

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

Coverage Period: April 1, 2020 – March 31, 2021

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

Section 1: Vacancy Information		
Full-time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hire
Assignment Manager	9/7/2020	KDFW Website
News Producer	9/7/2020	KDFW Website
News Associate Producer	10/26/2020	FOXCareers.com
News Producer	12/7/2020	FOXCareers.com
News Associate Producer	2/18/2021	KDFW Website
News Reporter	3/22/2021	(Former) Employee Referral

Total Number of Persons Interviewed During Applicable Period: 20

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
KDFW Website 400 N. Griffin St. Dallas, Texas 75202 www.fox4news.com	9	All Positions
Alliance for Women in Media (AWM DFW) P.O. Box 801245 Dallas, Texas 75380-1245 allwomeninmedia-dfw.org veunger@swbell.net		All Positions
Christian Community Action Daphne Adams 972-219-4373 www.ccahelps.org daphne.adams@ccahelps.org		All Positions
Dallas Can Academy Nathan McCoy, Lead Sr. Advisor 325 West 12 th Street Dallas, Texas 75208 214-882-6255 nmccoy@texanscan.org		All Positions
Emma Bowen Foundation for Minorities Interest in Media Sandra Rice 212-664-3486 Sandra.rice@nbcuni.com		All Positions
Fleet and Family Support Center 3175 Vandenberg Avenue NAS JRB Fort Worth Fort Worth, Texas 76127 ronnie.smoot.ctr@navy.mil		All Positions
Ft. Worth Metropolitan Black Chamber of Commerce 3307 Rosedale FT Worth, TX 76105 817-871-6538 Barbara Bolden bbolden@fwmbcc.org		All Positions

Goodwill Industries of Greater Dallas Kimberly Coleman, Employment Specialist 3020 N. Westmoreland Road Dallas, Texas 75212 214-638-2800, x152 www.goodwill.org/locator mgeorge@goodwilldallas.org kcoleman@goodwilldallas.org		All Positions
Greater Dallas Asian American Chamber of Commerce Margie Padilla, VP of Operations/IT 1402 Corinth Street, Suite 1070 Dallas, Texas 75215 972-241-8250 accounting@gdaacc.com		All Positions
Greater Dallas Hispanic Chamber of Commerce 5622 Maple, Suite 207 Dallas, TX 75219 214-521-6007 sortiz@gdhcc.com		All Positions
Hire Veterans First C. Scott Strategies 888-870-6608 cscottstrategies@gmail.com rachelle.alexander@va.gov		All Positions
LULAC – League of Latin American Citizens National Office 1133 19 th Street, Suite 1000 Washington, DC 20036 202-833-6130 www.lulac.org jtrasmonte@lulac.org		All Positions
Medialine P.O. Box 51909 Pacific Grove, CA 93950 www.medialine.com jobs@medialinetalent.com <i>(email sent indicating address change from medialine@medialine.com effective 10/11/19; contacts: Rick@medialinetalent.com or Vicki@mediatalent.com)</i>		All Positions
National Academy of TV Arts & Sciences 111 W. 57 th Street, Suite 600 New York, NY 10019 www.emmyonline.tv capitalemmys@aol.com		All Positions

National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, DC 20004 202-737-0120 www.ncnw.org membership@ncnw.org		All Positions
National Hispanic Media Coalition 55 S. Grand Avenue Pasadena, California 91105 202-737-0120 www.nhmc.org info@nhmc.org		All Positions
Reach Can Academy Kevin Johnson, Employment Specialist 8625 King George Drive, Suite W210 Dallas, TX 75235 http://www.reachcils.org kjohnson@reachcils.org		All Positions
TV Jobs/Broadcast Employment Serv. P.O. Box 4116 Oceanside, CA 92052 800-374-0119 jobs@tvjobs.com www.tvjobs.com		All Positions
Women in Film – Dallas 5930 Royal Lane, Suite E PMB 236 Dallas, Texas 75230 admin@wifdallas.org		All Positions
Workforce Solutions Greater Dallas Opportunity Workforce Center 1610 S. Malcolm X Blvd., Suite 201 Dallas, Texas 75226 allison.coggins@twc.state.tx.us nicole.arrington@rescare.com mitzi.austin@rescare.com		All Positions

In addition to the recruitment resources listed above, we also interviewed 4 candidates referred by current/former employees, and several candidates referred through the following job aggregator sites: Twitter (3), LinkedIn (1), Facebook (1), No Whining Talent Group (2).

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

All FOX O&O Stations:

WNYW/WWOR-TV
205 E. 67th Street
New York, NY 10065

KTTV/KCOP-TV
1999 S. Bundy Drive
Los Angeles, CA 90025

WFLD/WPWR-TV
205 N. Michigan Avenue
Chicago, IL 60601

WTFX-TV
330 Market Street
Philadelphia, PA 19106

WTVT
3213 W. Kennedy Blvd.
Tampa, FL 33609

WAGA-TV
1551 Briarcliff Rd., NE
Atlanta, GA 30306

WTTG/WDCA
5151 Wisconsin Ave., NW
Washington, DC 20016

KRIV/KTXH
4261 Southwest Freeway
Houston, TX 77027

WJBK
16550 W. Nine Mile Road
Southfield, MI 48075

KSAZ-TV/KUTP
511 W. Adams Street
Phoenix, AZ 85003

WITI
9 N. Green Bay Road
Milwaukee, WI 53209

KMSP-TV/WFTC
11358 Viking Dr.
Eden Prairie, MN 55344

WOFL/WRBW
35 Skyline
Lake Mary, FL 32746

WOGX
1551 SW 37th St.
Ocala, FL 34474

KTBC
119 E. 10th Street
Austin, TX 78701

KTVU/KICU-TV
2 Jack London Square
Oakland, CA 94607

KCPQ/KZJO
1 Westlake Avenue N.
Seattle, WA 98109

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

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 participate in local and national career/job fairs. Job Fairs provide applicants and potential candidates with the opportunity to learn about Fox Television Stations, LLC 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 was involved in the following job fairs during the reporting period:

- **Emma Bowen Virtual Career Fair** – July 15, 2020
Attended by all FOX Television Station HR Directors.
- **National Association of Hispanic Journalists (NAHJ) & National Association of Black Journalists (NABJ) Virtual Convention & Career Fair** – August 5, 2020 – August 7, 2020
Attended by FTS HR Regional Director Iris Sierra (TVHO, WTVT), FTS HR Directors Roselyn Barranda (WNYW/WWOR), Tracey Rivers (KRIV/KTXH & KCPQ/KZJO), Regina Davis (WAGA), Iraidia Morillo (WOFL/WRBW/WOGX), Nicole Robles (KDFW/KDFI) and VP News Directors Byron Harmon (WNYW/WWOR), John Hoffman (WTVT), Matt Piacente (WFLD/WPWR), Susan Schiller (KRIV/KTXH).
- **Asian American Journalists Association (AAJA) Virtual Trade Show** – August 12, 2020 – August 14, 2020
Attended by FTS HR Regional Director Iris Sierra (TVHO, WTVT), FTS HR Directors Roselyn Barranda (WNYW/WWOR), Kate O'Hara (KMSP/WFTC), Regina Davis (WAGA) and VP News Directors Scott Stucky (WAGA), John Hoffman (WTVT), Robin Whitmeyer (KDFW/KDFI).
- **Full Sail Virtual Career Fair** – November 12, 2020
Attended by HR Regional Director Iris Sierra (TVHO, WTVT), HR Director (KDFW/KDFI), and Adam DePaul (WOFL/WRBW/WOGX).

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.

News Department

Specifically regarding educational institutions, we had a total of fourteen (14) visits to schools and local college/universities by employees in our News Department:

- April 15, 2020: Two of our Anchors hosted the Virtual March for Babies via Zoom in Dallas, Texas.
- April 17, 2020: Our Traffic Reporter was the speaker at Career Day at Peterson Elementary in Fort Worth, Texas.
- April 19, 2020: Our Consumer Reporter was the Emcee for the Dallas Red Foundation in support of individuals impacted by HIV/AIDS in Dallas, Texas.
- April 23, 2020: Our Traffic Reporter was the speaker at Career Day for a group of students at Gilbert Elementary School in Irving, Texas.
- August 18, 2020: One of our Meteorologists participated in student interviews on how she began her career in meteorology at Flower Mound High School in Flower Mound, Texas.
- September 16, 2020: One of our Meteorologists recorded a podcast for "The Move" discussing her career, juggling her schedule, and her faith.
- September 24, 2020: One of our Reporters was the moderator (via Zoom) as six (6) North Texas Medical Directors discussed "Moving Forward in COVID."
- September 30, 2020: Our Consumer Reporter held a virtual class talk on Business News to a group of students at Global Leadership Academy in Terrell, Texas.
- October 30, 2020: One of our Anchors was a speaker for Women of Distinction Luncheon for the Girl Scouts of Northeast Texas in Dallas, Texas.
- November 13, 2020: One of our Supervising Producers was a virtual speaker on "Dealing with the Pandemic" to a group of high school students at Hockaday School in Dallas, Texas.

- November 13, 2020: One of our Meteorologists gave a Weather Talk to a group of students at Skaggs Elementary in Plano, Texas.
- November 17, 2020: One of our Anchors gave a (taped) speech to the Nations Association of Black Journalists as she was an Inductee into their Hall of Fame.
- February 22, 2021: One of our Reporters was a virtual speaker for the Black Journalist Association Chapter meeting speaking on “Experiences as a Black Media Professional” at Claflin University in Orangeburg, South Carolina.
- March 12, 2021: One of our Reporter/Anchors was a virtual speaker for a group of students during their Career Day at Highland Meadows Elementary in Dallas, Texas.

(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 strives to offer an academic credit internship program for college/university, junior, senior and graduate students each year. 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, 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 the Director of Human Resources. In this reporting year, we were unable to provide academic internships for the Summer Semester 2020 due to the COVID pandemic.

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, LLC has 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

KDFW & KDFI had one student who began with the Station during the 2017 Summer Internship program. The student is an African American female who is now completing her senior year at the University of Missouri. During her summer

internship with us, our student came up with creative ways in which to enterprise news stories and report these stories both virtually and digitally. The News Management team supervising her continued to train her in the different aspects of newsgathering and operations, while also providing virtual hands-on training. Our student from the University of Missouri will be graduating in May 2021 with a degree in Broadcast Journalism.

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.

The Station encourages employees to apply for promotional position opportunities 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 two (2) employees to the following positions: Assignment Manager and News Producer promoted to News Producer (Good Day), News Producer (weekends) promoted to News Producer.

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."