

2010-2011 KOFY PUBLIC FILE REPORT

Period Covered: August 1, 2010 - July 31, 2011

STATION KOFY

FACILITY ID: 51189

Licensee: KBWB License, Inc.

Address: 767 Third Avenue, 34th Floor, New York, NY 10017

Community of License: San Francisco, CA

1. The following are all full-time job vacancies filled between August 1, 2010 - July 31, 2011, identified by job title and indicating the recruitment source that referred the successful candidate.

POSITION	RECRUITMENT SOURCE OF INTERVIEWEES
Producer/Editor/Photographer	3–Craigslist.org; 5-Personal reference; 4-KOFY Employee Referral*; 1–tvjobs.com; 1–online website unspecified
Account Executive (3 positions)	8 - Craigslist.org*; 4-KOFY Employee Referral*; 3-Personal reference; 1-Media referral*; 1-KOFY website
Staff Accountant	16 – Parker & Lynch*

* Indicates referral source for hiree.

2. Total number of persons interviewed for full-time vacancies between August 1, 2010 - July 31, 2011: 47

3. The following are all sources used to recruit for full-time vacancies filled in between August 1, 2010 - July 31, 2011. Except where indicated otherwise, all of these sources were used to recruit for all full-time job vacancies.

Recruitment Source	Contact Person	Address	Telephone (unless otherwise noted)	Total Number of Interviewees Referred by Recruitment Source	Entitled to Notification
Academy of Art University	Eric Gerrick	79 New Montgomery Street 2nd Floor, San Francisco, CA 94105	(415) 274-8618	0	N
Appalachian State University	Janice T. Pope	PO Box 32039 Boone, NC 28608-2039	(828) 262-2391	0	Y
Asian American Journalist Association	Albert Lee	1182 Market St San Francisco, CA 94102	(415) 346-2051 x107	0	N
Bayareajobsonline.com	On-line website	Bayareajobsonline.com		0	N
Bay Area STAR	Karie Kindred	900 Front Street San Francisco, CA 94111	(408) 249-7682	0	N
Bay Area Video Coalition	Sara Brissenden-Smith	2727 Mariposa St., 2nd Fl. San Francisco, CA 94110	(415) 558-2151	0	Y
Berkeley City College	Nancy Delaney	2050 Center Street Berkeley, CA 94704	(510) 981-2811	0	N

Black Chamber of Commerce	info@blackchamber.com	2951 Sunrise Blvd, Suite 175 Rancho Cordova, CA 95742	(916) 463-0177	0	Y
California State University, East Bay	Richard Forster	25800 Carlos Bee Blvd, Warren Hall 509, Hayward, CA 94542	(510) 885-3621	0	N
California State University, East Bay	Codie Howe	25800 Carlos Bee Blvd, WA 483, Hayward, CA 94542	(510) 885-3763	0	N
Chinese Newcomers Service Center	Cherie Putnam	Fax – (415) 421-2323	(415) 554-6018	0	Y
College of Alameda	Monique Perkins	555 Ralph Appezato Memorial Parkway Alameda, CA 94501	(510) 748-2399	0	N
Craigslist.org	On-line website	Craigslist.org		11	N
Department on the Status of Women Job Board	Carol Sacco	25 Van Ness Ave. Suite 130, San Francisco, CA 94102	(415) 252-2574	0	Y
De Anza College	Cindy Lister	21250 Stevens Creek Blvd Cupertino, CA 95014	(408) 864-5716	0	N
Diablo Valley College	Marnie Mcleod	Technical Education Building, Rm 101 – 321 Golf Club Road, TE-101 Pleasant Hill, CA 94523	(925) 685-1230 ex. X2435	0	N
Dominican University	Susan Fyles	50 Acacia Ave San Rafael, CA 94901	(415) 485-3283	0	N
Employment Development Department (CALJOBS)	Carrie Tong	801 Turk Street San Francisco, CA 94102	(415) 749-7500	0	N
EntertainmentCareers.net	On-line website	Entertainmentcareers.net		0	N
Experience Unlimited	Sylvia Gonzales	801 Turk Street San Francisco, CA 94102	(415) 771-1776	0	Y
Filipino Chamber of Commerce of Santa Clara County	Theresa Bernardo-De La Vega	1046 W. Taylor Street, #206 San Jose, CA 95126	(408) 283-0833	0	N
Foothill Community College	Karen Oeh	12345 El Monte Road Los Altos Hills, CA 94022	(650) 949-7229	0	N
Golden Gate University	Christine Tanner	536 Mission Street , Suite 4300 San Francisco, CA 94105	(415) 442-7868	0	Y
Heald College – Hayward	Ciaran Flores	25500 Industrial Blvd. Hayward, CA 94545	(510) 259-7334	0	Y
Heald College – San Francisco	Dwennette Flash	350 Mission Street San Francisco, CA 94105	(415) 808-3064	0	Y

Heald College	Kira Stachelek	Email: kira_stachelek@heald.edu	(415) 808-3013	0	Y
Hispanic Chamber of Commerce	Richard Ventura	703 Market Street Ste 611 San Francisco, CA 94103	(415) 278-9611	0	N
Jewish Vocational Service	Katherine Robinson	225 Bush Street, Suite 400 San Francisco, CA 94104	(415) 391-3600	0	Y
Laney College	Cleophas Griffin	900 Fallon Street Student Center, Room 300 Oakland, CA 94607-4893	(510) 464-3126	0	N
Media Alliance	Nyeema Brown	1904 Franklin Street, Ste. 500 Oakland, CA 94612	(510) 832-9000	0	N
Media Recruiter	Art Scott	22102 E. Canyon Place Centennial, CO 80016	(303) 400-5150	0	Y
Mills College	Pooja Sharma	5000 MacArthur Blvd Oakland, CA 94613	(510) 430-3177	0	Y
NAACP-San Francisco Chapter	Info sent by mail	P.O. Box 15609 San Francisco, CA 94115	(415) 922-0650	0	N
National Television Academy	Darryl R. Compton	4317 Camden Ave San Mateo, CA 94403	(650) 341-7786	0	N
National Asian American Telecommunications Association	Info sent by mail	145 Ninth Street, Suite 350 San Francisco, CA 94103	(415) 863-0814	0	N
Notre Dame Namur University	Dr. Judy Buller	1500 Ralston Avenue Belmont, CA 94002	(650) 508-3734	0	Y
Notre Dame Namur University	Carrie McKnight	1500 Ralston Avenue Belmont, CA 94002	cmcknight@ndnu.edu (email)	0	Y
Parker & Lynch	Victor Namuche	44 Montgomery St., Ste 1950 San Francisco, CA 94104	Victor.namuche@parkerlynch.com	16	N
Sacramento State University-Online Posting	Anna Domek	www.csus.edu/careercenter/home.htm	(916) 278-6231	0	N
San Francisco State University	Dr. Melissa Camacho	1600 Holloway Avenue San Francisco, CA 94132	(415) 338-6526	0	Y
San Francisco State University	Broadcast Dept – BECA office	beca@sfsu.org		0	N
San Jose State University	Donna Gilmour	One Washington Square San Jose, CA 95192-0055	(408) 924-6019	0	N
Santa Clara University	Courtney Budziak	500 El Camino Real Santa Clara, CA 95053-1057	(408) 554-4902 (fax)	0	N

Skyline College	Virginia Padron	3300 College Drive San Bruno, CA 94066	(650) 738-4251	0	N
SpartaJobs.com (SJSU)		On-line website		0	N
Stanford University	Career Development Center	563 Salvatierra Walk Stanford, CA 94305	(650) 723-9014	0	N
Stanford University	Susie Ementon, Fred Turner	Bldg 120, Room 110 Stanford, CA 94305-2050	(650) 723-0943	0	N
Tvjobs.com	Mark Holloway (on-line webstie)	Tvjobs.com		1	N
UC Berkeley	Career Center/ Recruiting Assistant	2111 Bancroft Way Berkeley, CA 94720	(510) 642-6000	0	N
UC Berkeley-Graduate School of Journalism	Orville Schell, Bill Drummond	121 North Gate Hall #5860 Berkeley, CA. 94720-5860	(510) 642-3383	0	N
UC Berkeley	Michelle	2111 Bancroft Way Berkeley, CA 94720	(510) 642-0464	0	N
UC Davis	Kathi Shull	2nd Floor, South Hall Davis, CA 95616	(530) 752-7841	0	N
UC Santa Cruz	G. Mcquire	1156 High Street Santa Cruz, CA 95064	(831) 459-4102	0	N
University of San Francisco	Julia Hing	2130 Fulton Street, UC 429 San Francisco, CA 94117	(415) 422-2027	0	Employment only
University of San Francisco	Alex Hochman	2130 Fulton Street, UC 429 San Francisco, CA 94117	(415) 422-2437	0	Internship only
KOFY-TV20 (Ind)		Station website		1	Y
KBJR-TV (NBC)	Rita Johnsen	246 Lake Ave. South Duluth, MN 55802	(218) 720-9645	0	Y
KSEE-TV (NBC)	Patrick Seitz	5035 E McKinley Ave. Fresno, CA 93727-1954	(559) 454-2402	0	Y
WTVH-TV (CBS)	Shari Eames	980 James Street Syracuse, NY 13203	(315) 477-4690	0	Y
WEEK-TV (NBC)	Evelyn "Pete" Louck	2907 Springfield Rd. E. Peoria, IL 61611	(309) 698-3784	0	Y
WPTA-TV (ABC)	Debbie Sand	3401 Butler Rd. Fort Wayne, IN 46808	(260) 482-6454	0	Y

WMYD-TV (My Network TV)	Debbie Sand	27777 Franklin Rd. Ste 1220 Southfield, MI 48034	(260) 482-6454	0	Y
WKBW-TV (ABC)	Debbie Noland	7 Broadcast Plaza Buffalo, NY 14202-2699	(716) 840-7842	0	Y
KOFY Employee Referral				8	N
Personal Reference				8	N
Media Referral				1	N
Other				1	N

4. The following are the long-term menu options implemented between August 1, 2010 and July 31, 2011 including a brief description of each:

- A. COLLEGE INTERNSHIP PROGRAM: This is a non-paid internship program open to college students who will earn college credit for their participation in our program. Our internship is offered in the Spring, Summer, and Fall semesters. The program is designed for students interested in gaining exposure and experience to the broadcasting industry. We offer intern positions in such areas such as Production, Promotions, and Sales.
- B. EEO TRAINING SEMINAR: Supervisors and department managers attended an EEO training seminar held in Brisbane, CA on July 28, 2011 sponsored by the California Broadcasters Association. The EEO training seminar provided training to management level personnel as to the methods of ensuring equal employment opportunity and preventing discrimination.
- C. JOB FAIR PARTICIPATION: Attended the Annual Job Fair for the County of Fresno on March 30, 2011. This job fair is the largest employment event in the county. Distributed information regarding an Account Executive, Staff Accountant and College Internship positions. Partnered with sister station KSEE.
- D. GENERAL EMPLOYMENT OUTREACH: KOFY general employment outreach is done on an on-going basis. A general notification to organizations that assist job seekers is posted on the website as well as promoting this on-air with a :30 second spot schedule. The promotional spots aired over 411 times between August 1, 2010 to July 31, 2011. These spots aired Monday through Sunday in various dayparts.

5. A copy of this Public File Report is posted on our website, www.kofytv.com.