



**WHBQ / FOX 13 -TV**

**EEO Annual Report**

**April 1, 2013 – March 31, 2014**

# Annual EEO Public File Report

## WHBQ-TV/ Fox 13 IS AN EQUAL OPPORTUNITY EMPLOYER

**Coverage Period:** April 1, 2013 to March 31, 2014

**Station's Comprising Station Employment Unit:** WHBQ-TV/ Fox 13, Memphis, TN

Section 1: Vacancy Information		
Full-time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hire
Sales Assistant	04/01/13	Website
Newscast Director	04/22/13	TVJobs.com
Executive Assistant	04/29/13	Website
Producer	05/06/13	Employee Referral
Assistant News Director	08/07/13	TVJobs.com
Financial Analyst	09/09/13	Monster.com
Production Technician	09/16/13	Internal
Promotions Producer	09/16/13	Website
Human Resources Director	09/23/13	**Indeed.com
Associate Promotions Producer	09/30/13	Website
Assignment Editor	10/07/13	Website
Account Executive	10/21/13	Website
Producer	10/28/13	Website
Video Editor/Photographer	11/04/13	Employee Referral
Multimedia Journalist	11/18/13	Website
Newscast Director	12/09/13	**Indeed.com
Sports Anchor/Multimedia Journalist	12/16/13	TVJobs.com
Multimedia Journalist	12/23/13	Employee Referral
Newscast Director	01/06/14	Employee Referral
Newscast Director	03/03/14	Employee Referral

**Total Number of Persons Interviewed During Applicable Period: 85**

**\*\* Indeed.com aggregate job announcements posted on other sites**

Myfoxmemphis.com serves the community in a number of powerful ways. It provides Memphians with the latest news, weather, and traffic information. There are dedicated pages to MLK, Jobs, Education Resource, Most Wanted, and Voters Guide that are also interactive with the community. News and information is widely disseminated through this vital and active tool. Station information on the web includes: internship program, current job listings, and Public File info. Our web also has direct links to many national sites. WHBQ's website attracts approximately 112,000 page views per day and approximately 79,000 unique visitors each day.

## 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
WHBQ Website 485 S Highland Memphis, TN 38111 Amy Hanford <a href="http://www.myfoxmemphis.com">www.myfoxmemphis.com</a>	36	All positions
Careers.newscorp.com / 21cf.com/careers	3	All positions
<a href="http://www.TVJobs.com">www.TVJobs.com</a> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	7	Newscast Director, Assignment Editor, Assistant News Director, Human Resources Director
National Association of Black Journalists 1100 Knight Hall Houston, TX Jannice Hodge <a href="mailto:jhodge@nabj.org">jhodge@nabj.org</a>	1	Sports Anchor/MMJ
National Association for the Advancement of Colored People (NAACP) 588 Vance Avenue Memphis, TN 38126 Madeleine Taylor <a href="mailto:nmemphi1@comcast.net">nmemphi1@comcast.net</a>	0	Sales Assistant, Production Technician, Newscast Director, Multimedia Journalist, Sports Anchor/MMJ, Video Editor/Photographer, Account Executive, Producer, Promotions Producer, Executive Assistant, Financial Analyst, Assistant News Director
University of Memphis 201 Wilder Tower Memphis, TN 38152 Courtney Cook <a href="mailto:cpierce2@memphis.edu">cpierce2@memphis.edu</a>	0	Sales Assistant, Production Technician, Newscast Director, Multimedia Journalist, Sports Anchor/MMJ, Video Editor/Photographer, Account Executive, Producer, Associate Promotions Producer, Executive Assistant, Assistant News Director
Christian Brothers University 650 East Parkway South Memphis, TN 38104 Amy Ware <a href="mailto:aware1@cbu.edu">aware1@cbu.edu</a>	0	Sales Assistant, Executive Assistant, Newscast Director, Multimedia Journalist, Sports Anchor/MMJ, Video Editor/Photographer, Account Executive, Producer, Assistant News Director
Memphis Job Corp Center 1555 McAlister Drive Memphis, TN 38116 Sonya Walton <a href="mailto:Walton.sonya@jobcorps.com">Walton.sonya@jobcorps.com</a>	0	Sales Assistant, Production Technician, Newscast Director, Multimedia Journalist, Sports Anchor/MMJ, Video Editor/Photographer, Account Executive, Producer, Assignment Editor, Promotions Producer, Assistant News Director, Executive Assistant, Financial Analyst, Associate Promotions Producer
Spots-n-Dots Publishing LLC 1635 Old Highway 41 NW, Suite 112-338 Kennesaw GA 30152	0	Account Executive
Boston University Admissions 881 Commonwealth Avenue 6th floor, Admissions	0	Assignment Editor, Human Resources Director, Assistant News Director

Boston, MA 02215		
Memphis Urban League 413 N Cleveland St, Memphis, TN 38104 Sandra Williams-Dallas <a href="mailto:sdallas@memphisul.org">sdallas@memphisul.org</a>	0	Associate Promotions Producer, Executive Assistant, Sales Assistant, Financial Analyst, Assistant News Director, Newscast Director
Workforce Investment Network 480 Beale Street Memphis, TN 38103 Patricia Myers <a href="mailto:Patricia.Myers@WorkforceInvestmentNetwork.org">Patricia.Myers@WorkforceInvestmentNetwork.org</a>	0	Assignment Editor, Human Resources Director, Assistant News Director
Illinois Center for Broadcasting 455 Eisenhower Lane S. Suite 200 Lombard, IL 60148	0	Assignment Editor, Human Resources Director, Assistant News Director
University of Tennessee Knoxville 100 Dunford Hall Knoxville, TN 37996 <a href="mailto:utccareer@utk.edu">utccareer@utk.edu</a>	0	Human Resources Director, Assignment Editor, Assistant News Director
NAMME 5746 Union Mill Road Clifton, VA 20124	0	Sales Assistant, Financial Analyst, Newscast Director, Executive Assistant, Assistant News Director
Alliance of Women in Media Dallas/Ft. Worth Chapter 8817 Greenwood Trl., Rowlett, TX 75088-6854 <a href="mailto:site@allwomeninmedia-dfw.org/contact">site@allwomeninmedia-dfw.org/contact</a>	0	Executive Assistant, Sales Assistant, Newscast Director, Assistant News Director
Houston Association of Black Journalists (HABJ) P. O. Box 565 Houston, TX 77001-0565 Jerome Solomon <a href="mailto:Jerome.Solomon@habj.org">Jerome.Solomon@habj.org</a>	0	Newscast Director, Sales Assistant, Executive Assistant, Assistant News Director
<a href="http://www.Entertainmentcareers.net">www.Entertainmentcareers.net</a> 2118 Wilshire Blvd #401 Santa Monica, CA 90403	0	Newscast Director
Black Business Association of Memphis 555 Beale Street Memphis, TN 38013	0	Executive Assistant, Financial Analyst, Assistant News Director
MediaLine 1209 Wood Valley Rd Augusta, GA 30909 <a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	0	Assignment Editor, Human Resources Director, Assistant News Director
Young Women's Christian Association 766 S. Highland Street Memphis, TN 38111 Jackie Williams <a href="mailto:jackie.williams@memphisywca.org">jackie.williams@memphisywca.org</a>	0	Executive Assistant, Financial Analyst

Emma Bowen Foundation 300 New Jersey Avenue, N.W., Suite 700 Washington, DC 20001 Sandra Rice <a href="mailto:sdrice@cbs.com">sdrice@cbs.com</a>	0	Financial Analyst, Assistant News Director, Executive Assistant
Collective Talent 26150 Hersheyvale Franklin, MI 48025 Michael Bille <a href="mailto:info@michaelsmedia.com">info@michaelsmedia.com</a>	0	Human Resources Director, Assignment Editor, Assistant News Director
New Direction Christian Church 6120 Winchester Road Memphis, TN 38115 Glenda Warren <a href="mailto:Warren.glenda@n2newdirection.org">Warren.glenda@n2newdirection.org</a>	0	Executive Assistant, Financial Analyst
<a href="http://www.Monster.com">www.Monster.com</a> Monster Worldwide, Inc. 622 Third Avenue, 39th Floor New York, NY 10017.	5	Financial Analyst

Additional interviewees from other sources: 10 employee referrals, 6 internal (from in-station posting), 2 unsolicited resumes, 12 Indeed.com, 2 Society of Human Resource Management and 1 talent agency.

### **Job Postings**

When a position becomes available, it is the general practice of the Station to post the job opportunity notice at appropriate locations throughout the Station so the employees are aware of current openings and may apply for consideration for those positions. The notices list the titles and requirements for the positions. These job opportunity/postings are also sent to various community outreach groups, schools, and universities as well as other Fox Owned & Operated Stations across the country.

### **All Fox O & O Stations:**

WNYW	WTTG	KMSP-TV
205 E 67 <sup>th</sup> St	5151 Wisconsin Ave NW	11358 Viking Drive
New York, NY 10065	Washington, DC 20016	Eden Prairie, MN 55344
KTTV	WAGA	WOFL
1999 S Bundy Drive	1551 Briarcliff Rd, NE	35 Skyline
Los Angeles, CA 90025	Atlanta, GA 30306	Lake Mary, FL 32746
WFLD	KRIV/KTXH	WJZY
205 N Michigan Ave	4261 Southwest Freeway	3501 Performance Road
Chicago, IL 60601	Houston, TX 77027	Charlotte, NC 28214
WTFX-TV	WJBK	KTBC
330 Market St	16550 W Nine Mile Rd	119 E 10 <sup>th</sup> St
Philadelphia, PA 19106	Southfield, MI 48075	Austin, TX 78701
KDFW	KSAZ	WHBQ-TV
400 N Griffin St	511 W Adams St	485 S. Highland
Dallas, TX 75202	Phoenix, AZ 85003	Memphis, TN 38111
WFXT	WTVT	WOGX
25 Fox Drive	3213 W Kennedy Blvd	4739 NW 53 <sup>rd</sup> Ave. Ste. B
Dedham, MA 02026	Tampa, FL 33609	Gainesville, FL 32653

### **Recruitment File**

WHBQ 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 Station 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.

## **Section 3: Supplemental Outreach Activities**

### **1. Internship Program**

WHBQ sponsors internships each semester for junior and senior college students who are enrolled in classes related to the broadcast industry and/or business curriculums. The students work approximately 24 hours per week and receive college credit at the successful conclusion of their internship. Qualified students have the opportunity to work in all aspects of the station's operations. Students are evaluated at the end of the internship and the evaluations are submitted to their respective college or university. Following is a list of colleges and universities from which we recruit: University of Memphis, Russ College, Christian Brothers University, Rhodes College, Le Moyne-Owen College, Middle Tennessee State University, University of Missouri, Vanderbilt University, Mississippi State University, University of Mississippi, Southern Mississippi State, University of Alabama, Brigham Young University, Arkansas State University, and University of Tennessee.

Summer Semester 2013	1 students
Fall Semester 2013	1 student
Spring Semester 2014	3 students

### **2. Participation in Scholarship Programs**

- **Emma L. Bowen Foundation for Minority Interests 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 match 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 has been a corporate partner in this program since its inception and two of the Company's executives are on the Foundation's board. WHBQ is currently sponsoring one scholarship student in the Emma L. Bowen program.

- **Benjamin L. Hooks Fellowship Award**

Fox Television Stations, Inc in conjunction with the New York University Tisch School of the Arts provides an annual monetary award to eight minority students who are majoring in a media-related field. This grant is used toward the cost of tuition.

- **American Corporate Partners (ACP)**

21 Century Fox mentoring initiative for training, coaching and job development skills for military service men and women integrating into the corporate world.

### **3. 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 with our group. Examples for this past year include:

- The National Association for Black Journalists – Annual Convention and Job Expo. Held on 7/30/13 – 8/4/13 in Orlando, FL and attended by Jean Fromm, HR Director, Jeff Zeller, VP/News and Ken Jobe, VP News Director. Recruitment for all FTS O&O's.
- Emma Bowen Foundation for Minority Interest in Media – The Stations are involved in helping to fund a job and development program with the foundation. The Sr. V.P. of Human Resources for Fox Television Stations is on the Board of Directors. 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. On-going

- 5/25/13 - Emma Bowen Foundation for Minority Interest in Media had a Junior Forum attended by Roselyn Barranda, HR Director. Recruitment for all FTS O&O's.
- 5/26/13 – Emma Bowen Minority Interest in Media had a Career Fair attended by Roselyn Barranda, HR Director and Heather Frascella, HR Director. Recruitment for all FTS O&O's.
- 8/8/13 – Emma Bowen Foundations for Minority Interest in Media held a Parents' Night, hosted by FOX 5/WNYW, attended by Roselyn Barranda, HR Director and Lew Leone, VP/General Sales Manager.
- Howard University Career Fair - Held on 10/17/13 in Washington, DC and attended by Diana Pike, HR Director and Margie Ruttenberg, Assistant News Director. Recruitment for all FTS O&O's.

#### **4. Staff Training**

Fox Station 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.

WHBQ also engages in on-site training which resulted in the following internal promotions: PT to FT Production Technician, 2-Directors to Producers.

#### **5. Transitional Employment Program**

WHBQ FOX 13 participates in the on-going transitional program with the University of Memphis, which has been very successful in identifying qualified individuals. Minorities and women are encouraged to apply to this program. The participants work a 17 hour work week with a professional staff. The object of the program is to develop individuals who have little or no experience in the broadcasting industry for entry-level positions.

#### **6. Community Outreach**

Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues:

##### **John Koski – VP/GM**

University of Memphis Alumni Assoc. consultant to the Exec. Director  
Board Member, Central Board, Boys and Girls Clubs of Memphis

##### **Ken Jobe – News Director**

07/30/13-08/04/13 - The National Association for Black Journalists  
10/25/13 - Spoke at Child Advocacy Center on Media  
01/11/14 - Spoke at Emergency Management Conference on EMS and the Media  
2013-2014 - Board Chair of Big Brothers/Big Sisters of the Mid-South (been on the board since 2006)

##### **Mearl Purvis – Anchor**

08/15/13 – MC: SCS Parents and Internet Dangers  
09/14/13 – Appearance: School Cookout – SCS  
09/24/13 – UT Community Advisory Meeting: Health  
01/11/14 – Speak: UTHSC Minority Medical Students  
02/06/14 – Appearance: Memphis Library Recognition  
02/19/14 – MC: Black History/David Porter/Medtronic  
02/22/14 – Appearance: Black History Women's Group

##### **Darrell Greene – Anchor**

12/08/13 – Concord Academy Fundraiser (Celebrity Guest)  
01/24/14 – "Literacy is Key" Fundraiser Luncheon (Emcee)  
03/18/14 – Collierville Elementary Reading Day (Read to Students)

##### **Trey Paul – Anchor**

08/03/13 – Fox 13 Weather Camp (Participant)

##### **Lauren Lee – Reporter**

02/26/14 – University of Memphis Journalism Class (Speaker)

**Joey Sulipeck – Chief Meteorologist**

07/29/13 – Fox 13 Weather Tour for a Family

08/03/13 – Fox 13 Weather Camp!

**Wendy Nations – Weather Anchor**

June 2013 – Germantown Safety City Fox 13 Weather Expert

08/04/13 – Fox 13 Weather Camp

October 2013 – Troop 331 Boy Scouts Fox 13 Weather Safety

01/14/14 – Tour of Fox 13 – Soulsville Charter School

01/30/14 – Tour of Fox 13 – Remington College

**Kristin Tallent – Weekend Anchor**

05/08/13 – Macon Road Elementary School Career Day (Speaker)

**Greg Coy – Anchor**

01/14/13 – COGIC Young Men's Group

March 2013 – Mt. Pisgah Middle School Spelling Bee Championship

07/20/13 – Big Brothers/Big Sisters Gala

**Brooke Thomas – Anchor**

10/28/13 – Tri State Defender Men of Excellence Awards (Host)

01/16/14 – Mayor AC Wharton's MLK Youth Empowerment Symposium (Moderator)

February 2014 – New Macedonia Baptist Church: Youth Inspirational Career (Speaker)

02/22/14 – Desoto County African American Symposium Banquet (Emcee)

**Brian Basham – Weather Anchor**

04/08/13 – Lipman School

08/04/13 – Fox 13 Weather Camp

08/30/13 – Stone Soul Picnic

09/07/13 – Germantown Festival

09/17/13 – Cherokee Elementary