

# KFMB STATIONS

KFMB-TV  NEW MEDIA

760AM  100.7 JACK FM

## EEO PUBLIC FILE REPORT

(August 1, 2010 thru July 31, 2011)

### RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

**Note: Sources with an asterisk (\*) denote organizations that have requested notification of full-time job vacancies.**

**All organizations were contacted (7/23/10 & 7/15/11) to determine if they wished to receive (or continue receiving) notification of KFMB's full-time job vacancies. Those organizations that did not respond were removed from our distribution list.**

Appendix A includes a list of recruitment sources, indicating name, address, contact person and telephone number of each.

### FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED

[With Hiree's Recruitment Source Noted in Brackets]

**Note: Numbers listed in parentheses correspond to the numbers in Appendix A**

#### Account Executive/Sales (KFMB Interactive)

(#1-21; 23-39)

[Word of Mouth]

#### Account Executive/Sales (Radio-AM)

(#1-39)

[KFMB Website]

#### Account Executive/Sales (Radio-FM)

(#1-39)

[Word of Mouth]

#### Account Executive/Sales (Radio-FM)

(#1-21; 23-39)

[Word of Mouth]

#### Account Executive/Sales (Radio-FM)

(#1-21; 23-39)

[SCBA Website]

#### Account Executive/Sales (TV)

(#1-21; 23-39)

[Employee Referral]

**Associate Producer (TV)**

(#1-2, 4-5, 21)

[Internal Candidate]

**Associate Producer (TV)**

(#1-39)

[Employee Referral]

**Board Operator (Radio-AM)**

(#1-39)

[KFMB Website]

**Broadcast Maintenance Engineer (Radio)**

(#1-41; 44)

[Former Employee]

**Floor Director (TV)**

(#1-39)

[Former Employee]

**IS Network/Broadcast Maintenance Engineer (TV)**

(#1-43)

[SBE Website]

**Operations Engineer/Technical Director (TV)**

(#1-41)

[KFMB Website]

**Operations Engineer/Technical Director (TV)**

(#1-41; 44)

[Employee Referral]

**Photographer (TV)**

(#1-39)

[Former Employee]

**Producer (TV)**

(#1-39)

[Employee Referral]

**Producer-Weekends (TV)**

(#1-39)

[KFMB Website]

**Promotions Coordinator (Radio)**

(#1-39)

[SCBA Website]

**Promotions Coordinator (Radio)**

(#1-39; 44)

[Internal Candidate]

**Sales Assistant (Radio)**

(#1-39)

[Former Employee]

**Sales Assistant (Radio)**

(#1-39; 44)

[Former Employee]

**Sales Assistant (Radio)**

(#1-39; 44)

[KFMB Website]

**Sales Assistant (Radio)**

(#1-39; 44-45)

[KFMB Website]

**Sales Assistant (TV)**

(#1-39)

[KFMB Website]

**Sales Assistant (TV)**

(#1-5)

[Employee Referral]

**Traffic Coordinator (Radio)**

(#1-39)

[Former Employee]

**Traffic Coordinator (TV)**

(#1-39; 44)

[Word of Mouth]

**Writer (KFMB Interactive)**

(#1-39)

[KFMB Website]

**TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS:**

148 persons

**TOTAL NUMBER OF INTERVIEWEES BY RECRUITMENT SOURCES:**

Craigslist:	6
Employee Referral:	40
Former Employee	8
Internal Candidate:	15
KFMB Jobline:	1
KFMB Website:	49
San Diego Ad Club:	1
SBE Website:	3
Southern California Broadcasters Association (SCBA)	8
TV Jobs.com	2
Word-of-Mouth	15

**SUPPLEMENTAL OUTREACH ACTIVITIES:**

***Note: The following contains a brief description of activities from the FCC Menu of outreach initiatives undertaken during the reporting period, including station personnel involved in the activities:***

- *Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination (FCC Menu #14)*

*Date(s): 8/1/2010 - 7/31/2011*

*Brief description of activities undertaken to fulfill initiative:*

Human Resources provides on-going training to management level personnel regarding equal employment opportunity regulations and how to prevent discrimination at KFMB. Training includes a discussion of current EEO regulations, EEO compliance methods currently used by the Station, instructions for ensuring continued EEO compliance, as well as non-discriminatory interviewing and/or hiring practices. Training/reference materials are also provided.

Human Resources provides newly hired or promoted management-level personnel with training as an additional segment of their new hire orientation or as part of supplemental management training.

Additionally, prior to or during the process of recruiting for vacant positions (including part-time positions), Human Resources reviews equal employment opportunity regulations and how to prevent discrimination at KFMB with management-level personnel.

*Name(s) of Station Personnel Involved in Initiative:*

Jeannette Schierbaum, Director of Financial Services (Human Resources)  
Sandy Sullivan, Human Resources Manager  
Cecelia Grundy, Human Resources Asst.

- Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment (FCC Menu #5)

*Date(s):* 8/1/2010 - 7/31/2011

*Brief description of activities undertaken to fulfill initiative:*

KFMB Stations maintains an extensive internship program to assist students interested in acquiring the necessary skills to pursue a career in broadcasting. Students must be enrolled in a college/university internship program which enables them to receive school credit for their participation and completion of the program. Internships are provided in many areas throughout KFMB Stations and may provide an opportunity to learn about television broadcasting (including hands-on experience in the newsroom), television graphics, radio programming (show preparation, production, call screening, and technical assistance), radio promotions & events, online journalism (website creation) or community affairs.

During the period stated above, KFMB Stations was successful in providing this opportunity to **45** interns from the following various schools/universities:

- Arizona State University;
- Bradley University (Peoria, IL);
- California State University, San Marcos (CSUSM);
- California State University Channel Islands;
- San Diego City College;
- Edinboro University;
- Grossmont College;
- Johns Hopkins University;
- Mesa College;
- Notre Dame;
- Palomar College;
- Saddleback College;
- San Diego State University (SDSU);
- Southern Methodist University;
- Southwestern College;
- The Art Institute of CA-San Diego;
- University of CA, Davis
- University of California, San Diego (UCSD);
- University of Colorado, Boulder;
- University of Washington; and
- University of San Diego (USD)

*Name(s) of Station Personnel Involved in Initiative:*

Cecelia Grundy (Human Resources)	Dave Sniff (Radio Programming)
Barbara Richards (TV News)	John Howard (Sports)
Barry Smith (TV Promotions)	Mitch Gruber (Interactive Media)
Brian Hall (Graphics)	Pat Elwood (Community Services)
Carina Lowry (Radio Promotions)	Sara Sellars (TV News)
Dan Cohen (TV News)	Simone Aponte (TV News)

- Listing of each upper-level category opening in a job bank or newsletter of a media trade group whose membership includes substantial participation by women and minorities (FCC Menu #12)

*Date(s):* 8/1/2010 - 7/31/2011

*Brief description of activities undertaken to fulfill initiative:*

KFMB Stations lists its job vacancies, including upper-level job openings, with the Southern California Broadcast Association (SCBA) job bank. The Southern California Broadcast Association is a trade organization that serves broadcasters throughout Southern California.

The SCBA job bank receives a listing of full-time KFMB Stations vacancies via weekly email notifications or as new positions become available. The Southern California Broadcast Association (SCBA) posts KFMB's job vacancies on their website and distributes them to a master listing of all interested California professional, community, and educational organizations, including those who serve women and minorities. As part of recruitment outreach, the SCBA's Job Alert Bulletin is distributed every other week to over 200 minority, educational and other community groups and organizations. The SCBA also provides career tools and guidance for obtaining a career in broadcasting.

Additionally KFMB submits notifications of full-time vacancies to additional sources to promote EEO outreach to minorities.

Name(s) of Station Personnel Involved in Initiative:  
Cecelia Grundy, Human Resources Assistant

- Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting (FCC Menu #10)

*Date(s):* 8/1/2010 - 7/31/2011

*Brief description of activities undertaken to fulfill initiative:*

KFMB-TV routinely schedules community appearances by TV News/Station personnel and/or attends community events.

KFMB TV News 8 anchors, reporters and production personnel participate in events that promote broadcast employment development. KFMB personnel include discussions regarding their careers and the broadcast industry as well as educational preparation for a career in broadcast media. Additionally, KFMB-TV conducts regular station tours which are designed to educate youth and adults about the industry and a career in broadcasting.

During the period above, KFMB Stations made **66** such appearances, which included speaking engagements, visits to local elementary, middle and high schools, as well as Station tours. For specific dates and appearances, please view our public file.

*Name(s) of Station Personnel Involved in Initiative:*

Pat Elwood, Public Affairs Coordinator

Sara Sellars, News 8 Assistant

Various News 8 Anchors, Reporters, Meteorologists, and/or Photographers