

KDAF TV, DALLAS, TEXAS
ANNUAL EEO PUBLIC FILE REPORT
Date: March 31, 2014

Statement of EEO Policy

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's EEO Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station(s) KDAF TV, DALLAS, TEXAS.

KDAF TV, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at KDAF TV should contact the Business Office at (214) 252-3483 and/or writing to KDAF TV, Business Office, 8001 John Carpenter Freeway, Dallas TX 75247

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check and drug test where required. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) below.

Full-Time Vacancies Filled During Reporting Period 04/01/13 - 03/31/14

	Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total Number Interviewed (from all Referral Sources)
1	Marketing Manager	Referral source 1 - 32	Employee referral	6
2	Producer, News Promotion	Referral source 1 - 32	CareerBuilder.com	7
3	Producer, News	Referral source 1 - 32	TVjobs.com	3
4	Preditor, Assoc. (3)	Referral source 1 - 32	TVjobs.com	5
5	Meteorologist	Referral source 1 - 32	Talent Dynamics	4
6	Meteorologist	Referral source 1 - 32	Employee referral	4
7	Preditor	Referral source 1 - 32	CW33.com web site	7
8	Account Executive	Referral source 1 - 32	Employee referral	5
9	Oper, Master Control (2)	Referral source 1 - 32	Employee referral	4
10	Assoc Producer/Writer	Referral source 1 - 32	Employee referral	5
11	Traffic Copy Coordinator	Referral source 1 - 32	Internat promotion	7
12	News Director	Referral source 1 - 32	Internat promotion	6
13	Managing Editor	Referral source 1 - 32	TVjobs.com (2)	5
14	Assistant News Director	Referral source 1 - 32	Employee referral	3
15	Assignment Desk	Referral source 1 - 32	Employee referral	5
16	Sound Designer	Referral source 1 - 32	CW33.com web site	6
17	Photographer (2)	Referral source 1 - 32	Web Site & Employee Referral	5

Total number of persons interviewed during applicable period: 87

Supplemental Recruitment Measures DATE - DATE

Activity/Description	Date	Staff Participant	Sponsor
Internship Program: Ongoing program providing unpaid internships (academic credit) for college students interested in pursuing broadcast and communications career.	Continuous 1 - 6 interns each semester	Fred Boneberg, Accountant Mark Shephard, News	KDAF TV
Career Fair: Attended University of North Texas at Dallas Career Fair; discussed broadcast career opportunities and internship positions with attendees, accepted resumes and met informally with potential candidates. Recruited actively for Backpack Journalist, News Photographer, Morning Cut-In News Producer, Assignment Editor, Newscast Producer and Interns.	April 10, 2013	Fred Boneberg, Accountant	North Lake College Career Fair
Career Fair: Attended University of North Texas at Dallas Career Fair; discussed broadcast career opportunities and internship positions with attendees, accepted resumes and met informally with potential candidates. Recruited actively for Air Operations Supervisor, News Photographer, Motion Designer, Director/TD, Cut-In producer, Assignment Editor, PT Writer/Web Producer, Account Executive and Interns.	October 10, 2013	Fred Boneberg, Accountant	North Lake College Career Fair
College Career Day: Two staff members attended annual Texas Woman's University Professional Career Expo; discussed career opportunities and internship positions with attendees, accepted resumes and met with potential candidates. Recruited actively for Backpack Journalist, News Photographer, Assignment Editor and Intern positions.	October 23, 2013	Fred Boneberg, Accountant	Texas Woman's University
College Career Day: Two staff members attended annual Texas Woman's University Professional Career Expo; discussed career opportunities and internship positions with attendees, accepted resumes and met with potential candidates. Recruited actively for Backpack Journalist, News Photographer, Assignment Editor and Intern positions.	March 20, 2014	Fred Boneberg, Accountant	Texas Woman's University
EEO rules refresher course for managers	March 20, 2014	All employees - quarterly staff meeting	KDAF TV