

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

**APRIL 1, 2011**

**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, 2010 – March 31, 2011 (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, 2011.**

**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.**

**II. FULL-TIME VACANCIES FILLED BY THE STATIONS**

During the Reporting Period, the Stations interviewed 37 candidates for seven full-time, non-temporary job vacancies. For each such vacancy, notice of the opening was posted on [www.espn1033.com](http://www.espn1033.com), and was sent to ESPN Human Resources for posting on [www.espn.com/joinourteam](http://www.espn.com/joinourteam) and [DisneyJobs.com](http://DisneyJobs.com) as well as internal websites accessible to Disney, ESPN and ABC employees. In addition, the Stations sent notices of the job vacancies to the list provided in Section IV below. 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 INTERVIEWED /DATE HIRED	HIRED (H) OR NOT HIRED (NH)	REFERRAL SOURCE	RECRUITMENT SOURCES CONTACTED ABOUT THIS POSITION (IN ADDITION TO STANDARD SOURCES LISTED ABOUT)
KZMP Time Brokers Local Sales Manager (5/25/10)	KZMP Time Brokers	Francis Martinez – 8/16/10	H	KESN Sales Manager reached out to Francis Martinez at other station in the market	TVandRadioJobs
		*	NH	KZMP Time Brokers Account Executive	
		*	NH	AWRT/AWM Association	
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
KESN Account Executive (6/10/10)	KESN	Nicole Tilford – 7/6/10	H	Ms. Tilford learned of opening while an independent contractor for KESN, prior to that she was a former employee of other Disney- owned sister radio station in Dallas	TVandRadiojobs
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
KESN Account Executive (6/23/10)	KESN	Cam Hardaway- 8/16/10	H	espdallas.com	Monster.com, TVandRadiojobs
		*	NH	Internet (Indeed.com)	

		*	NH	Industry Colleague	
		*	NH	Monster.com	
		*	NH	Industry Colleague	
KESN Account Executive (6/23/10)	KESN	Wendy Walker-1/10/11	H	Espn.com	TVandRadiojobs
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
KZMP Time Brokers Account Executive (6/23/10)	KZMP Time Brokers	Carlos Jasso – 10/25/10	H	Internet Posting	TVandRadiojobs
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
KZMP Time Brokers Account Executive (6/23/10)	KZMP Time Brokers	Aleida Oviedo-1/31/11	H	Industry Colleague	TVandRadiojobs
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
		*	NH	Industry Colleague	
		*	NH	Espn.com	
		*	NH	Espn.com	
		*	NH	Industry Colleague	
KESN Associate Producer (11/10/10)	KESN	Anthony Mendoza – 1/10/11	H	Industry Colleague	entertainmentcareers.net, 4entertainmentjobs.com, TVandRadio jobs.com
		*	NH	Industry Colleague	
		*	NH	Espn.com	

		*	NH	Industry Colleague	
		*	NH	KESN part-time employee	
		*	NH	KESN part-time employee	

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

### 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 long-standing and extensive internship program open to college students. 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.

Suzette Harris, Administrative Assistant/Diversity Recruitment Coordinator, Overall Supervisor of Internship Program

Barry Vigoda, Sr. Editor, espndallas.com

Todd Tedder, Local Sales Manager, Sales Department

Mark Friedman, Associate Program Director & Melissa Olivares, Assistant to Program Director & Board Operator & - Programming Department

Travis Hill, Promotion Director, Promotions Department

**Program Description:** 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 sales and marketing, production, traffic, espndallas.com and administration. During the internship, students may be responsible for assisting with: preparing marketing books, designing and completing sales and promotional books, maintaining promotional materials, organizing and maintaining broadcast contracts and contract files, organizing and maintaining aging reports and financial records, producing elements for programming, organizing and maintaining post logs and other administrative programs, observing on-air personalities (during the show), reviewing Sports Center Updates, and assisting Account Executives. 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.

**During the reporting period, the Stations had eight college interns from five different universities, as follows:**

1 Student – 1/17/11 – May 2011  
 1 Student – 1/10/11 – May 2011  
 1 Student – 9/6/10 – 12/3/2010

University of Texas  
 Texas Christian University  
 University of North Texas

Programming  
 Programming  
 Sales

1 Student – 8/23/10 – December 2010	Southern Methodist University	espndallas.com
1 Student - May 2010 – August 2010	University of North Texas	Promotions
1 Student – 6/4/10 – December 2010	University of North Texas	Programming
1 Student – 5/10/10 – 8/13/10	Texas Christian University	espndallas.com
1 Student – 5/17/10 – 8/19/10	University of Oklahoma	espndallas.com

**B. HIGH SCHOOL INTERNSHIP:**

The Stations participate in the 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 one high school intern during the winter season, as follows:

1 Student – 2/28 – 4/12/2011 – Lamar High School                      Programming, Promotions and Sales

**Program Contact information:**

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. JOB FAIR:**

During the reporting period, the KESN Diversity Recruitment Coordinator and other Station personnel attended the following job fair as specified below. At this event, resumes were collected, short interviews conducted, and career advice provided. Resumes were passed along to managers when appropriate openings became available.

**Thursday, November 4, 2010 – MAC3 / University of North Texas Career Fair – Ruthe Jackson Center, Grand Prairie, Texas – ESPN and KZMP Time Brokers**

**Attended by:**     **Suzette Harris – KESN Administrative Assistant/Diversity Recruitment Coordinator**  
                          **Gerardo Alaniz – KZMP Time Brokers – Account Executive**  
                          **Maritza Pena – KZMP Time Brokers – Promotions Assistant**  
                          **Dee Neroes - KESN Time Brokers – Promotions Assistant**

**D. MANAGEMENT AND EMPLOYEE TRAINING:**

All employees of The Walt Disney Company are required to complete on-line training periodically to ensure compliance with the Standards of Business Conduct. The Training includes “Our Standards of Business Conduct” and “Preventing Workplace Harassment.” The most recent training was January 2011 – March 2011.

All managers are required to take an on line course entitled ESPN Workforce Classification Training, annually or as required by The Walt Disney Corporation. The course contains detailed information on workforce policies and procedures. All managers within the company are required to understand and fully comply with these policies when requesting to fill an open position or engaging someone to provide services to ESPN and The Walt Disney Company.

Management also receives regular training from the Legal Department on FCC EEO rules, policies and procedures.

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 strive to improve and refine their methods by monitoring responses received to ensure that their interview pools include qualified applicants from diverse sources. 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, notice of all full-time job openings was 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. STATION WEBSITE OUTREACH:**

In an effort to expand the Stations' recruitment sources and its recruitment pool for all full-time non-temporary job openings, the following information has been continually posted on KESN's website, [www.espn1033.com](http://www.espn1033.com), throughout the Reporting Period.

##### **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](mailto:suzette.a.harris@espnradio.disney.com) or call our jobs hotline at (214) 258-2870 with the information.

**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.

During the period of April 26, 2010 through February 27, 2011, KESN aired a total of 105 15-second spots to promote ESPN jobs on various days of the week between 6am – midnight. These spots advised listeners:

KESN – FM 103.3 ESPN Radio would like to widely publicize their job openings while looking for the best and brightest people to fill our open positions. KESN also offers a variety of internships for college students. Job seekers may access job vacancy information at [espn.com/joinourteam](http://espn.com/joinourteam).

#### **IV. CONTACT/RECRUITMENT LIST (April 1, 2010 to March 31, 2011)**

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

Helen Sullivan  
Arlington Baptist College  
3001 West Division  
Arlington, TX

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

Rudy Marshall  
Bay Area Black Media Coalition  
PO Box 2382  
Oakland, CA 94614

Temple Weiskopf  
Baylor University  
PO Box 97036  
Waco, Texas 76798

Employment Department  
Bernard College  
Employment Services Department  
Industrial Relation  
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

Bill Butler  
Columbia School of Broadcasting  
3947 University Drive  
2nd Floor  
Fairfax, VA 22030

Connecticut School of Broadcasting  
Connecticut School of Broadcasting  
Routh 17 South - Penthouse 377  
Hasbrouck Heights, NJ 07604

CSU Association  
CSU - Northridge Chicano Business Association  
Sierra South 242  
18111 Nordhoff Street  
Northridge, CA 91330

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

Adam Goodman  
Goods Entertainment  
PO Box 1266  
Weston, CT 06883

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

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

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

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

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

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

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

NABET  
501 3rd St. NW  
Washington, DC 20001

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

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

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

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

Attn: HR Department  
National Congress of American Indians  
1301 Connecticut Avenue  
Suite 200  
Washington, DC 20036

Center Director  
Pitzer College  
Claremont, CA 91711

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

Ron Whittaker  
Pepperdine University  
Prof of Broadcasting  
Malibu, CA 90265

Jonathan Patrick  
Southwestern Baptist Seminary  
Attn: Church Minister Relations  
P O Box 22120  
Fort Worth, TX 76122

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

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

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

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

Keith Wartman  
State Department of Employment  
1405 S. Broadway  
Los Angeles, CA 90015

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

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

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

Tim Nguyen  
UC Berkeley Career Center  
2111 Bancroft Way  
Berkeley, CA 94720

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

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

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

Oz Jakubik  
Weatherford College  
308 E. Park Avenue  
Weatherford, TX 76086

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

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

Wanda Brooks  
UT @ Arlington  
P O Box 19619  
Arlington, TX 76019

AWIM National Headquarters  
8405 Greensboro Drive, Suite 800  
McLean, VA 22102  
P: (703) 506-3290  
F: (703) 506-3266  
[info@awrt.org](mailto:info@awrt.org) (or) [www.AWRT.org](http://www.AWRT.org)

Abilene Christian University  
[Matt.boisvert@pharosresources.com](mailto:Matt.boisvert@pharosresources.com)

ACU CareerLink  
[cookec@acu.edu](mailto:cookec@acu.edu)

Collegiate Broadcasters, Inc.  
[cbjob@mailmain.rice.edu](mailto:cbjob@mailmain.rice.edu)

Scripps College  
[Dawn.gerardo@scrippscollege.edu](mailto:Dawn.gerardo@scrippscollege.edu)

Texas Wesleyan College  
[smata@txwes.edu](mailto:smata@txwes.edu)

University of Dallas  
[career@udallas.edu](mailto:career@udallas.edu)



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