

ANNUAL PUBLIC FILE EEO REPORT

August 2006
(Covers August 1, 2005 – July 31, 2006)

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	
<u>Title</u>	<u>Date Filled</u>
Producer	8/15/2005
Producer	8/22/2005
Reporter	9/17/2005
Asst News Director	9/19/2005
Photographer	10/1/2005
Local Sales Manager	10/10/2005
HR Director	11/14/2005
Assignment Editor	1/17/2006
Sales Account Manager	1/18/2006
Sales Assistant	1/23/2006
Reporter	1/30/2006
Producer	1/30/2006
Photographer	2/6/2006
Asst Mgr, Sales Service and Traffic	2/6/2006
Sales Account Manager	2/8/2006
Traffic Coordinator	2/8/2006
Pricing Analyst	3/6/2006
Traffic Coordinator	3/20/2006
Technical Director	4/24/2006
Managing Editor	4/24/2006
Field Producer	5/30/2006
Traffic Manager	7/3/2006

KVEA Hires	
<u>Title</u>	<u>Date Filled</u>
Technical Director	6/6/2005
Lead Engineer	6/14/2005
Marketing & Promotions Editor	8/5/2005
Assignment Desk Manager	9/19/2005
Maintenance Engineer	10/3/2005
Weather Anchor	10/3/2005
Research Director	10/18/2005
Sales Assistant	11/7/2005
Account Manager	11/7/2005
Creative Services Coordinator	12/12/2005
Account Manager	1/9/2006

Account Manager	1/23/2006
Assignment Editor	3/20/2006
Assignment Editor	3/21/2006
VP, Technology and Broadcast Engineering	3/30/2006
Traffic Supervisor	4/3/2006

KWHY Hires	
Title	Date Filled
Research Sales Manager	9/26/2005
Account Manager	11/21/2005
Account Manager	1/23/2006
V.P. of Programming	2/6/2006
EP for Special Projects	3/20/2006
Traffic Assistant	3/30/2006
Sales Assistant	4/17/2006
Sales Assistant	5/8/2006

- 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: 47 Interviewees

KVEA & KWHY: 92 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.

KNBC:

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Career Opportunity System	12
NBCJobs.com	35

KVEA and KWHY:

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Career Opportunity System	7
NBCJobs.com	41
Referral	39
YOH	5

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 (in English and Spanish) directing people interested in a career with NBC/Telemundo to our website.
- **Agency Outreach:** Each week Human Resources sends a listing of all current NBC/Telemundo open positions to the following agencies:
 - California Chicano News Media Association
 - Los Angeles Urban League
 - American Career College
 - CA Department of Rehabilitation - Workforce Development
 - National Association of Broadcast Employees & Technicians
 - Harbor Work Source Center
 - University of Colorado at Boulder, School of Journalism and Mass Communication
 - The National Association of Hispanic Journalists
 - Native American Journalists Association
 - National Black MBA Association Inc
 - Empowering Latinas - Online Resources for Women
- **Television:** Contact information is broadcast to the public daily (~10x/week) 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:
 - National Association of Black Journalists (NABJ) conference on August 3 – 7, 2005. Attended by Bob Long, KNBC News Director.
 - Asian American Journalist Association (AAJA) conference on August 17 – 20, 2005. Attended by Keith Esparros, KNBC Assistant News Director.
 - California Chicano News Media Association (CCNMA) Job Fair – October 20-22, 2005. Attended by Andres Astralaga, KVEA/KWHY HR Director,

Kristy Cox, KNBC HR Manager, Victor Franco, KVEA/KWHY VP – Community Affairs and Media Relations, Joie Bonilla, KNBC Executive Producer, Bonnie Buck, NBC4.TV Managing Editor, Frank Snepp, KNBC Investigative Producer.

- Imagen Job Fair – February 11, 2006. Attended by Dan Owens, KNBC HR Director, Andres Astralaga, KVEA/KWHY HR Director and Kristy Cox, KNBC HR Manager.
- National Association of Hispanic Journalists (NAHJ) conference on June 14 – 17, 2006. Attended by Bob Long, KNBC News Director, Dan Owens KNBC HR Director & Andres Astralaga KVEA-KWHY HR Director.
- Asian American Journalist Association (AAJA) conference on June 21 – 24, 2006. Attended by Paula Madison, KNBC General Manager.

- **Local Event Participation/Outreach:**

- Chris Schauble, KNBC Anchor, emceed the National Association of People with AIDS conference on August 19, 2005.
- The National Hispanic Media Coalition luncheon, on September 8, 2005. Attended by Rebecca Neito, KNBC Producer, Bob Long, KNBC News Director, David Cruz, KNBC Anchor, Erin Dittman, KNBC PR Director, and Al Corral, KVEA News Director.
- The Aga Khan Foundation USA (AFK USA) event to raise awareness and funds in the fight against global poverty, on September 25, 2005, was attended by Beverly White, KNBC Reporter.
- The Marian Wright Edelman and the Children’s Defense Fund event on October 6, 2005. Attended by Keith Esparros, KNBC Assistant News Director, Dave Fernandez, KNBC Photographer, Kelly Mack, KNBC Anchor, Rebecca Neito, KNBC Producer and Yvonne Guevera, KNBC Producer.
- The Asian Pacific American Legal Center Dinner on October 20, 2005. Attended by Ted Chen, KNBC Reporter, Jinah Kim, KNBC Reporter, Sindy Saito, KNBC News Planner, Kip Epps, KNBC Producer, and Ruthie Wyatt, KNBC Promotions Assistant.
- David Cruz, KNBC Anchor, received an award from the League of United Latin American Citizens California Educational Foundation on October 21, 2005.
- Beverly White, KNBC Reporter, spoke at the National Chicano Media Association luncheon on October 21, 2005.
- International Women’s Media Foundation Courage in Journalism Awards on November 2, 2005. Attended by Ginger Zumaeta, KNBC/KVEA/KWHY VP Creative Services, Ted Chen, KNBC Reporter, Angela Chee, KNBC Reporter, Natasha Ghoneim, KNBC Reporter, Beverly White, KNBC Reporter, Araceli De Leon, KWHY General Manager and Bob Long, KNBC News Director.
- The Central American Roundtable Awards Dinner on January 31, 2006. Attended by Antonio Romero, KVEA Weather Anchor, and Victor Franco, KVEA/KWHY VP – Community Affairs and Media Relations.
- Hispanic Americans for Fairness in Media, 6th Annual Awards Gala and Scholarship Presentation on February 3, 2006. Attended by Vikki Vargas,

KNBC Reporter, Erin Dittman, KNBC PR Director, and Elizabeth Sondon, KVEA Account Manager.

- The USC Mexican-American Alumni Association Awards Banquet, held on March 3, 2006. Attended by Victor Franco, KVEA/KWHY VP – Community Affairs and Media Relations and Lucia Navarro, KVEA Anchor.
- Jose Ronstad, KWHY Anchor, was the keynote speaker at the Nogales High School Graduation Ceremony on March 9, 2006.
- On March 30, 2006, Erika Pino, KVEA Weather Anchor and Raymond Mesa, KWHY Anchor/Reporter, attended the Puente Learning Center Awards event.
- Victor Franco, KVEA/KWHY VP – Community Affairs and Media Relations, spoke at Pasadena City College Journalism Career Fair on April 20, 2006.
- The Para Los Ninos Awards Dinner on April 28, 2006 was attended by Victor Franco, KVEA/KWHY VP – Community Affairs and Media Relations.
- On May 5, 2006, Victor Franco, KVEA/KWHY VP – Community Affairs and Media Relations participated in the Duarte High School Career Day.
- The East LA Community Youth Center 2nd Annual Angel Awards on May 16, 2006, attended by Victor Franco, KVEA/KWHY VP – Community Affairs and Media Relations.
- National Association of Latino Elected Officials (NALEO) conference on May 17, 2006. Attended by Victor Franco, KVEA/KWHY VP – Community Affairs and Media Relations.
- NAACP 2006 Annual Roy Wilkins Freedom Fund and Awards Gala, May 18, 2006. Attended by Chris Schauble, KNBC Anchor, Kip Epps, KNBC Producer, and Keith Esparros, KNBC Assistant News Director.
- The Greater Los Angeles Agency on Deafness 4th Annual Brunch, May 21, 2006. Attended by Roni Jeffery, KNBC News Finance Manager, Rebecca Neito, KNBC Producer, and Reva Hicks, KNBC Writer.
- American Women in Radio & Television SoCal Chapter (AWRT) 50th Anniversary Genii Awards on June 1, 2006. Attended by Paula Madison, KNBC General Manager.
- CCNMA's 26th Annual Scholarship Banquet on June 2, 2006.
- California Chicano News Media Association Banquet on June 2, 2006.
- June 2, 2006, California Chicano News Media Association Scholarship Banquet attended by KVEA/KWHY employees.
- AIDS WALK OC on June 4, 2006. Attended by Vikki Vargas, KNBC Reporter, as emcee and T-52 talent.
- Colleen Williams' 11th Annual Charity Golf Tournament benefiting Casa De Las Amigas on June 5, 2006. Attended by Colleen Williams, KNBC Anchor, as emcee.
- Paula Madison was guest speaker at the Volunteers of America & Girls, Inc annual College Show and Tea on June 7, 2006
- Paula Madison was honored by the Southern California Chapter of American Women in Radio and Television, she attended, along with Mike McCarthy, KNBC VP of Sales, Bob Long, KNBC News Director, Manuel Abud, KVEA General Manager, Araceli DeLeon, KWHY General Manager, Ana Ruiz,

KNBC Local Sales Manager, Robert McRae, KNBC Account Manager, and Andrew Barnett, KVEA General Sales Manager.

- o David Cruz, KNBC Anchor, emceed the Aquatic Foundation of metropolitan LA “Salsute to Champions” on Wed., June 7, 2006.
 - o June 7, 2006, Bassett Street Elementary School Career Day Program attended by KVEA/KWHY employees.
 - o Bilingual Foundation of the Arts Ole Diego Rivera fundraiser dinner on June 8, 2006. A number of members of the NBC Hispanic Forum attended
 - o June 10, 2006, Latin Business Association Awards Dinner attended by KVEA/KWHY employees.
 - o June 12, 2006, The Honorable Loretta Sanchez Congressional Invitational Golf Tournament, attended by Victor Franco, KVEA/KWHY Director of Community Affairs.
 - o June 14, 2006, Mexican-American Opportunity Foundation Roundtable discussion with Governor Arnold Schwarzenegger, attended by Victor Franco.
 - o Colleen Williams was the emcee at the Salesian Boys & Girls Clubs of LA on June 15, 2006.
 - o David Cruz emcee the Father of the Year Event Benefiting the American Diabetes Association on June 15, 2006.
 - o Braille Challenge with Greater Los Angeles Braille Institute on June 17, 2006.
 - o June 21, 2006, Children's Hospital-Los Angeles Corporate Awards, attended by Victor Franco.
 - o David Cruz was the Commencement Speaker at the Huntington Park High School Graduation Ceremony on June 28, 2006
 - o June 29, 2006, Writer's Guild Theatre Awards, attended by KVEA employees.
 - o July 07, 2006, Museum of Latin American Art Luncheon, attended by Victor Franco.
 - o David Cruz emcee the Latino Health Access event on Sunday, July 16, 2006.
 - o July 18, 2006, Junior Blind of America Tour, attended by Victor Franco.
 - o July 19, 2006, Fiesta Educativa Luncheon-ribbon cutting, attended by Victor Franco.
 - o July 20, 2006, American Red Cross Meeting-Pomona, attended by Victor Franco.
 - o Ted Chen, KNBC Reporter, was the guest speaker at the California Asian American Student Internship Coalition dinner on July 26, 2006.
 - o Southern California Indian Center 38th Annual Pow Wow at Autry National Center on July 28-30, 2006. Attended by KNBC’s Fritz Coleman, KNBC Anchor, as reporter.
 - o International Cultural Exchange Association’s Long Beach Dragon Boat Races @ Long Beach Marine Stadium on July 29-30. Attended by KNBC’s Ted Chen as reporter. KNBC/KVEA had a team of people also attend.
- **Internal Skills Enhancement Programs**
 - o Employees of the Station are provided with training & 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 Producing Seminar, Presentation Skills, Effective Coaching, Managers Development Course, Influencing Skills, DiSC behavioral styles at Work, 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 & 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 & 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 their careers in broadcast journalism and other related fields. The internships are focused primarily on news (although we offer internships in Sales, Communications & Human Resources, etc.), and students are provided the opportunity to work in general news, sports, investigative, special projects unit and our digital news channel. 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 the 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 had two interns participating in the program in each of the two-

year reporting period covered by this report, while Station KVEA has had one Emma Bowen during this reporting 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***

Station	Job Title	Date Job Filled	Recruitment Source of Ultimate Hire	Address of Recruitment Source	Contact Person	Phone	Has this source requested notices?
KNBC	Producer	8/15/2005	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Producer	8/22/2005	COS: KNBC - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Reporter	9/17/2005	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Asst News Director	9/19/2005	COS: KNBC - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Photographer	10/1/2005	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Local Sales Manager	10/10/2005	COS: KVEA - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	HR Director	11/14/2005	COS: GE - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Assignment Editor	1/17/2006	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Sales Account Manager	1/18/2006	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Sales Assistant	1/23/2006	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Reporter	1/30/2006	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Producer	1/30/2006	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Photographer	2/6/2006	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Asst Mgr, Sales Service & Traffic	2/6/2006	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Sales Account Manager	2/8/2006	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Traffic Coordinator	2/8/2006	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Pricing Analyst	3/6/2006	COS: NBC - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Traffic Coordinator	3/20/2006	NBCJobs.com	n/a	n/a	n/a	n/a
KNBC	Technical Director	4/24/2006	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Managing Editor	4/24/2006	COS: NBC - Internal Promotion	n/a	n/a	n/a	n/a
KNBC	Field Producer	5/30/2006	NBCJobs.com: Current Daily Hire Employee	n/a	n/a	n/a	n/a
KNBC	Traffic Manager	7/03/2006	COS: NBC - Internal Promotion	n/a	n/a	n/a	n/a

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM, Cont.**

Station	Job Title	Date Job Filled	Recruitment Source of Ultimate Hire	Address of Recruitment Source	Contact Person	Phone	Has this source requested notices?
KVEA	Technical Director	06/06/05	Referral	n/a	n/a	n/a	n/a
KVEA	Lead Engineer	06/14/05	NBCJobs.com	n/a	n/a	n/a	n/a
KVEA	Marketing & Promotions Editor	08/05/05	NBCJobs.com	n/a	n/a	n/a	n/a
KVEA	Assignment Desk Manager	09/19/05	COS: KVEA - Internal Promotion	n/a	n/a	n/a	n/a
KVEA	Maintenance Engineer	10/03/05	NBCJobs.com	n/a	n/a	n/a	n/a
KVEA	Weather Anchor	10/03/05	NBCJobs.com - Daily Hire WNJU	n/a	n/a	n/a	n/a
KVEA	Research Director	10/18/05	NBCJobs.com	n/a	n/a	n/a	n/a
KVEA	Sales Assistant	11/07/05	NBCJobs.com: Current Yoh Employee	n/a	n/a	n/a	n/a
KVEA	Account Manager	11/07/05	NBCJobs.com	n/a	n/a	n/a	n/a
KVEA	Creative Services Coord	12/12/05	YOH	n/a	n/a	n/a	n/a
KVEA	Account Manager	01/09/06	Internal GE	n/a	n/a	n/a	n/a
KVEA	Account Manager	01/23/06	NBCJobs.com	n/a	n/a	n/a	n/a
KVEA	Assignment Editor	03/20/06	NBCJobs.com: Current Daily Hire	n/a	n/a	n/a	n/a
KVEA	Assignment Editor	03/21/06	Referral	n/a	n/a	n/a	n/a
KVEA	VP, Technology & Broadcast Engineering	03/30/06	NBC: Transfer	n/a	n/a	n/a	n/a
KVEA	Traffic Supervisor	04/03/06	COS: KWHY - Internal Promotion	n/a	n/a	n/a	n/a
KWHY	Research Sales Manager	09/26/05	NBCJobs.com	n/a	n/a	n/a	n/a
KWHY	Account Manager	11/21/05	NBCJobs.com	n/a	n/a	n/a	n/a
KWHY	Account Manager	01/23/06	Yoh	n/a	n/a	n/a	n/a
KWHY	V.P. of Programming	02/06/06	NBCJobs.com	n/a	n/a	n/a	n/a
KWHY	EP for Special Projects	03/20/06	NBCJobs.com	n/a	n/a	n/a	n/a
KWHY	Traffic Assistant	03/30/06	Referral - Azteca	n/a	n/a	n/a	n/a
KWHY	Sales Assistant	04/17/06	COS: KVEA - Internal Transfer	n/a	n/a	n/a	n/a
KWHY	Sales Assistant	05/08/06	NBCJobs.com: Current Yoh Employee	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**:

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?	Email Address
California Chicano News Media Association	300 S. Grand Ave., Suite, Los Angeles, CA 90071-3175	Julio Moran	(213) 437-4408	YES	ccnmainfo@ccnma.org
Los Angeles Urban League	3450 Mount Vernon Dr, Los Angeles, 90008	Ruth Davis	(323) 299-9660	YES	Lbelt@laul.org & hrdept@laul.org
American Career College	4021 Rosewood Ave., Los Angeles, CA 90004	Alice Hines	(323) 668-7555	YES	alice@americancareer.com
CA Department of Rehabilitation - Workforce Development	2000 Evergreen St, Sacramento, CA 95815	Valerie Massey	(916) 263-7310	YES	wdsinfo@dor.ca.gov
National Association of Broadcast Employees & Technicians	1918 W. Burbank Blvd. Burbank, CA 91506	John Alarid	(818) 846-0490	YES	jalarid@nabet53.org
Harbor Work Source Center	8929 S. Sepulveda Blvd. S#300, Los Angeles, CA, 90045-3659	Daryn Smith	(310) 348-0991	YES	dssmith@dor.ca.gov
University of Colorado at Boulder, School of Journalism and Mass Communication	584 UCB Boulder, CO 80309-0584	Elizabeth Gaeddert	(303) 492-0460	YES	elizabeth.gaeddert@colorado.edu
The National Association of Hispanic Journalist	529 14th St., NW, Suite 1000 Washington, DC 20045-2001	Marissa Silvera	(202) 662-7145	YES	jobbank@nahj.org
Native American Journalists Association	555 Dakota Street, Al Neuharth Media Center, Vermillion, SD 57069	Karen Rimsa	(605) 677.5282	YES	info@naja.com
National Black MBA Association Inc	180 N. Michigan Ave., Suite 1400 Chicago, IL 60601	Debby Tarber	(312) 236-2622	YES	HR@nbmbaa.org
Empowering Latinas - Online Resources for Women	PO Box 60865. Pasadena CA 91116	Yasmin Davidds	(866) 857-9879	YES	empoweringlatinas@yasmindavidds.com

**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