

**KDAF TV, DALLAS, TEXAS
ANNUAL EEO PUBLIC FILE REPORT
Date: March 31, 2015**

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 04/01/14 - 03/31/15

	Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total Number Interviewed (from all Referral Sources)
1	Preditor (2)	Referral source	1 - 37 KDAF TV Web site (2)	3
2	Photographer (2)	Referral source	1 - 37 KDAF TV Web site & Employee ref. (2)	9
3	Designer, Sound (2)	Referral source	1 - 37 TABWebsite (2)	5
4	Director, Newscast (2)	Referral source	1 - 37 TABWebsite (2)	8
5	Producer, News	Referral source	1 - 37 Employee referral	5
6	Editor (1 FT - 1 PT)	Referral source	1 - 37 Employee referral (2)	5
7	Weekend Producer (2)	Referral source	1 - 37 TVjobs.com (2)	3
8	Assoc. Producer (2)	Referral source	1 - 37 TVjobs.com (2)	4
9	Manager, General Sales	Referral source	1 - 37 Employee referral	3
10	Account Executive	Referral source	1 - 37 Employee referral	15
11	Local Sales Assistant	Referral source	1 - 37 Employee referral	5
12	Traffic Coordinator	Referral source	1 - 37 Employee referral	6
13	Narrator, News	Referral source	1 - 37 TVjobs.com	12
14	Digital Sales Specialist	Referral source	1 - 37 Employee referral	1

Total number of persons interviewed during applicable period: 84

Supplemental Recruitment Measures DATE - DATE

Activity/Description	Date	Staff Participant	Sponsor
Career Fair: <u>North Lake College</u> 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 8, 2014	Accountant, HR Coordinator	North Lake College Career Fair
Attended <u>University of North Texas</u> ; discussed broadcast career, smooth on-air delivery and weather forecasting and delivery.	February 1, 2015	Meteorologist	University of North Texas
<u>College Career Day</u> : Two staff members attended annual Texas Woman's University Professional Career Expo; discussed career opportunities and internship positions with attendees.	April 1, 2014	Accountant	Texas Woman's University
<u>Highland Village Elementary</u> - discussed science relating to weather forecasting	March 1, 2015	Meteorologist	Highland Village Elementary
<u>McNeil Elementary School</u> : Chief Meteorologist made presentation to class of second graders about the science of weather forecasting and what to do in case of events such as tornados, etc.	March 6, 2015	Meteorologist	McNeil Elementary School
<u>Mesquite ISD</u> : discuss media industry career and opportunities with School Board President and school district members, including teachers and PTA representatives.	Feb. 20, 2015	Assistant Managing Editor	Mesquite ISD
<u>Horn High School</u> : discuss media industry career and opportunities with School Board President and school district members, including teachers and PTA representatives.	Feb. 2015	Assistant Managing Editor	Horn High School
<u>Women in Media - Student Media Tour</u> . Tour for college students to Dallas Mavericks, KXAS TV, Six Flags Over Texas, PAVLOV Agency, Radio Ranch and Texas Rangers to encourage and familiarize them with the day to day activities in journalism, advertising, marketing and related fields.	March 27, 2015	Sales Executive	Dallas Mavericks, KXAS TV, Six Flags Over Texas, PAVLOV Agency, Radio Ranch and Texas Rangers
<u>Provision of training to management</u> . HR Development training by Legal HR Manager	July 09. 2014	HR Manager	Chicago, ILL

An asterisk ("**") denotes those sources that have requested notification of job vacancies pursuant to Section 73.2080(c) of the FCC's 2002 EEO Rule.

	Recruitment Source & Contact Information	Total Number of Interviewees Referred by Source during Reporting Period	Full-time Positions for which Source was Utilized
28	*TV Jobs.com Broadcast Employment Services P. O. Box 4116 Oceanside, CA 92052 Mark Holloway admin@tvjobs.com (800) 374-0119		All full-time vacancies
29	University of Dallas 1845 East Northgate Drive Irving, TX 75063 Richard Paterik career@udallas.edu (972) 721-4127		All full-time vacancies
30	*University of North Texas Student Employment and Career Services Box 310859 Denton, TX 76203 Rachel Smith careercenter@unt.edu (940) 565-2105		All full-time vacancies
31	University of Texas at Arlington Box 19619 Arlington, TX 76019 Janet Peters ejameson@uta.edu (817) 272-2895		All full-time vacancies
32	University of Texas at Dallas 2601 North Flord Road, MC16 Richardson, TX 75083 Linda Johnson careercenter@utdallas.edu		All full-time vacancies
33	Talent Dynamics 600 E. Las Colinas Blvd. Irving, TX 75039 Sandra Connell sconnell@talentdynamics.com		All News full-time vacancies
34	Dallas Morning News 508 Young Street		All News full-time vacancies