

**ANNUAL EQUAL EMPLOYMENT OPPORTUNITY
PUBLIC FILE REPORT
FOR KESN-FM, IRVING, TX
AND THE TIME BROKERS FOR KZMP-AM, UNIVERSITY PARK, TX**

APRIL 1, 2013

This Annual Equal Employment Opportunity (“EEO”) Public File Report is filed on behalf of KESN-FM, Irving, Texas (“KESN” or the “Station”), which is licensed to KESN Assets LLC, an indirect subsidiary of The Walt Disney Company (“Company”), together with ESPN Deportes, as time brokers for KZMP(AM) (“KZMP Time Brokers”), which is licensed to Liberman Broadcasting of Dallas LLC (“KESN” and “KZMP Time Brokers” hereinafter collectively referred to as “Stations”).

This report includes details of the Stations’ EEO efforts for the period of April 1, 2012 – March 31, 2013 (the “Reporting Period”), in compliance with the Federal Communications Commission’s EEO reporting requirements. The report will be posted on the KESN website and a copy placed in the KESN public file as of April 1, 2013.

I. OUR POLICY - EEO RESPONSIBILITIES

The Stations are equal opportunity employers. Our longstanding policy is to provide equal opportunity for all employees and applicants for employment without regard to race, religion, color, sex, sexual orientation, national origin, age, marital status, covered veteran status, mental or physical disability, pregnancy, or any other basis prohibited by state or federal law.

Pete Dits, Vice President & General Manager of KESN-FM, and of ESPN Deportes as time brokers for KZMP(AM), is responsible for compliance with FCC equal opportunity rules and policies. Assisting in this role is Suzette Harris, Administrative Assistant/Diversity Recruitment Coordinator, and the Stations’ department heads. However, all managers are expected to understand and adhere to our Stations’ EEO and non-discrimination policies.

II. FULL-TIME VACANCIES FILLED BY THE STATIONS

During the Reporting Period, the Stations interviewed **43** candidates for **10** full-time job vacancies. For each such vacancy, notice of the opening was sent to ESPN Human Resources for posting on www.espn.com/joinourteam and DisneyJobs.com as well as internal websites accessible to Disney, ESPN and ABC employees. In addition, in all but one case explained in detail below, the Stations posted notices of all these vacancies on its local website, www.espn1033.com, and sent notices of the vacancies to the list provided in Section III below. The Stations also accept unsolicited applications and cold calls. Other recruitment sources for particular jobs are listed in the right-hand column by the name of the candidate hired.

JOB TITLE/INITIAL DATE	STATION & DEPT.	CANDIDATE INTERVIEWE D/DATE HIRED	HIRED (H) OR NOT HIRED (NH)	REFERRAL SOURCE	RECRUITMENT SOURCES CONTACTED ABOUT THIS POSITION (IN ADDITION TO STANDARD SOURCES LISTED ABOUT)
KESN Account Executive (5/10/12)	KESN	Stephanie Callihan (6/25/12)	H	Stephanie is a former ABC/Disney Director of Sales	Entertainmentcareers.net, 4entertainmentjobs.com, TVandradiojobs.com, Customer Service Work/cswork.com, Texas Association of Broadcasters
		*	NH	Linked in connection to RJ Lane, Director of Sales, KESN	
		*	NH	ESPN.com	
		*	NH	Called in to office	
KESN Executive Producer (5/16/12)	KESN	Andy Lockridge (7/30/12)	H	Referred by RJ Lane, Director of Sales, KESN, who worked with candidate previously at another Dallas station	4entertainmentjobs.com, Customer Service Work/cswork.com, Entertainmentcareers.net, Texas Association of Broadcasters, TVandRadiojobs.com, Rick Scott & Associates (Sportsradio.com)
		*	NH	Hiring manager reaching out to others in the marketplace with whose work the hiring manager was familiar	
		*	NH	ESPN.com	
		*	NH	ESPN.com	
		*	NH	Referred by Mo Davenport, Senior Vice President ESPN Audio in Bristol, CT	
		*	NH	Hiring manager	

				reaching out to others in the marketplace with whose work the hiring manager was familiar	
		*	NH	Hiring manager reaching out to others in the marketplace with whose work the hiring manager was familiar	
KESN Project Transmission Systems Engineer (5/29/12)	KESN	Christian Vang (7/30/12)	H	ESPN.com	TVandRadiojobs.com, Entertainmentcareers.net, Texas Association of Broadcasters, Customer Service Work/cswork.com, 4entertainmentjobs.com, Rick Scott & Associates (Sportsradio.com), Direct Employers Association, Inc. **
		*	NH	Former employee of previously ABC-owned radio station in Dallas. Contacted Pete Dits, GM & Armando Gonzales, Chief Engineer	
		*	NH	ESPN.com	
		*	NH	ESPN.com	
		*	NH	Worked with Pete Dits, GM & Armando Gonzales at previously ABC-owned radio station in Dallas	
		*	NH	ESPN.com	
		*	NH	ESPN.com	
KESN Project Account Executive (6/12/12)	KESN	Nick Judah (7/30/12)	H	Referral from Rob James, ESPN Dallas Digital Sales Manager, who worked w/him at WFAA TV	TVandRadiojobs.com, Entertainmentcareers.net, Texas Association of Broadcasters, Customer Service Work/cswork.com, 4entertainmentjobs.com, Rick Scott & Associates

					(Sportsradio.com)
		*	NH	Referred by GM of ESPN Radio Los Angeles. Contacted Pete Dits, GM.	
		*	NH	Called in to station	
		*	NH	ESPN.com	
KESN Play by Play Manager (6/27/12)	KESN	Anthony DeVincenzo (8/20/12)	H	Internal candidate. Promoted from position as KESN Account Executive	TVandRadiojobs.com, Entertainmentcareers.net, Texas Association of Broadcasters, Customer Service Work/cswork.com, 4entertainmentjobs.com, Rick Scott & Associates (Sportsradio.com)
		*	NH	ESPN.com	
		*	NH	ESPN.com	
		*	NH	Internal KESN candidate	
KESN Account Executive (7/10/12)	KESN	Andrew Osveck (8/20/12)	H	Worked with RJ Lane, now Director of Sales, KESN, while both employed at formerly ABC-owned radio station in Dallas	TVandRadiojobs.com, Entertainmentcareers.net, Texas Association of Broadcasters, Customer Service Work/cswork.com, 4entertainmentjobs.com, Rick Scott & Associates (Sportsradio.com)
		*	NH	ESPN.com	
		*	NH	Reached out to KESN Director of Sales via Linked in	
		*	NH	Industry referral	
KESN Traffic Manager (7/20/12)	KESN	Jana Disher (8/6/12)	H	ESPN.com	TVandRadiojobs.com, Entertainmentcareers.net, Texas Association of Broadcasters, Customer Service Work/cswork.com, 4entertainmentjobs.com
		*	NH	Former KESN employee	
		*	NH	ESPN.com	

		*	NH	Brass Ring posting	
KZMP Time Brokers Project Account Executive (8/23/12)	KZMP Time Brokers	Israel Arguello (10/15/12)	H	ESPN.com	Entertainmentcareers.net, 4entertainmentjobs.com, TVandradiojobs.com, Customer Service Work/cswork.com, Texas Association of Broadcasters
		*	NH	Industry referral	
		*	NH	Called in to station	
		*	NH	ESPN.com	
KESN Account Executive (9/13/12)	KESN	Reed LeSueur (11/5/12)	H	Referred by KESN employee	TVandRadiojobs.com, Entertainmentcareers.net, Texas Association of Broadcasters, Customer Service Work/cswork.com, 4entertainmentjobs.com, Rick Scott & Associates (Sportsradio.com)
		*	NH	Brass Ring posting	
		*	NH	ESPN.com	
		*	NH	Called in to station	
KESN Account Executive (3/13/13)	KESN	Nick Judah (3/24/13)	H	KESN Project Account Executive (temporary) promoted to Account Executive	Normal recruitment was not done for this position. Full recruitment was done for initial Project Account Executive position posted 6/12/12. This position was later converted from temp to permanent.

* Identity of interviewed applicants not hired has been kept confidential.

** This job posting was sent to Direct Employers Association, Inc. for forwarding to numerous diversity, military and veterans, state employment, college and university websites.

III. SUPPLEMENTAL RECRUITMENT INITIATIVES

The Stations have engaged in the following long-term outreach initiatives during the reporting period covered by this report.

A. COLLEGE INTERNSHIPS:

The Stations have a longstanding and extensive internship program open to college students during the spring, summer, winter and fall of each year. The Stations strive to hire interns from diverse backgrounds and from a wide variety of educational institutions located within the community of license and around the United States. Although many interns attend schools outside our community of license, most call this area “home.” Internship opportunities are posted in the “jobs” section of

KESN's website. The information is also regularly disseminated to colleges and universities as well as posted on websites dedicated to gathering internship information. Some students also initiate contact with the stations on their own.

A college internship with the Stations entails responsibilities in several areas, depending on the intern's assignment. Possible areas of assignment include but are not limited to programming and promotions, espndallas.com and administration.

During the internship, students may be responsible for assisting with: maintaining promotional materials, producing elements for programming, organizing and maintaining post logs and other administrative programs, observing on-air personalities (during the show), and reviewing Sports Center Updates. Some internships also entail shadowing espndallas.com reporters to area sporting events to assist with online stories. Interns are awarded college credit for their participation in the program.

The Stations' college internship program is supervised by:

Suzette Harris, Administrative Assistant/Diversity Recruitment Coordinator

The following individuals supervise interns within their respective departments:

Barry Vigoda, Sr. Editor, espndallas.com;
Mark Friedman, Associate Program Director, Programming Department; and
Travis Hill, Promotion Director, Promotions Department.

During the reporting period, the Stations had 9 college interns from 6 different universities, as follows:

1 Student – 5/15/12 – 8/12	University of Oklahoma	Programming
1 Student – 5/29/12 – 8/3/12	University of Mississippi	espndallas.com
1 Student – 5/31/12 – 7/31/12	Texas Christian University	espndallas.com
1 Student – 6/12 – 8/12	University of Missouri	Programming
1 Student – 5/21/12 – 8/12	University of North Texas	Programming
1 Student – 8/12 – 12/12	University of Texas at Arlington	Programming
1 Student – 8/12 – 12/12	Texas Christian University	Promotions
1 Student – 1/22/13 – 5/13	University of North Texas	Programming
1 Student – 1/22/13 – 5/13	Texas Christian University	Programming

B. HIGH SCHOOL INTERNSHIP:

In addition to their college internship program, the Stations participate in a high school internship program administered by the Arlington Independent School District. This program provides high school seniors with full-time career experience in the "real world." Participating students explore career goals by interning three days per week (Monday through Friday) for approximately 4 to 5 weeks at their work site in exchange for course credit. Interns work on projects and are assigned tasks based on interests and abilities. During the internship, students may be responsible for assisting with: preparing marketing books, maintaining broadcast contracts and contract files, reviewing traffic and continuity procedures, observing on-air personalities (during the show), and producing commercials.

During the reporting period, the Stations had four high school interns as follows:

2 Student – 10/2-11/6/12	Lamar High School	Programming, Promotions and Sales
1 Student – 11/12 – 12/17	Lamar High School	Programming, Promotions and Sales
1 Student – 1/16 – 2/19	Lamar High School	Programming, Promotions and Sales

The Stations' high school internship program is coordinated through:

M.B. Lamar High School
Arlington Independent School District
1400 Lamar Blvd. West
Arlington, Texas 76012
LaDean Houck, Coordinator, Business Executive Internship – 682-867-8386

C. BAYLOR UNIVERSITY MEETING PRESENTATION

On Tuesday February 19, 2013 General Manager Pete Dits and Director of Sales RJ Lane traveled to Baylor University in Waco, Texas to sit on a media sales panel in front of 40 Sports Marketing students. This was strictly an informal Q&A, with questions noted below. The meeting began at 6:30pm and lasted until 8:00pm.

- * Your story-How did you get where you are? What were the obstacles and disappointments you faced?
How did you get that “break”?
- *What does a day in media sales look like?
- *What do you like about a sales career? Advantages/Disadvantages
- *How different is selling media now (In the digital age)? How have the new medias affected the traditional radio sales?
- * When you are going to hire a new salesperson, what skill sets are you looking for?
- * What are the career opportunities in media sales? Where can the path lead?

D. MANAGEMENT AND EMPLOYEE TRAINING:

All employees of The Walt Disney Company are required to complete on-line training annually to ensure compliance with the Standards of Business Conduct. The Training includes “Our Standards of Business Conduct” and “Preventing Workplace Harassment.”

The ABC Law and Regulation Department periodically sends out memos and conducts conference calls and meetings with General Managers and employees explaining the rules of the Federal Communications Commission (FCC), including EEO rules, and emphasizing the importance of strict compliance with them. The Legal Department works closely with Station group management on an ongoing basis to address any questions and facilitate and improve compliance.

Finally, new employees receive orientation at the ESPN Bristol Human Resources Department in Bristol, Connecticut, to be introduced to the ESPN culture and to company policies and procedures. During this “Rookie Camp,” the company’s employee handbook is distributed and gone over in detail, with special attention to the company’s fair employment, anti-harassment and employee conduct policies, all of which are included in the handbook but are also separately distributed to the new employees. Employees are also shown videos on working with integrity and on The Walt Disney Company Standards of Business Conduct and walked through an exercise designed to help them recognize and avoid harassment. New hires are strongly urged to complete additional on-line training in preventing workplace harassment and in the Standards of Business Conduct within 30 days of beginning their jobs.

E. SELF- ASSESSMENT:

The Stations’ management, including KESN General Manager Pete Dits and Administrative Assistant/Diversity Recruitment Coordinator Suzette Harris, continually engage in evaluating the effectiveness of their EEO outreach and recruitment programs. The Stations periodically monitor the results of the Stations’ recruitment efforts to check if their interview pools include qualified applicants from diverse sources and endeavor to supplement recruitment methods and sources as needed. The Stations’ recruitment list is regularly reviewed and updated and changes made where appropriate.

F. NOTICE OF FULL-TIME JOB OPENINGS TO MEDIA TRADE GROUPS:

During the reporting period, notices of all full-time non-temporary job openings were sent to media trade groups with broad-based memberships that include women and minorities. These groups included the Texas Association of Broadcasters and the National Association of Broadcasters, among others. See Section IV for details.

G. OTHER STATION OUTREACH:

In an effort to expand the Stations' recruitment sources and its recruitment pool for all full-time non-temporary job openings, an announcement was made on air during various day-parts Monday through Friday 26 times each on KESN (in English) from April 9, 2012 through March 18, 2013 and KZMP (in Spanish) from April 16, 2012 through March 25, 2013. The text of the on-air announcement in English was as follows:

Do You Want To Join Our Team?

ESPN is an equal opportunity employer. We would like to widely publicize our job openings. Do you work with or are you a member of an organization that provides employment information or job referrals? Do you work with a Career Services Office at a college or university? Any organization that regularly distributes employment information to job seekers or refers candidates to employers is eligible to receive information about our job vacancies.

To receive our listings by fax, email or US Mail, please contact us! Provide us with your name, your organization's name, address, telephone number, fax number and email address and we'll contact you to confirm the information. You will then receive periodic announcements of our jobs. You can **email** us at suzette.a.harris@espnradio.disney.com or call our jobs hotline at (214) 258-2870 with the information.

A similar announcement was posted on KESN's website, www.espn1033.com, throughout the Reporting Period. The on-line announcement read as follows:

IF YOU'RE INTERESTED IN A CAREER IN RADIO THIS IS THE PLACE TO LOOK!

The application process - What to expect:

ESPN encourages qualified candidates to apply for open positions. When your resume and application are submitted for an open position, it will be received by the Staffing Department within ESPN and be included in the pool of resumes and applications for the designated position.

Your resume will be reviewed and considered for the open position for which you have applied. In the event that your qualifications and experience match up with the requirements of the position, you will be contacted by ESPN.

Due to the high number and volume of resumes and applications ESPN receives, we are not able to directly contact everyone who applies; however, each applicant will receive an automated response indicating receipt of their resume.

103.3 FM ESPN is always looking for the best and brightest people to fill our open positions. ESPN also offers a variety of internships for college students.

KESN also ran on-air announcements 183 times between July 23, 2012 and March 29, 2013 inviting job seekers to apply for open positions. Those spots read as follows:

If you're interested in a career in radio this is the place to look! ESPN is always looking for the best and brightest people and encourages qualified candidates to apply for our open positions. For more information or to apply for the career of a lifetime, visit ESPN.com/joinourteam.

In addition, KZMP Time Brokers aired thirty-second on-air announcements on KZMP 333 times in various day-parts from May 8, 2012 through May 27, 2012 to solicit account executives. These spots advised listeners, in Spanish:

ESPN, the worldwide leader in sports is looking for bilingual account executives to work with the growing ESPN Deportes brand. Applicants must be fluent in Spanish and English and must have outside sales experience. Whether you know futbol or football this is the job for you. Sell the best properties in the world...The Texas Rangers, Primera Division de Mexico, COPA ESPN, COPA America, and Major League Soccer among others. If interested please call 214-258-2827 for an appointment; that's 214-258-2827.

IV. CONTACT/RECRUITMENT LIST (April 1, 2012 to March 31, 2013)

During the reporting period, the Stations sent notices of all full-time job vacancies to the list below:

Kaley Young
Anthem College
4250 North Beltline Rd.
Irving, TX 75038

Helen Sullivan
Arlington Baptist College
3001 West Division
Arlington, TX

Kimmie Nguyen
Arlington Workforce Solutions
140 W. Mitchell Street
Arlington, Texas 76010

Temple Weiskopf
Baylor University
PO Box 97036
Waco, Texas 76798

Employment Department
Bernard College
Career Development
649 Monroe St. Room 2813
Montgomery, AL 36131

Norman Houston
Black Agenda
200 E. Slauson Avenue
Los Angeles, CA 90011

Jennifer Buyten
Brookhaven College
3939 Valley View Lane
Farmers Branch, TX 75244

Karen Capestro
California Poly Career Center
3801 W. Temple Avenue
Pomona, CA 91768

Patti Everitt
Cassata Learning Center
1400 Hemphill Street
Fort Worth, Texas 76104

Mike Alford
Cedar Valley College
3030 N. Dallas Avenue
Lancaster, TX 75134

Henry Guittierez
Hispanic Urban Center
1075 S. Herbert Avenue
Los Angeles, CA 90023

Job Placement Director
DFW Association of Black
Communicators % DMN
1150 South Freeway Suite 211
Ft. Worth, Texas 76015

Adam Goodman
Goods Entertainment
PO Box 1266
Weston, CT 06883

David Lamoureux
Ad Cetera, Inc. (AWRT)
15540 Spectrum Drive
Addison, TX 75001

Patrick McCune
International Radio & Television
Foundation
420 Lexington Avenue Suite 1601
New York, NY 10170

Loyola Marymount
Latins in Business
7101 W. 80th Street
Los Angeles, CA 90045

Francienne Maynard
North Lake College
5001 N. McArthur Blvd.
Irving, Texas 75038

Laura Gilbreath
North Richland Hills Public Library
6720 NE Loop 820
North Richland Hills, TX 76180

Mexican American Opportunity
Foundation
401 N. Garfield Ave.
Montebello, CA 90640

Lo Jelks
National Association of Black College
Broadcasters
PO Box 3191
Atlanta, GA 30302

Kelly McGlothan
YWCA
Attn: Supporting Living Staff
512 West 4th Street
Fort Worth, TX 76102

Center Director
Pitzer College
Claremont, CA 91711

Cathy Turner
University of North Texas
1155 Union Circle #311460
Denton, TX 76203-5017

Karen Thomas
SMU (Division of Journalism)
PO Box 750113
Dallas, TX 75275

Bill Stowe
Texas Christian University
TCU Box 297300
Fort Worth, TX 76129

Craig Bean
Texas Association of Broadcasters
502 E. 11th Street, Suite 200
Austin, Texas 78701

Ms. Sherri Mata
Texas Wesleyan College
1201 Wesleyan Street
Fort Worth, TX 76105

NABET
501 3rd St. NW
Washington, DC 20001

Mervin Aubespain
National Association of Black
Journalists
525 W. Broadway
Louisville, KY 40202

Alex Nogales
National Hispanic Media Coalition
3550 Wilshire Blvd Suite 670
Los Angeles, CA 90010

Scott Jones
SBE
9247 North Meridian Street
Suite 305
Indianapolis, IN 46260

Office of Career Services
University of Texas at Austin
1 University STation A0901
Austin, TX 78712-0010

Bill Brewer
St. Andrew Career Care
5801 W. Plano Pkwy
Plano, TX 75093

Job Service
Tarrant County Job Bank
6250 N.E. Loop 820
Fort Worth, TX 76180

Employment
Texas Christian University
2800 S. University Drive
Fort Worth, TX 76129-0001

The School for Film & Television
39 West 19th Street, 12th Floor
New York, NY 10011

National Alliance for Hispanic Health
1501 16th Street NW
Washington, DC 20036

Minority Employment
National Association of Broadcasters
1771 N. Street NW #N
Washington, DC 20036

Ron Whittaker
Pepperdine University
Prof of Broadcasting
Malibu, CA 90265

Dawn Gerardo
Scripps College
1030 Columbia Avenue
#1213
Claremont, CA 91711

Barbara Peete
UT @ Arlington
800 South Cooper
Arlington, Texas 76006

Steve Stafford
SW Adventist College
100 W. Hillcrest
Keene, Texas 76059

R. Baugus
Tex Preps Basketball Magazine
P.O. Box 166132
Irving, Texas 75016

Lisa Vallejo
Texas State University
601 University Drive
San Marcos, Texas 78666

Heather Spencer
The University of Oklahoma
Gaylord College of Journalism and Mass
395 W. Lindsey St.
Norman, OK 73019-4201

UCLA Latino Management Association
405 Hlgard Ave. - GSM Room 1387
Los Angeles, CA 90095

University of California - Irvine
100 Studen Services
Irvine, CA 92697

Harriet Cousins
University of Dallas
1845 E. Northgate Drive
Irving, TX 75062

Abilene Christian University
ACU CareerLink
Adam (Southwestern Baptist Seminary)
AWRT-AWM
Collegiate Broadcasters, Inc.
National Association of Black College Broadcasters
R.V. Gaugus/Texas Preps Basketball Magazine
Scripps College
Texas A&M University-Commerce
University of Dallas
Conference USA
*Protean Careers International

matt.boisvert@pharosresources.com
cookec@acu.edu
cmr@swbts.edu
david1@adceterainc.com
cbjob@mailmain.rice.edu
bermail@aol.com / lojelks@aol.com
rv@texprepsbasketball.com
dawn.gerardo@scripscollege.edu
tamu-commerce@myinterfase.com
career@udallas.edu
awhite@c-usa.org
ryconbmarketing@gmail.com

* Protean Careers International was added to our list at the organization's request on August 23, 2012.



Pete Dits, Vice President & General Manager
KESN and ESPN Deportes as time brokers for KZMP(AM)