



**FOX 5/WNYW-TV**

**&**



**MY 9/WWOR-TV**

**EEO Annual Report**

**January 20, 2015 – January 19, 2016**



## **FOX 5/WNYW & MY 9/WWOR RECRUITING SOURCES**

*{The following sources were used for all open positions.}*

### **All FOX O&O Stations:**

WAGA  
1551 Briarcliff Rd, NE  
Atlanta, GA 30306

KTBC  
119 E. 10<sup>th</sup> Street  
Austin, TX 78701

KCOP  
915 N. La Brea Avenue  
Hollywood, CA 90038

KTVU/KICU  
2 Jack London Square  
Oakland, CA 94607

KTTV  
1999 S. Bundy Drive  
Los Angeles, CA 90025

FOX Stations Sales  
205 East 67<sup>th</sup> Street  
New York, NY 10065

WFLD/WPWR  
205 N. Michigan Ave.  
Chicago, IL 60601

WTFX  
330 Market Street  
Philadelphia, PA 19106

WDCA  
5202 River Drive  
Bethesda, MD 20816

KDFW/KDFI  
400 N. Griffin Street  
Dallas, TX 75202

WTTG  
5151 Wisconsin Ave., NE  
Dallas, TX 75202

WFTC  
1701 Broadway Street NE  
Minneapolis, MN 55412

WJBK  
16550 W. Nine Mile Rd.  
Southfield, MI 48075

KMSP  
11358 Viking Drive  
Eden Prairie, MN 55344

KRIV  
4261 Southwest Freeway  
Houston, TX 77027

KUTP  
511 W. Adams Street  
Phoenix, AZ 85003

WTVT  
3213 W. Kennedy Blvd.  
Tampa, FL 33609

WOFL  
35 Skyline Drive  
Lake Mary, FL 32746

WOGX  
1551 SW 37<sup>th</sup> Street  
Ocala, FL 34474

WRBW  
2000 Universal Studios Plaza, #200  
Orlando, FL 32819

KSAZ  
511 W. Adams Street  
Phoenix, AZ 85003

WJZY/WMYT  
3501 Performance Road  
Charlotte, NC 28214

**FOX 5/WNYW & MY 9/WWOR**  
**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
Internal Job Posting	8	Promotions Coordinator Local Sales Manager Digital Sales Account Executive Commercial Copy Coordinator News Assistant Sales Assistant – 2 positions Promotions Producer
Station Website/Career Section <a href="http://www.myfoxny.com">www.myfoxny.com</a> <a href="http://www.my9nj.com">www.my9nj.com</a>	29	Promotions Coordinator Local Sales Manager Digital Sales Account Executive Commercial Copy Coordinator News Assistant Sales Assistant – 2 positions Weather Producer Promotions Producer
Employee Referrals	3	Local Sales Manager News Assistant
New York State Dept of Labor Business Services-NYC Region 9 Bond Street, 4 <sup>th</sup> Floor Brooklyn, NY 11201 718-613-3491 Michael Caputo <a href="mailto:Michael.caputo@labor.ny.gov">Michael.caputo@labor.ny.gov</a> <a href="mailto:Nyc.jobbank@labor.ny.gov">Nyc.jobbank@labor.ny.gov</a>	0	Promotions Coordinator Sales Assistant News Assistant
National Association of Black Journalists P.O. Box 10 728 Flatbush Avenue Brooklyn, NY 11238 <a href="mailto:dbrooking@nabj.org">dbrooking@nabj.org</a>	0	Promotions Coordinator Sales Assistant News Assistant
Monmouth University Career Service Center 400 Cedar Avenue West Long Branch, NJ 07764 <a href="mailto:jmass@monmouth.edu">jmass@monmouth.edu</a>	0	Promotions Coordinator Sales Assistant News Assistant
American Corporate Partners Samantha Laszlo 400 Madison Avenue, Suite 7A New York, NY 10017 <a href="mailto:info@acp-usa.org">info@acp-usa.org</a>	0	Promotions Coordinator Sales Assistant News Assistant
ASPIRA 520 Eighth Avenue, 22nd Floor New York, NY 10018 <a href="mailto:jaraujo@nyaspira.org">jaraujo@nyaspira.org</a>	0	Promotions Coordinator Sales Assistant News Assistant

New Jersey Broadcasters Association 348 Applegarth Association Cranbury, NJ 08512 njba@njba.com	0	Promotions Coordinator Sales Assistant News Assistant
New Jersey Department of Labor Joseph.dombrowski@dol.state.nj.us	0	Promotions Coordinator Sales Assistant News Assistant
Queensborough Community College Director of Career Services 222-06 56th Avenue Bayside, NY 10013 Constance Peluso careerservices@qcc.cuny.edu	0	Promotions Coordinator Sales Assistant News Assistant
City of East Orange Division of Employment, Training, Workforce Development 143 New Street, 2 <sup>nd</sup> Floor East Orange, NJ 07017 Ladonna.johns@eastorange-nj.gov	0	Promotions Coordinator Sales Assistant News Assistant
Media Advertisement – Spots and Dots	0	Digital Sales Account Executive
Advertisement – Monster.com	6	Digital Sales Account Executive Commercial Copy Coordinator
Advertisement – Facebook post	0	Promotions Producer
Job Board – Media Bistro/602Communications	1	Promotions Producer
Job Board – Indeed/Simply Hired	12	Digital Sales Account Executive News Assistant Promotions Producer
Agent – N.S. Beinstock 250 West 57th Street, Suite 333 New York, NY 10107	1	Reporter

## **WNYW FOX 5 & WWOR MY 9 RECRUITMENT – OTHER SOURCES**

**January 20, 2015 – January 19, 2016**

### **Job Postings**

When a position becomes available, it is the general practice of the Stations to post the job opportunity notice at appropriate locations throughout the Stations, so that employees are aware of current openings and may apply for consideration for those positions. The notices list the titles and requirements for the position.

These job opportunity/postings are also sent to community outreach groups, schools, universities and FTS stations.

### **Recruitment File**

WNYW & WWOR maintains a file of applications/resumes for review as job openings occur. These applications/resumes are kept "active" for six months from the date they are received.

### **Walk-in Hours**

In order to maximize the Stations' accessibility, the Human Resources department maintains regular hours for applicants to complete applications in person. In addition, applications are available for the general public in the main lobby for extended hours and on weekends.

### **WNYW/WWOR Websites**

It is the general practice of the Stations to list all open positions on the WNYW/WWOR web sites.

[www.myfoxny.com](http://www.myfoxny.com)

[www.my9nj.com](http://www.my9nj.com)

## **WNYW FOX 5/WWOR MY 9 – SUPPLEMENTAL OUTREACH ACTIVITIES**

### ***STUDENT INTERNSHIPS and TRAINING PROGRAMS***

The Station offers the following ongoing recruitment programs for various entry-level opportunities:

#### **Six Month Training Program**

FOX 5/WNYW and MY 9/WWOR offers a hands-on Six Month Training Program for college graduates interested in obtaining valuable experience in the various fields of Television Broadcasting. This training program requires no previous broadcast work experience, thereby, when the six-months training period is completed, the goal is to provide the trainee with the prerequisite skills to acquire an entry-level position in the broadcasting field.

The Six Month Training Program is offered in various departments, including News, Good Day New York, Production/Engineering, Sales and Community Affairs.

#### **Internship Program**

FOX 5/WNYW and MY 9/WWOR has an ongoing Internship program for college juniors and seniors majoring in broadcast communications and/or journalism as well as other areas. Individuals have the opportunity to learn from trained professionals in various departments, including News, Good Day New York, Community Affairs, Sales, Sports, Creative Services, FOX Stations Sales and Human Resources. Candidates must be eligible to receive academic credit in order to be eligible for the program.

WNYW and WWOR provided internships to 46 students for academic credit during the semesters from Spring 2015 through Fall 2016. The students interned in News, Sports, Human Resources, Good Day New York, Sales, Creative Services, FOX Stations Sales and Community Affairs. The interns included students from Villanova University, American University, John Jay College of Criminal Justice, Syracuse University, Quinnipiac University, SUNY Cortlandt, Susquehanna University, Bard College, Kings College, University of Notre Dame, Lafayette College, High Point University, Molloy College, Fairfield University, Elon University, Lim College, Seton Hall University, Boston University, Miami University, Rollins College, Sacred Heart University, Montclair State University, SUNY Oswego, SUNY Binghamton, Yale University, Washington & Lee University, University of Maryland, University of Michigan, St. Francis College, Gill St. Bernard School, Rutgers University, College of Mt. St. Vincent, CUNY Queens College, New Jersey City University, Monmouth University and Iona College.

In addition, the Stations also held seminars and sessions during various internship semesters:

- Trainee & Internship Seminar - Informational Career Seminar for trainees and interns held on 7/22/15, on learning the different facets that comprise a television station, meeting with station professionals and finding out how they got started and challenges. Participants included Roselyn Barranda, HR Director; Lew Leone, VP/General Manager; Rosanna Scotto, Morning Anchor; Byron Harmon, VP/News; Dianne Doctor, VP/WWOR Station Manager; Nick Gardner, VP/Director of Sales; Dan Carlin, VP Programming, Research, Creatives Services & Community Affairs; Donna Pisciotta, Director of Production; Greg Kelly, Morning Anchor. Students attended were from Villanova University, American University, John Jay College of Criminal Justice, Syracuse University, Quinnipiac University, SUNY Cortlandt, Susquehanna University, Bard College, Kings College, University of Notre Dame, Lafayette College, High Point University, Molloy College, Fairfield University, Elon University, Lim College, Seton Hall University, Boston University, Miami University, Rollins College, Sacred Heart University, Montclair State University, SUNY Oswego, SUNY Binghamton, Yale University, Washington & Lee University, University of Maryland, University of Michigan, St. Francis College, Gill St. Bernard School, Rutgers University, College of Mt. St. Vincent, CUNY Queens College, New Jersey City University, Monmouth University and Iona College.
  
- Q & A Session with WWOR VP/Station Manager - A Question and Answer Session was held with Dianne Doctor, WWOR VP/Station Manager on March 31, 2015, to learn more about developing a career path, what makes news, what news directors look for in a candidate and what skills are needed to become a reporter or producer. Attended by Roselyn Barranda, HR Director and students from Iona College, Montclair State University, News and Good Day New York trainees, in addition FOX Stations Sales staff.
  
- Intern Discussion with VP/News Director - An intern and trainee discussion was held with Byron Harmon, VP/News Director on August 4, 2015, to learn more about career paths and opportunities. Attended by Roselyn Barranda, HR Director and students from Villanova University, American University, Syracuse University, Quinnipiac University, Susquehanna University, Bard College and Rollins College.

## ***MENTORING and SCHOLARSHIP PROGRAMS***

The Stations also participate regularly in career mentoring and scholarship programs at schools and universities. Examples of such events during the period above include:

- **PENCIL Fellows Program**

Fox Television Stations is involved in an educational partnership with PENCIL and the Department of Education's Virtual Enterprises program. This program provides successful career-minded New York City public high school juniors and seniors with dynamic experimental learning experiences through full-time paid summer internships at the stations.

The Station hosted a PENCIL fellow from Queens High School for the Sciences at York College from 7/6/15 – 8/24/15 who gained valuable career experience in the areas of Human Resources, FOX Stations Sales, Finance, Engineering/Production, Good Day New York, News, Creative Services and Community Affairs.

- **Emma L. Bowen Foundations for Minority Interests 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.

As a result of WNYW & WWOR's participation as a Media Partner in the program, many students have obtained training and staff jobs as well as funding for their college and university education.

The Station and FOX Stations Sales hosted four (4) students from the program throughout the year from American University, Rutgers University, Stonybrook University and Quinnipiac University. The students worked in FOX Stations Sales, Human Resources and Community Affairs.

Additionally, a Student Presentation was conducted on 7/28/15 on "Sales & Social Media." Presentations were attended by Roselyn Barranda, HR Director, Dorian Kasuba, HR Director, Byron Harmon, VP/News Director, Lamar Goering, Executive Producer, Matt Ohnemus, Design Director, Ken Ashley, Promotions Manager, Dan Carlin, VP/Programming & Research, Elizabeth Pritchard, VP/Training & Development and students from American University, Rutgers University and Queens High School for the Sciences.

- **American Corporate Partners (ACP)**

21<sup>st</sup> Century FOX participates in ACP's Veteran Mentoring Program connects Veteran Protégés with Corporate Mentors for a yearlong mentorship. Paired based on their career objectives and professional experience, Mentors and Protégés define the goals of their mentorship together and focus on a successful transition from the military to the civilian workforce through training, coaching and job development skills.

Station personnel serving as Mentors in the program are Joe Oulvey, SVP/FOX Stations Sales to one (1) Protégé from the U.S. Army.

- **21CF "Adopted High school" Program**

21<sup>st</sup> Century FOX participates in the Adopted High School Program with FOX 5/WNYW and Bishop Kearny High School in learning more about production operations within the studio/control room and newsroom operations and their academic goals within their school television station.

- **Fountain House Transitional Employment Program**

WNYW participates in the on-going transitional employment program with Fountain House, an organization that works within the mental health community, in their transition back into the workplace. Individuals work for six to nine months within the Station. The objective of the program is to break the negative stereotypes and debilitating stigma that surround the label of mental illness; in addition to helping those individuals regain their self-esteem, self-confidence and a sense of purpose in preparing them to pursue an outside paying job.

The Station currently employs four (4) individuals from the program.

## ***TRAINING and PROMOTIONS***

WNYW and WWOR encourage 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 the employees to acquire the necessary skills and experience needed to be considered for advancement opportunities. The Station has trained and promoted internally from the following programs:

### **Sales Training Program**

FOX Stations Sales, an in-house sales organization maintains a program to train new Account Executives with the overall goal of providing an internal pool of talent for future Account Executive positions within FOX Television Stations and FOX Stations Sales. This program consists of both coursework and hands-on training. At the end of the program, individuals are assigned to Stations and sales offices throughout the United States. This program is overseen by Elizabeth Pritchard, FSS VP of Training & Development & Dorian Kasuba, and FSS HR Director.

Station participation is active during the program through various workshop sessions and training meetings:

- Sales Management Meeting – Trainees met with Nick Gardner, VP/DOS and Rita Marcocci, GSM, to learn about station sales strategies, pricing and priorities.
- Local Sales Department – Trainees attended a local sales meeting, learned about market competitive, station priorities, observed a new digital 7 day forecast presentation.
- National Sales Department – Trainees listened in on a national negotiation between the NSM, Walter Augustin, and the FSS Atlanta office.
- Digital Sales – Trainees met with Cindy D’Ambrosio and went through her digital capabilities deck for WNYW.
- Traffic Department – Trainees met with Violet Chew, Traffic Director, and learned about log assembly and editing.
- News Department – Trainees met with Byron Harmon, News Director, and watched the 5PM News in the studio and toured the Control Room.
- Programming, Research & Creative Services – Trainees met with Dan Carlin to discuss station programming and research and to learn about promotional effort, and digital/social media metrics.

Graduates from the program this year were assigned to FOX Television Stations in New York, Philadelphia, Detroit and Atlanta.

## **Additional Department Training Opportunities**

During this reporting period, the Station provided training for employees in various departments:

### Sales & System Training

- Digital Training – December 17, 2015, for all Sales management personnel.

### Human Resources Training

- 21<sup>st</sup> Century HR Training & Networking - July 15, 2015 for all local Human Resources Directors & Managers within 21<sup>st</sup> Century and FTS groups to discuss new employment practices and procedures; conducted by Jordan Lippner, SVP Deputy Legal Counsel.
- Lunch & Learn with VP/Legal Affairs – June 11, 2015 with local HR Directors from New York and Philadelphia to discuss company policies and procedures with Albert Huang, VP/Legal Affairs and Jean Fuentes, SVP HR.

### Finance/IT Training

- Deploying VMware vSphere – May 12-15, 2015 with IT personnel.
- A3 System Testing and Training – December 17-22, 2015 with Finance personnel.

### News Training

- News Branding Management Summit – September 16, 2015, for News and TVHO personnel to discuss brand building with show philosophies, talent management with recruitment and training of reporters and digital innovations in social media and teasing.

### Engineering/Production Training

- GIO Lighting Equipment – January-March 2015, for all stagehand personnel.
- Newsroom Solutions School Closing System – December 2015, for all News, Production and Engineering Maintenance personnel.

In addition, the Station has provided training and certifications for various Station personnel appointed as Fire Safety Directors and Emergency Action Plan Directors, as required by New York State Fire Department, including CPR AED training.

## ***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:

7/15/15 – Bishop Kearney High School (12 students)

11/11/15 – Our World Neighborhood Charter School (8 students)

12/1/15 – St. Francis College

## **WNYW FOX 5 & WWOR MY 9 RECRUITMENT INITIATIVES – ORGANIZATIONS**

In addition to sending out job opportunity notices, the Human Resources department and other management staff participate in local and national conferences sponsored by minority and/or women's organizations. During the review period, such events included:

- St. Francis College Career Fair – A Career Fair was held at St. Francis College on Wednesday, 4/15/15 and was attended by Roselyn Barranda, WNYW/WWOR HR Director and Dorian Kasuba, FSS HR Director.
- Hunter College Interview Day – An interview day was held at Hunter College on Tuesday, 4/28/15 and was attended by Dorian Kasuba, FSS HR Director and Liz Pritchard, FSS VP/Training & Development.
- Emma Bowen Networking Reception - Emma Bowen Foundation for Minority Interest in Media held a Networking Reception on Monday, 6/22/15 and was attended by Jean Fuentes, SVP HR, FTS, Linda DiStefano, HR Executive Director, Roselyn Barranda, WNYW/WWOR HR Director and Heather Frascella, TVHO HR Director.
- Emma Bowen Career Fair – Emma Bowen Minority Interest in Media held a Career Fair on Wednesday, 6/24/15 and was attended by Roselyn Barranda, WNYW/WWOR HR Director and Dorian Kasuba, HR Director, FOX Stations Sales. Recruitment for all FTS O&O's.
- The National Association of Black Journalists (NABJ) Career Fair - Held on 8/5/15 – 8/9/15 in Minneapolis, MN and attended by Kate O'Hara, KMSP/WFTC HR Director; Sharming Nathan, WFLD/WPWR HR Director; and Marian Davey KMSP/WFTX, VP/News Director. Recruitment for all FTS O&O's.
- Asian American Journalists Association Career Fair (AAJA) – Held on 8/12/15 – 8/15/15 in San Francisco, CA and attended by Linda DiStefano, TVHO HR Executive Director; Christine Nohr, KTVU/KICU HR Manager; and Dana Hahn, KTVU/KICU VP, News Director. Recruitment for all FTS O & O's.
- Excellence in Journalism Career Expo – Held on 9/18/15 – 9/20/15 in Orlando, FL and organized by the Radio Television Digital News Association (RTDNA), the Society of Professional Journalists (SPJ) and the National Association of Hispanic Journalists (NAHJ) and attended by Iris Sierra, TVHO Regional HR Director; Jean Fromm,

WORL/WRBW/WOGX HR Director; and Jeffrey Zeller, WOFL/WRBW VP/News Director. Recruitment for all FTS O & O's.

- Emma Bowen Link 2.0 Program – Emma Bowen Minority Interest in Media held the Link 2.0 Mentoring Program on Sunday, 9/27/15 called “Measuring a Leader” to help students discover a professional purpose, explore how personal identity is connected to that purpose and identify the skills needed to achieve their goals. Link 2.0 was attended by Roselyn Barranda, WNYW/WWOR HR Director; students participating were from North Central College, University of Miami, Northeastern University, University of Tennessee and Rutgers University.
- PACE University “Chat with a FOX” Career Event – A Career Event was held at Pace University on 10/6/15 and was attended by Dorian Kasuba, FSS HR Director, Liz Pritchard, FSS VP Training & Development, Dan Juvan, Account Executive, Desiree Pena, Account Executive.
- Long Island Connection Day – The Station participated in the panel and provided attendees with information regarding internships, training programs and networking opportunities in media. Held on 10/23/15 and attended by Tyler Chillemi, News Producer, Emad Asghar, Assistant News Director and Alison Morris, Business Reporter.
- NYABJ First Take High School Journalism Workshop – Station personnel hosted an information session for the students of Our World Neighborhood Charter School on 11/11/15. Participants include Joe Silvestri, Community Affairs Manager; Byron Harmon, VP/News Director; Dan Bowens, Reporter; Steve Cohen, Producer.

### **Community Affairs Events**

During this reporting period, the Station participated in various community affairs events:

- NYC College Challenge Celebration Event, New York; attended by Baruch Shemtov - February 11, 2015
- Urban Arts Partnership Young Professional Gallery, New York; attended by Baruch Shemtov – February 18, 2015
- 100 Blackmen Inc. of New York 35<sup>th</sup> Annual Benefit Gala, Hilton Hotel, New York; co-hosted by Mike Woods – February 19, 2015
- 25<sup>th</sup> Annual Latino College Expo, NYU, New York; emceed by Audrey Puente - March 14, 2015

- Latino Social Workforce Gala, Copacabana, New York; emceed by Antwan Lewis – April 23, 2015
- 21<sup>st</sup> Century Fox “Take Your Kids to Work” Day, New York; Mike Woods participated as the speaker – April 23, 2015
- Fair Media Council Folio, Crest Hollow Country Club, New York; emceed by Greg Kelly; attended by Lew Leone and Jodi Goldberg - April 24, 2014
- Coalition for the Homeless 21<sup>st</sup> Annual “Women Mean Business” Luncheon, New York; emceed by Dari Alexander – April 28, 2015
- Inner City Scholarship Fund 39<sup>th</sup> Annual Friends Gala, Cipriani, New York; emceed by Dari Alexander – May 12, 2015
- Asian American Federation Annual Gala, Pierre Hotel, New York; Christina Park participated as the Mistress of Ceremonies – May 14, 2015
- Top Women in Business Networking Event, Terrace on the Park, Flushing, New York; emceed by Alison Morris – May 14, 2015
- Asian American Fund Bullying Panel, Houston Street Center, New York; moderated by Arthur Chi'en – May 28, 2015
- Career Day for P.S. 196 Career Day, Brooklyn, New York; attended by Mike Woods – June 10, 2015
- Beekman High School Graduation, New York; Mike Woods participated as the speaker – June 11, 2015
- NY Black Publishers Inc. and Metro Plus “Men Who Mentor Dinner,” Mist Theater in Harlem, New York; emceed by Antwan Lewis – June 11, 2015
- Queens Courier “Latino Star Awards and Networking” Event, Maestro’s, New York; emceed by Audrey Puente – June 24, 2015
- Big Brothers, Big Sisters Walk in Prospect Park, Brooklyn; emceed by Antwan Lewis – September 19, 2015
- PENCIL’s 20<sup>th</sup> Anniversary Gala Celebration, Pier 60, New York; emceed by Christina Park – October 1, 2015

- Futures in Education Scholarship Fund Dinner, Waldorf Astoria, New York; emceed by Rosanna Scotto – October 15, 2015
- Circle of Sisters Event “WBLS Panel,” Javits Center, New York; Lisa Evers participated – October 18, 2015
- Circle of Sisters “Season Premiere TV Panel,” Javits Center, New York; Dari Alexander participated - October 17, 2015
- LIM College Annual Career Day, New York; Simone Boyce participated – October 27, 2015
- iHeart Media Lifestyle Health and Wellness Expo, Sheraton Times Square, New York; Mike Woods participated – November 7, 2015
- Publicity Club of New York Luncheon on “TV Talk,” New York; Jessica Cohen participated as a speaker – December 8, 2015