

**2010 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? 139**
- 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.**

<b>Name of Recruitment Source</b>	<b>Total Number of Interviewees Referred During Year</b>
<b>Internal Posting</b>	<b>29</b>
<b>nbcdfw.com</b>	<b>4</b>
<b>Employee Referral</b>	<b>15</b>
<b>Contract Employees</b>	<b>9</b>
<b>Industry Referral</b>	<b>0</b>
<b>Talent Agency</b>	<b>3</b>
<b>New Paper Ad / TV</b>	<b>0</b>
<b>Internship Program</b>	<b>0</b>
<b>Gecareers.com</b>	<b>32</b>
<b>Other Sources</b>	<b>10</b>
<b>nbcunicareers.com</b>	<b>20</b>
<b>Monster.Com/Careerbuilders.com</b>	<b>17</b>

- 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 NBC5 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), all on-line adds are directed back to nbcunicareers.com to apply.

We also run job ads on-air on both stations. Due to a Traffic conversion, the on-air job message did not run for 5 months. It has since been resumed.

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 2009

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 NABJ Annual Conference, National Association of Black College Broadcasters Career Fair, and the GE Hispanic Forum. In addition NBC 5 recruitment personnel have been present at the North Texas University Career Fair (Greg Janda), TCU Career Expo (Brian Hocker), University of Texas at Arlington Communication (Jose Flores), and KNBC personnel represented us at the Imagen 15<sup>th</sup> Annual Entertainment Industry Career Fair. (Margie Reid-Garcia, Shanah Zamost)

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
- LULAC Council # 601
- South Asian Journalists Association
- TWU
- Commissioner Precinct 1 – Dionne Bagsby
- Dallas Intertribal Center
- National Association of Black Journalists
- Women’s Center of Tarrant County
- Native American Journalists 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
- North Fort Worth Business Association
- National Association of Broadcasters
- Black Broadcasters Alliance
- City of Fort Worth
- LULAC Arlington Council #4353
- Network of Hispanic Communicators
- City of Fort Worth Personnel
- TCC Arlington Southeast Campus
- The Leadership Institute

- Dallas Asian American Chamber of Commerce
- University of Texas -Arlington
- NAACP - UNT
- North Lake College
- Center for Cultural Diversity
- UT Arlington, Department of Communications
- Easter Seals Greater Northwest Texas
- UTA Employment Services
- Lubbock Hispanic Chamber of Commerce
- 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
- Dallas Black Chamber of Commerce
- Work Ready, Texas
- Dallas Community Leadership
- India Association of North Texas
- 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
- DFW Association of Black Communicators
- Vocational Placement Services
- Students for Asian Indian Cultural Awareness
- Tarrant County Asian American Chamber of Commerce
- University of North Texas, ATTN: Dr. Alan Albarran
- American GI Forums-8<sup>th</sup> Regional N. Texas
- American GI Forum Women of Tarrant County
- Mexican-American Educational Advisory
- Hispanic Workmen's Network of Fort Worth
- Hispanic Friends of UNT
- Design Focus
- University of Texas Arlington – ATTN: Christopher Conway PhD.
- 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.
- International Women's Media Foundation
- Organization of Latin American Students - TCU
- LULAC Arlington #4353
- Arlington Hispanic Advisory Council
- Graduate Student Communication Association – TCU
- Southwestern Adventist University
- Society of Professional Journalists - TCU
- Organizacion De Anianos Hispanicos
- Hispanic Organization of Leadership & Achievement
- Hispanic Awareness Club
- Sigma Lambda Alpha Sorority

- Muslim Student Association
- LULAC Council #4442
- Asian Student Association
- Image Magazine
- Texas Commission for the Blind
- Amarillo Hispanic Chamber of Commerce
- Resource Connection Workforce Center
- Emma L. Bowen Foundation for Minority Interests in Media
- National Association of Black Owned Broadcasters
- American Women in Radio and Television
- Expanco Employment Connection
- Fort Worth Hispanic Chamber of Commerce
- National Lesbian and Gay Journalists
- Asian American Journalists Association
- Dallas Hispanic Chamber of Commerce
- National Association of Black College Broadcasters
- Texas Association of Broadcasters
- University of North Texas, Attn: Rachel Smith



**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM**

Station: Telemundo Traffic

Job Title: Traffic Copy Team Lead (#1038467)

Date Job Filled: 6-18-09

Recruitment Source  
That Referred

Ultimate Hire: Internal

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Evelyn Cruz	818-777-6333	No
<b>nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Evelyn Cruz	818-777-6333	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Evelyn Cruz	818-777-6333	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Evelyn Cruz	818-777-6333	No
<b>NBC5 / T39 Jobline</b> <b>KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-air spots	Martha Stallard	818-654-6483	No
<b>NBC5 website</b>	<a href="http://www.nbcdfw.com">http://www.nbcdfw.com</a>	Martha Stallard	<a href="mailto:Martha.Stallard@nbcuni.com">Martha.Stallard@nbcuni.com</a> or Frank.Heinz@nbcuni.com	No
<b>Notice of this job posting was also sent to organizations listed in # 6 of this report</b>				
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram - annual ad		817-390-7761	No

**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM**

Station: Telemundo Traffic

Job Title: Log Editing Team Lead (#1038522)

Date Job Filled: 6-18-09

Recruitment Source  
That Referred  
Ultimate Hire: Internal

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Evelyn Cruz	818-777-6333	No
<b>nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Evelyn Cruz	818-777-6333	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Evelyn Cruz	818-777-6333	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Evelyn Cruz	818-777-6333	No
<b>NBC5 / T39 Jobline</b> <b>KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-line spots	Martha Stallard	818-654-6483	No
<b>NBC5 website</b>	<a href="http://www.nbcdfw.com">http://www.nbcdfw.com</a>	Martha Stallard	<a href="mailto:Martha.Stallard@nbcuni.com">Martha.Stallard@nbcuni.com</a> or Frank.Heinz@nbcuni.com	No
<b>Notice of this job posting was also sent to organizations listed in # 6 of this report</b>				
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram - annual ad		817-390-7761	No

**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM**

Station: Telemundo Traffic

Job Title: Log Editor (# 1038547)

Date Job Filled: 6-22-09

Recruitment Source  
That Referred

Ultimate Hire: GECareers.com/Monster

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Evelyn Cruz	818-777-6333	No
<b>nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Evelyn Cruz	818-777-6333	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Evelyn Cruz	818-777-6333	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Evelyn Cruz	818-777-6333	No
<b>NBC5 / T39 Jobline KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
<b>NBC5 website</b>	<a href="http://www.nbcdfw.com">http://www.nbcdfw.com</a>	Martha Stallard	<a href="mailto:Martha.Stallard@nbcuni.com">Martha.Stallard@nbcuni.com</a> or Frank.Heinz@nbcuni.com	No
<b>Notice of this job posting was sent to org. listed in # 6 of this report.</b>				
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram - annual ad		817-390-7761	No

**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM**

Station:           KXAS NBC5          

Job Title:           News Producer (#1060648)          

Date Job Filled:           8-7-09          

Recruitment Source  
That Referred  
Ultimate Hire:           Contract Employee          

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Evelyn Cruz	818-777-6333	No
<b>nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Evelyn Cruz	818-777-6333	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Evelyn Cruz	818-777-6333	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Evelyn Cruz	818-777-6333	No
<b>NBC5 / T39 Jobline</b> <b>KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
<b>NBC5 website</b>	<a href="http://www.nbcdfw.com">http://www.nbcdfw.com</a>	Martha Stallard	<a href="mailto:Martha.Stallard@nbcuni.com">Martha.Stallard@nbcuni.com</a> or Frank.Heinz@nbcuni.com	No
<b>Notice of this job posting was also sent to organizations listed in # 6 of this report</b>				
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram - annual ad		817-390-7761	No

















Job Title: Local News Editor/Around Town (#1125148)

Date Job Filled: 1-20-10

Recruitment Source  
That Referred

Ultimate Hire: Contract Employee

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Michelle Munoz-Martinez	818-777-6654	No
<b>nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Michelle Munoz-Martinez	818-777-6654	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Michelle Munoz-Martinez	818-777-6654	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Michelle Munoz-Martinez	818-777-6654	No
<b>NBC5 / T39 Jobline</b> <b>KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
<b>NBC5 website</b>	<a href="http://www.nbcdfw.com">http://www.nbcdfw.com</a>	Martha Stallard	<a href="mailto:Martha.Stallard@nbcuni.com">Martha.Stallard@nbcuni.com</a> or Elvira.Sakmari@nbcuni.com	No
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram - annual ad		817-390-7761	No
<b>Notice of this job posting was also sent to organizations listed in # 6 of this report</b>				

**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM**

Station: ArtWorks

Job Title: Sr. Designer (#1101295)

Date Job Filled: 3-3-10

Recruitment Source  
That Referred  
Ultimate Hire: dsvc.com

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Michelle Munoz-Martinez	818-777-6654	No
<b>nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Michelle Munoz-Martinez	818-777-6654	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Michelle Munoz-Martinez	818-777-6654	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Michelle Munoz-Martinez	818-777-6654	No
<b>NBC5 / T39 Jobline KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
<b>NBC5 website</b>	<a href="http://www.nbcdfw.com">http://www.nbcdfw.com</a>	Martha Stallard	<a href="mailto:Martha.Stallard@nbcuni.com">Martha.Stallard@nbcuni.com</a> or Elvira.Sakmari@nbcuni.com	No
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram -annual ad		817-390-7761	No
<b>Notice of this job posting was also sent to organizations listed in # 6 of this report</b>				





**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM**

Station: Telemundo Traffic

Job Title: Copy Coordinator (#1038540)

Date Job Filled: 8-3-09

Recruitment Source  
That Referred  
Ultimate Hire: nbcunicareers.com

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Evelyn Cruz	818-777-6333	No
<b>Nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Evelyn Cruz	818-777-6333	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Evelyn Cruz	818-777-6333	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Evelyn Cruz	818-777-6333	No
<b>NBC5 / T39 Jobline</b> <b>KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
<b>NBC5 website</b>	<a href="http://www.nbcdfw.com">http://www.nbcdfw.com</a>	Martha Stallard	<a href="mailto:Martha.Stallard@nbcuni.com">Martha.Stallard@nbcuni.com</a> or Elvira.Sakmari@nbcuni.com	No
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram – annual ad		817-390-7761	No
<b>Notice of this job posting was also sent to organizations listed in # 6 of this report</b>				



**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM**

Station: Telemundo Traffic

Job Title: Director of Traffic (#1037996)

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Date Job Filled: 8-31-09

Recruitment Source  
That Referred

Ultimate Hire: Internal

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Evelyn Cruz	818-777-6333	No
<b>Nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Evelyn Cruz	818-777-6333	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Evelyn Cruz	818-777-6333	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Evelyn Cruz	818-777-6333	No
<b>NBC5 / T39 Jobline KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
<b>NBC5 website</b>	<a href="http://www.nbcdfw.com">http://www.nbcdfw.com</a>	Martha Stallard	<a href="mailto:Martha.Stallard@nbcuni.com">Martha.Stallard@nbcuni.com</a> or Elvira.sakmari@nbcuni.com	No
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram - annual ad		817-390-7761	No
<b>Notice of this job posting was also sent to organizations listed in # 6 of this report</b>				



**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM**

Station: Telemundo Production Center

Job Title: Telemundo Web Producer (#1114309)

Date Job Filled: 12-22-09

Recruitment Source  
That Referred  
Ultimate Hire: Contract Employee

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone / e-mail</b>	<b>Has this source requested notices?</b>
<b>gecareers.com</b>	<a href="http://www.gecareers.com">www.gecareers.com</a>	Jessica Swanderski	212-664-4114	No
<b>Nbcunicareers.com</b>	<a href="http://www.nbcunicareers.com/">http://www.nbcunicareers.com/</a>	Jessica Swanderski	212-664-4114	No
<b>Monster.com</b>	<a href="http://www.monster.com">www.monster.com</a>	Jessica Swanderski	212-664-4114	No
<b>Americas Job Bank</b>	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Jessica Swanderski	212-664-4114	No
<b>NBC5 / T39 Jobline KXAS/KXTX on-air spots</b>	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6483	No
<b>Newspapers</b>	The Dallas Morning News – annual ad		214-977-7183	No
<b>Newspapers</b>	The Star-Telegram - annual ad		817-390-7761	No
<b>Notice of this job posting was also sent to organizations listed in # 6 of this report</b>				







