

## ANNUAL PUBLIC FILE EEO REPORT

July 2005  
(Covers June 1, 2004 – May 31, 2005)<sup>1</sup>

(To be completed by each station or each station group annually and placed in each station's public inspection file and on each station's web site)

Call Sign of Station(s): KNBC, KVEA and KWHY

1. List all full-time job vacancies filled by any station covered by this report during the past year.

### KNBC Hires 5/31/04 - 6/1/05

<u>Title</u>	<u>Date Filled</u>
Traffic Coordinator	6/1/2004
HR Manager	8/30/2004
Account Manager	9/20/2004
Creative Production Mgr	10/18/2004
Photographer	10/18/2004
Sales Assistant	11/8/2004
Account Manager PAX	11/9/2004
IT Technologist	11/29/2004
Account Manager 321	12/6/2004
Account Manager 321	12/6/2004
Account Manager 321	12/6/2004
IT Analyst	12/27/2004
Sales Assistant	3/7/2005
Finance Manager	5/23/2005

### KVEA Hires 5/31/04 - 6/1/05

<u>Title</u>	<u>Date Filled</u>
News Producer	Jul-04
Traffic Assistant	Jul-04
Research Manager	Jul-04
Traffic Assistant	Jul-04
V.P. Of Community Relations	Aug-04
Account Manager	Sep-04
Account Manager	Nov-04
Maintenance Engineer	Nov-04
Weather Anchor	Nov-04

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<sup>1</sup> This report was amended in early August 2006 to include several outreach initiatives that were utilized by the employment unit throughout the reporting period.

Technical Engineer	Jan-05
Account Manager	Feb-05
Executive Assistant	Feb-05
Director Of Human Resources	Apr-05
Traffic Assistant	May-05
Traffic Assistant	May-05

**KWHY Hires 5/31/04 - 6/1/05**

<b><u>Title</u></b>	<b><u>Date Filled</u></b>
Account Manager	Jun-05
Sales Assistant	Jul-04
Account Manager	Nov-04
Sales Assistant	Dec-04
Account Manager	Feb-05
Account Manager	Feb-05
Assistant News Director	Mar-05
Sales Assistant	Mar-05
Account Manager	Apr-05
Executive Assistant	Apr-05

- For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form.

See Attached Spreadsheet.

- In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1?

**KNBC:** 66 Interviewees

- In total, how many persons interviewed by the station for any of 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.

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Career Opportunity System	15
NBCJobs.com	51

**KVEA:** 61 Interviewees

4. In total, how many persons interviewed by the station for any of 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.

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Career Opportunity System	18
NBCJobs.com	43

**KWHY:** 37 Interviewees

4. In total, how many persons interviewed by the station for any of 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.

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Career Opportunity System	8
NBCJobs.com	29

5. Please summarize the station's (or station group's) broad outreach initiatives 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 and extent of the station's participation in each initiative.

- Online Recruitment: All positions are posted on NBCJobs.com, GE Careers and all positions below Executive level are posted with America's Job Bank.
- Newspaper Ads: KNBC, KVEA and KWHY run monthly ads in the LA Times and Daily News (in English and Spanish) directing people interested in a career with NBC/Telemundo to our website.
- Local Agency Outreach: Each week Human Resources sends a listing of all current NBC/Telemundo open positions to the following agencies: LA NAACP, The State of California, The Department of Rehabilitation, LA Unified School District – Grow Program, California Chicano News Media Association and State of California Diversity Employment Source.
- Television: Contact information is broadcast to the daily (~10x/week) public with the phone number and website for current open positions.
- Diversity Job Fairs: KNBC, KVEA and KWHY Human Resources and News Management participate in several job fairs throughout the year:

- Unity Job Fair: August 2004. Multiple agency recruitment fair, including NAHJ, NABJ, and AAJA. NBC booth managed by Bob Long, KNBC News Director.
- CCNMA Job Fair: October 2004. Attended by Kristy Cox, HR Manager KNBC, and Margie Reid-Garcia, HR Coordinator KVEA/KWHY.
- NAHJ Job Fair: June 2005. Booth managed by Bob Long, KNBC News Director.
- RTNDA - Radio, Television News Directors' Association recruitment event attended by Jose Flores, KWHY Assistant News Director in June 2005.
- AAJA Job Fair: August 2005. Recruitment booth managed by Keith Esparros, KNBC Managing Editor.
- NABJ Job Fair: August 2005. Recruitment booth managed by Bob Long, KNBC News Director.
- NBC Diversity Outreach Expo: Held on February 5, 2005 to educate the community about the entertainment, news/media industry. Several seminars were held focusing on writing, directing, casting, news journalism, etc.
- Local School Outreach:
  - Attended the Pasadena City College Journalism Career Day in October 2004. Victor Franco, KVEA/KWHY Community VP, met with students and faculty of the Journalism Department to discuss careers in Television.
  - Hosted students from Arcadia High School TV News Production class in June 2005. Students toured the newsroom, observed live newscast and met with news management, including News Director and Executive Producers.
  - Participated in Cal State Northridge Career Day in June 2005. KVEA/KWHY Community VP attended this event for Journalism students.
- Local Event Participation:
  - The American Women in Radio & Television (AWRT) career development event attended by KNBC HR Director, Jose Andino, in January 2005.
  - The National Lesbian & Gay Journalists Association "2004 Excellence in Journalism Awards" attended by Bob Long, KNBC News Director, Ernie Mourelo, KVEA Assistant News Director, Mary Helen Campa, KVEA Assignment Desk Manager, Carmen Paz, KVEA/KWHY News Coordinator, and Kristy Cox, KNBC HR Manager.
- Internal Skills Enhancement Programs
  - Employees of the Station are provided with training and development opportunities designed to enhance their ability to assume positions of greater responsibility. Various programs are provided via external vendors and internal GE/NBC sponsored programs. Station employees participated in the following development courses: Career Pathing, Building Essential Leadership Skills, TVSD Sales Seminar, TVSD Producer Seminar, Presentation Skills, Effective Coaching, Managers

Development Course, Influencing Skills, Finance for Non-Finance Professionals, and Microsoft Systems-related training. The GE African American Forum, GE Women's Network, and GE Hispanic Forum also provide professional skill development courses to employees. In addition, online courses on a variety of topics are available to all employees. Courses include: Negotiation Skills, Time Management, Team Building, Goal Setting, Project Management, Communication Skills and Conflict Management.

- EEO/Human Resources Training Programs
  - The Stations regularly offer training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. These programs have included Personnel Relations Leadership, Employment Law, Discrimination/Harassment Prevention Training, Integrity Training, and Hiring the Right People.
- Internship Programs
  - The Stations' have a robust and well-established College Internship Program, which is designed to provide practical, on-the-job experience to students interested in pursuing careers in broadcast journalism and other related fields. The internships are focused on news, and students are provided the opportunity to work in general news, sports, investigative and special project units. Our internship program provides students practical skills through hands-on assignments working with talented broadcast professionals, including producers, reporters, writers, photographers, editors and other news staff, who are willing to share their knowledge. The program is offered year-round and is designed to accommodate a student's school schedule. Students receive college credit for participating in this program. The Stations typically have between 10-15 interns at any given time. Each internship usually lasts two to three months.
- Emma Bowen Foundation For Minority Interests In Media/Work-Study Scholarship Program
  - The Emma Bowen Foundation Intern Program was established by the media industry to help increase access to permanent job opportunities for minority students. The Foundation's program is unlike other intern programs in that students work for their partner company during summers and school breaks from the end of their junior year in high school until they graduate from college. During that five-year period, students have an opportunity to learn many aspects of corporate operations and develop company-specific skills. The Stations have the opportunity to guide and develop minority students with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as matching compensation, to help pay for college tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program. Station KNBC has had two interns participating in the program in each year of the two-year reporting period covered by this

report, while Station KVEA has had one Emma Bowen intern during this time period.

**NBC/TELEMUNDO IS AN EQUAL OPPORTUNITY EMPLOYER.**

\*See attached for a listing of the agencies notified of job opportunities

**JOB VACANCY  
RECRUITMENT SOURCE DATA FORM  
(To Be Attached to Annual Public File EEO Report)**

Station	Job Title	Date Job Filled	Recruitment Source of Ultimate Hire	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
KNBC	Traffic Coordinator	6/1/2004	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	HR Manager	8/30/2004	COS: GE - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Account Manager	9/20/2004	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Creative Production Mgr	10/18/2004	COS: KNBC - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Photographer	10/18/2004	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Sales Assistant	11/8/2004	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Account Manager PAX	11/9/2004	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	IT Technologist	11/29/2004	COS: KNBC - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Account Manager 321	12/6/2004	COS: KVEA - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Account Manager 321	12/6/2004	COS: KVEA - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Account Manager 321	12/6/2004	NBCJobs.com: Current IBS Contract Employee	n/a	n/a	n/a	n/a
KNBC	IT Analyst	12/27/2004	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Sales Assistant	3/7/2005	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Finance Manager	5/23/2005	COS: GE - Internal Promotion	n/a	n/a	n/a	n/a





KNBC, KVEA and KWHY send a weekly listing of all open positions (Including all those listed above) to the following agencies\*\*:

<b>Name of Recruitment Source</b>	<b>Address of Recruitment Source</b>	<b>Contact Person</b>	<b>Telephone</b>	<b>Has this source requested notices?</b>	<b>Email Address</b>
California Chicano News Media Association	300 S. Grand Ave., Suite, Los Angeles, CA 90071-3175	Julio Moran	(213) 437-4408	YES	ccnmainfo@cnma.org
The State of California, The Department of Rehabilitation	2000 Evergreen Street Sacramento, CA 95815	Valerie Massey	(916) 263-7310	YES	wdsinfo@dor.ca.gov
State of California Diversity Employment Source	8929 South Sepulveda Blvd - Suite 300 Los Angeles - CA - 90045	Daryn Smith	(310) 348-0991	YES	dssmith@dor.ca.gov
LA Unified School District – Grow Program	333 S. Beaudry Ave., 23rd Floor Los Angeles, CA 90017	Rene Hernandez	213/744-4818	YES	renhernandez73@msn.com
LA NAACP	3910 Martin Luther King Jr. Blvd. Suite 202 Los Angeles, Calif. 90008	Vacie Thomas	(323)296-2630	YES	naacpla@sbcglobal.net

\*\*In Addition, All positions are posted on NBCJobs.com, GE Careers and all positions below Executive level are posted with America’s Job Bank. KNBC, KVEA and KWHY run monthly ads in the LA Times (in English and Spanish) directing people interested in a career with NBC/Telemundo to our website.

LA Times Contact Information:  
 Contact Name: Reuben Towns  
 Address: 202 West First Street, 8th fl, Los Angeles, CA 90048  
 Phone: 213-237-5213