

Annual EEO Public File Report
WHBQ-TV/ Fox 13 IS AN EQUAL OPPORTUNITY EMPLOYER

Coverage Period: April 1, 2010 to March 31, 2011

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 Hiree
Associate Producer	04/19/10	Internal PT to FT
Tape Editor	04/19/10	Internal Promotion
Asst Chief Engineer	04/27/10	Re-hire former employee
Director of Finance	05/03/10	Intercompany Xfer – TVHO
Production Tech	05/03/10	Internal PT to FT
Web Producer	05/03/10	Internal Promotion
Production Tech	05/17/10	Myfoxmemphis.com
Promotion Producer	06/14/10	Employee Referral
Sales Asst	06/28/10	Myfoxmemphis.com
Promotion Producer	07/06/10	Employee referral
Account Executive	07/12/10	Former Emma Bowen intern
Anchor	08/02/10	Myfoxmemphis.com
Anchor	08/23/10	Myfoxmemphis.com
Executive Producer	08/30/10	Myfoxmemphis.com
Photographer	09/20/10	Internal Promotion
Production Tech	09/27/10	Internal PT to FT
Producer	10/14/10	Employee Referral
Backpack Journalist	10/18/10	Myfoxmemphis.com
Maintenance Engineer	10/25/10	TVJobs.com
Associate Producer	12/15/10	Professional referral
Maintenance Engineer	01/03/11	Re-hire former employee
Producer	01/10/11	Internal Promotion
Assignment Editor	01/24/11	Internal Promotion
Photographer/SAT Op	03/07/11	Myfoxmemphis.com
Account Executive	03/28/11	Myfoxmemphis.com

Total Number of Persons Interviewed During Applicable Period: 123

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:

WNWY	WAGA	KMSP-TV
205 E 67 th St	1551 Briarcliff Rd, NE	11358 Viking Dr
New York, NY 10065	Atlanta, GA 30306	Eden Prairie, MN 55344
KTTV	WTTG	WOFL
1999 S Bundy Dr	5151 Wisconsin Ave, NW	35 Skyline
Los Angeles, CA 90025	Washington, DC 20016	Lake Mary, FL 32746
WFLD	KRIV/KTXH	WUTB
205 N Michigan Ave	4261 Southwest Freeway	4820 Seton Dr, Suite M-N
Chicago, IL 60601	Houston, TX 77027	Baltimore, MD 21215
WTFX-TV	WJBK	WHBQ-TV
330 Market St	16550 W Nine Mile Rd	485 S Highland Ave
Philadelphia, PA 19106	Southfield, MI 48075	Memphis, TN 38111
KDFW	KSAZ	KTBC
400 N Griffin St	511 W Adams St	119 E 10 th St
Dallas, TX 75202	Phoenix, AZ 85003	Austin, TX 78701
WFXT	WTVT	WOGX
25 Fox Dr	3213 W Kennedy Blvd	1551 SW 37 th St
Dedham, MA 02026	Tampa, FL 33609	Ocala, FL 34474

Myfoxmemphis.com serves the community in a number of powerful ways. It provides Memphians with the latest news, weather, and traffic information. In addition, its community section has a list of public events and highlights positive news throughout the Mid-South. There is a dedicated page devoted to Education Matters and MLK 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 40,000 page views per day and approximately 11,000 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
Myfoxmemphis.com	49	All positions
Careers.newscorp.com	0	All positions
TVJobs.com	11	All positions
Medialine.com	0	News positions
Spotsndots.com	0	Account Executive
Mem.backpage.com	2	Sales Asst, Acct Exec, Tape Editor
Monster.com	2	Director of Finance
Craigslist.com	1	Sales Asst
Simplyhired.com	1	Asst Chief Engineer
The Commercial Appeal 495 Union Ave, Memphis 38103	1	Sales Asst
Memphis Urban League 413 N Cleveland, Memphis 38104	0	All positions
NAACP – Memphis 588 Vance Ave, Memphis 38126	0	All positions
Memphis Job Core Center 1555 McAlister, Memphis 38116	1	All positions

Additional interviewees from other sources: 16 employee referrals, 21 internal (from in-station posting), 12 professional referrals, 5 former employees, 1 Temp agency

Section 3: Supplemental Outreach Activities

1. Community Outreach

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

Valerie Calhoun – Anchor

04/22/10 Speaker Senatobia High School
05/11/10 Speaker Lucy Elementary School – Career Day
Fall 2010 University of Memphis Professional Mentor

Melissa Scheffler – Anchor/Reporter

Spring 2011 University of Memphis Professional Mentor
02/25/11 Speaker Riverdale Elementary School
02/25/11 Reader at Tara Oaks Elementary

Joey Sulipeck – Chief Meteorologist (speaking at schools/community venues re: weather and what to do when weather is severe)

04/21/10 Boy Scouts of America – career day tour
04/25/10 Germantown Elementary School
08/10/10 YMCA –Collierville (home schoolers & seniors)
08/23/10 Farmington Elementary school
03/02/11 Farmington Elementary
03/04/11 Lakeland Elementary

Holly Howell – Meteorologist (speaking re: weather and what to do when weather is severe)

06/08/10 Faith Cristian Boy Scout Camp
07/01/10 Hope Baptist Church Day Camp
09/25/10 St Luke’s Methodist Church
02/16/11 Christ Methodist Day School
02/17/11 St George’s Independent School
03/02/11 Northaven Elementary School

Lauren Johnson – Anchor/Reporter

11/13/10 Emcee Phi Beta Sigma scholarship dinner
12/17/10 Emcee Memphis Urban League Young Professionals – Agents of Change
01/18/11 Emcee United Negro College Fund @LeMoyné Owen

Ken Jobe – VP News

04/28/10 Panel speaker – Leadership Academy

John Koski – VP/GM

04/23/10 Reader Bailey Station Elementary School
Ongoing participant and activist for several Community organizations:
Board member for Boys & Girls Clubs of Greater Memphis
National board member of University of Memphis Alumni Assoc
Board member of Mid-South Food Bank
Consultant for University of Memphis Journalism Alumni Club

2. **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 15-20 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, Christian Brothers University, Rhodes College, LeMoyné-Owen College, Middle Tennessee State University, University of Missouri, Vanderbilt University, Mississippi State University, University of Mississippi, Southern Mississippi State, University of Alabama, Arkansas State University, University of Tennessee.

Summer Semester 2010	6 student
Fall Semester 2010	3 student
Spring Semester 2011	2 students

3. **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.

4. **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:

10/21/10	Howard University Career Fair (WTTG HR Coord, Heather Frascella, hosted Fox booth)
06/24/10 – 06/25/10	National Association of Hispanic Journalists Convention (KTTV HR Director, Vivian Rodriguez, hosted Fox booth)
07/28/10 – 08/01/10	National Association of Black Journalists Convention (WHBQ News Director, Ken Jobe, co-hosted Fox booth)

5. 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 Assoc Producer, Prod Tech to Tape Editor, 2 Pt Prod Tech to FT, Promo Producer to Web Producer, Prod Tech to Photographer, Assoc Producer to Producer, Photographer to Assign Editor