

2011 ANNUAL PUBLIC FILE EEO REPORT

Call Sign of Station: KXAS and KXTX

- 1.) List all full-time job vacancies filled by any station covered by this report in the past year.
- 2.) For each vacancy listed, attach to this report the relevant Recruitment Source Data Form.
- 3.) In total, how many interviewees did the station (or station group) interview for all of the full time job vacancies identified in Question 1? 156
- 4.) In total, how many persons interviewed by the above listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Internal Posting	29
nbcdfw.com	6
Employee Referral	42
Contract Employees	15
Industry Referral	0
Talent Agency	1
New Paper Ad / TV	0
Internship Program	0
Gecareers.com	21
Other Sources	20
nbcunicareers.com	22
Monster.Com/Careerbuilders.com	0

- 5.) Please summarize the station’s (or station group’s) broad recruitment outreach initiative during the past year. Please identify each initiative in which the station substantially participated; the date (s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature of each initiative.

1.) **A. Internship Program** – NBC5 and Telemundo39 have a substantial Internship Program. Every year the stations hire between 15 and 25 college students to earn college credit and hands on experience. Our internship program also gives us qualified diverse candidates. Martha Stallard, Manager, HR supervises this program.

B.Emma Bowen Foundation for Minority Interest in Media: We employee interns for their college duration. The interns receive a salary and we also match the salary and deposit in their Emma Bowen account. Martha Stallard, Manager, HR supervises this program.

2.) **Internet Recruiting** –Both stations post all open positions on our own jobs page within the NBCDFW website. The stations also post Jobs on-line at the following Websites: America’s Job Bank, nbcunicareers.com, Gecareers.com, Monster.com, Producerpage.com (where applicable), Medialine.com (where applicable), TVJobs.com (where applicable), Spots-N-Dots (where applicable). All on-line ads are directed back to nbcunicareers.com to apply.

We also run job ads on-air on both stations.

3.) **Mentoring Program** – Stephen Wright, Assignment Manager, works with the Dallas and Fort Worth Association of Black Journalists, along with the NBC African American Forum, to mentor students about NBC and the various jobs that we have at the station. April 2010

4.) **Scholarship Program** – NBC5 and Telemundo39 sponsor Emma Bowen Minority Scholarship Program Students (see #1B above).

5.) **Minority Job Fairs and Recruitment Events** – NBC5 and Telemundo 39 has had recruitment personnel at many minority job fairs and events. Both stations have been represented at the TAB Career Expo, NAHJ Annual Conference, and Dallas Diversity Job Fair. In addition, NBC 5 recruitment personnel have been present at the University of North Texas Career Fair (Greg Janda and Martha Stallard), TCU Career Expo (Brian Hocker, Martha Stallard), University of Texas at Arlington Communication (Jose Flores), and KNBC personnel represented us at the Imagen 15th Annual Entertainment Industry Career Fair.

7.) **Internal EEO Management Training** -- All NBC and Telemundo Employees are required to complete a course designed to prevent Harassment and Discrimination, training is offered on-line.

6.) Community Organization Notification Requests: We have the form on our website, as well as running newspaper ads notifying that organizations can request lists of our job openings. The organizations that we send our openings to regularly include:

- Texas Rehabilitation Commission
- Central Branch – Janis Townsend
- Labor Council for Latin America
- University of North Texas
- South Asian Journalists Association
- TWU
- Commissioner Precinct 1 – Dionne Bagsby
- Dallas Intertribal Center
- National Association of Black Journalists
- Women’s Center of Tarrant County
- Graduate Student Communications Association
- Goodwill Industries of Fort Worth
- Career Services TCU
- Career Center TCC Southeast Campus
- University of North Texas
- Dallas Black Media Coalition
- Northside Interchurch
- Fort Worth Metro Black Chamber of Commerce
- National Association of Black Owned Broadcasters
- National Association of Broadcasters
- National Association of Black College Broadcasters
- City of Fort Worth
- LULAC Arlington Council #4353
- Network of Hispanic Communicators
- City of Fort Worth Personnel
- TCC Arlington Southeast Campus
- The Leadership Institute

- TCU Asian Student Association
- University of Texas -Arlington
- Fort Worth Hispanic Chamber of Commerce
- NAACP
- North Lake College
- Center for Cultural Diversity
- UT Arlington, Department of Communications
- Easter Seals Greater Northwest Texas
- UTA Employment Services
- Texas Commission for the Blind
- E. New Mexico University
- Midland Hispanic Chamber of Commerce
- University of Texas Arlington – ATTN: Andrew Clark PhD.
- National Association of Black Journalists
- Magnet Planning and Development
- National Association of Hispanic Journalists
- National Black MBA Association
- NAACP – Fort Worth Chapter
- La Cadena Network of Hispanic Communicators
- Dallas Black Chamber of Commerce
- Work Ready, Texas
- Dallas Community Leadership
- Asian American Journalists Association
- Art Institute of Dallas
- Asbury College
- Collegiate Communication Association
- NAACP Fort Worth Chapter – ATTN: Mr. Ray Bell
- Association of Mexican-American Students
- Texas Christian University

- Louisiana State University
- Texas Workforce Commission
- Design Focus
- Image Magazine
- Emma L. Bowen Foundation for Minority Interests in Media
- Students for Asian Indian Cultural Awareness
- Resource Connection Workforce Center
- Expanco Employment Connection
- Mexican-American Educational Advisory
- University of Texas at Arlington – Attn: Christopher Conway
- Hispanic Friends of UNT
- TAB Jobs Ad
- Black Graduate Student Association
- Ms. Emelita D. de la Rosa
- Dallas Black Chamber of Commerce
- University of Texas at Austin – ATTN: Matt Berndt
- American GI Forum Chapter of Tarrant Co.
- Arlington Hispanic Advisory Council
- Organization of Latin American Students
- LULAC Arlington #4353
- National Lesbian and Gay Journalists Association
- Southwestern Adventist University
- Society of Professional Journalists - TCU
- Dallas Hispanic Chamber of Commerce
- Hispanic Organization of Leadership & Achievement
- Hispanic Awareness Club
- Sigma Lambda Alpha Sorority
- Muslim Student Association
- LULAC Council #4442

- Amarillo Hispanic Chamber of Commerce

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: ArtWorks Texas

Job Title: ArtWorks Lead Sr. Designer (#1101295)

Date Job Filled: 4-5-10

Recruitment Source
That Referred
Ultimate Hire:

Americas Job Bank

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com	Michelle Munoz-Martinez	Michelle.Munoz-Martinez@nbcuni.com	No
nbcunicareers.com	http://www.nbcunicareers.com/	Michelle Munoz-Martinez	Michelle.Munoz-Martinez@nbcuni.com	No
Monster.com	www.monster.com	Michelle Munoz-Martinez	Michelle.Munoz-Martinez@nbcuni.com	No
Americas Job Bank	http://www.ajb.dni.us/	Michelle Munoz-Martinez	Michelle.Munoz-Martinez@nbcuni.com	No
NBC5 / T39 Jobline KXAS/KXTX on-air spots	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483, Martha.Stallard@nbcuni.com	No
NBC5 website	http://www.nbcdfw.com	Martha Stallard	Martha.Stallard@nbcuni.com or Elvira.sakmari@nbcuni.com	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: ArtWorks Texas

Job Title: ArtWorks Designer (#1172033)

Date Job Filled: 7-26-10

Recruitment Source
That Referred
Ultimate Hire:

TVJobs.com

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com	Neoma Alaniz	Neoma.Alaniz@nbcuni.com	No
nbcunicareers.com	http://www.nbcunicareers.com/	Neoma Alaniz	Neoma.Alaniz@nbcuni.com	No
Monster.com	www.monster.com	Neoma Alaniz	Neoma.Alaniz@nbcuni.com	No
Americas Job Bank	http://www.ajb.dni.us/	Neoma Alaniz	Neoma.Alaniz@nbcuni.com	No
NBC5 / T39 Jobline KXAS/KXTX on-air spots	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
NBC5 website	http://www.nbcdfw.com	Martha Stallard	Martha.Stallard@nbcuni.com or Elvira.sakmari@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXTX Telemundo 39

Job Title: Human Resources Manager (1162478)

Date Job Filled: 12-13-10

Recruitment Source
That Referred
Ultimate Hire: Other

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com	Neoma Alaniz	Neoma.Alaniz@nbcuni.com	No
Nbcunicareers.com	http://www.nbcunicareers.com/	Neoma Alaniz	Neoma.Alaniz@nbcuni.com	No
Monster.com	www.monster.com	Neoma Alaniz	Neoma.Alaniz@nbcuni.com	No
Americas Job Bank	http://www.ajb.dni.us/	Neoma Alaniz	Neoma.Alaniz@nbcuni.com	No
NBC5 / T39 Jobline KXAS/KXTX on-air spots	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
NBC5 website	http://www.nbcdfw.com	Martha Stallard	Martha.Stallard@nbcuni.com or Elvira.Sakmari@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram – annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: ArtWorks Texas

Job Title: ArtWorks Designer (#1293760)

Date Job Filled: 1-17-11

Recruitment Source That Referred Contractor

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com	Kate Brennan	Kate.Brennan@nbcuni.com	No
nbcunicareers.com	http://www.nbcunicareers.com/	Kate Brennan	Kate.Brennan@nbcuni.com	No
Monster.com	www.monster.com	Kate Brennan	Kate.Brennan@nbcuni.com	No
Americas Job Bank	http://www.ajb.dni.us/	Kate Brennan	Kate.Brennan@nbcuni.com	No
NBC5 / T39 Jobline KXAS/KXTX on-air spots	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
NBC5 website	http://www.nbcdfw.com	Martha Stallard	Martha.Stallard@nbcuni.com or Elvira.sakmari@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram -annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

