DFW Hispanic Communicators  
Participating Employees: Eden Soto  
Description of Activity: Eden Soto participated in a panel discussion regarding how to stand out as a video journalist.
- Activity: Read Across Dallas  
Date: February 28, 2014  
Host/ Sponsor of Activity: Ignacio Zaragoza Elementary School  
Participating Employees: Wendy Cruz  
Description of Activity: Wendy Cruz spoke regarding her role as a news anchor to 2nd and 4th graders.

### **UNIVISION DALLAS OPERATIONS TOURS**

- Activity: Tour of station facility  
Date: April 29, 2013  
Guest: DISD DSTV Students  
Participating Employees: Felicitas Cadena  
Description: Guests were provided with a tour of the station, presented with an overview of broadcasting careers, and watched a LIVE newscast
- Activity: Tour of station facility  
Date: May 13, 2013  
Guest: Que Pasa Navarro College Spanish Club  
Participating Employees: Felicitas Cadena  
Description: Guests were provided with a tour of the station and presented with an overview of broadcasting careers
- Activity: Tour of station facility  
Date: May 14, 2013  
Guest: Cary Middle School  
Participating Employees: Felicitas Cadena  
Description: Guests were provided with a tour of the station and presented with an overview of broadcasting careers
- Activity: Tour of station facility  
Dates: May 29th and 30th, 2013  
Guest: AVANCE organization  
Participating Employees: Felicitas Cadena  
Description: Guests were provided with a tour of the station and presented with an overview of broadcasting careers



- Activity: Tour station facilities and find out about careers in broadcasting  
Date: June 19, 2013  
Guest: Espejo de Idiomas – Spanish Summer Program/10 students  
Participating Employees: Felicitas Cadena  
Description: Felicitas Cadena spoke to the students about the opportunities in broadcasting and provided a tour of the station facilities
- Activity: Tour of station facility  
Date: September 13, 2013  
Guest: Professor Julian Rodriguez and 17 University of Arlington Broadcast Students  
Participating Employees: Carlos Tamez  
Description: Guests were provided with a tour of the station and watched a LIVE newscast
- Activity: Tour of station facility, interviews with anchors, job shadow  
Date: September 23, 2013  
Guest: Juan Armijo, Texas Woman’s University  
Participating Employees: Mario Montez, Angel Pedrero, Ana Maria Vargas, Marysol G  
Description: University student job shadowed and interviewed staff
- Activity: Tour station facilities and a discussion of minorities in broadcasting  
Date: October 18, 2013  
Guest: 10 Egyptian Journalists - U.S. Department of State International Visitor Leadership Program  
Participating Employees: Marysol Gonzalez, Jose Lomeli, Wendy Cruz, Emelys Colon, Felicitas Cadena  
Description: International guests were provided with a tour and visited with representatives of the news department to discuss minorities in broadcasting

## **STATION INITIATIVES**

- Initiative: High Potential Employee Conference  
Date: November 11 – 13, 2013  
Participating Employees: Carlos Perez, Bernadette Valles, Felicitas Cadena  
Description: Station employees participated in a training conference to acquire skills for a higher level position.
- Initiative: Job Shadow – Fort Worth Vital Link  
Date: June 17 to 22, 2013  
Host/ Sponsor of Activity: Ft. Worth ISD and Univision 23  
Participating Employees: Indianara De Paula, Jackie Martinez, Lydia Ortiz, Kathleen Butler, Roxana Ordoñez, Victoria Gutierrez, Emely Francher, Jessica Hernandez, Marysol Gonzalez, Volga Santos, Librado Lozano, Jose Antonio Herrera, Luis Lopez, Tom Salazar, Andres Frigoli, Jimmy Jimenez, Mariano Dominguez, Gloria Flores, Cristina Skelton, Felicitas Cadena  
Description of Activity: Ft. Worth ISD’s Vital Link program partners with Univision 23 for the opportunity to provide 10 students a job shadowing experience. For a week, students visit with various departments for half a day to learn of the variety of opportunities in broadcasting.
- Initiative: Job Shadow – UniMas 49 Dale Color Al Clima  
Date: July 17 24, 31 and August 4, 7, 21  
Participating Employees: Miguel Bedoy, Vilma Hernandez, Paulette Martin

Description: Station Weather Anchor visited with students explaining how the weather segment is produced. Students have the opportunity to participate in a LIVE weather forecast.

- Initiative: ESTUDIANTE DE LA SEMANA  
Activity: Univision 23 on-air anchors and staff speak on the career opportunities within the broadcasting industry  
Dates: June 15, 2013  
Participating Employees: Wendy Cruz, Becky Munoz-Diaz, Felicitas Cadena  
Dates: January 29, 2014  
Participating Employees: Pedro Silva , Becky Munoz-Diaz, Felicitas Cadena

#### On Air Promotion for general outreach

- **“Aqui hay Trabajo”**, A listing of available job opportunities in the community announced three times a week during Noticias 23 newscasts. The announcement puts KUVN viewers in touch with the Employer offering the job opportunity.
- **23 A SU Lado Phone Bank -**  
KUVN’s phone bank opens its lines to viewers to inquire on a specific topic. The segment offered a 2 hour phone bank to various organizations/agencies in the Dallas Fort Worth metroplex.