

## **2012-2013 KOFY PUBLIC FILE REPORT**

**Period Covered: August 1, 2012 - July 31, 2013**

### **STATION KOFY**

FACILITY ID: 51189

Licensee: KBWB License, Inc.

Address: 767 Third Avenue, 34<sup>th</sup> Floor, New York, NY 10017

Community of License: San Francisco, CA

1. The following are all full-time job vacancies filled between August 1, 2012 - July 31, 2013, identified by job title and indicating the recruitment source that referred the successful candidate.

<b>POSITION</b>	<b>RECRUITMENT SOURCE OF INTERVIEWEES</b>
President/General Manager	1-Employee Referral*; 1-Internal Candidate
VP of Sales	2-Employee Referral*
Producer/Editor/Photographer/Director	1-Business Referral; 1-Bay Area Video Coalition; 1-Employee Referral*
Sales Assistant/Trainee	4-Indeed.com*; 1-Craigslist.org
Account Executive	2-Employee referral*; 2-Craigslist.org;
Account Executive (4 positions)	2 - Craigslist.org; 3-Employee Referral*; 1-Linkedin*

\* Indicates referral source for hiree.

2. Total number of persons interviewed for full-time vacancies between August 1, 2012 - July 31, 2013: 22

3. The following are all sources used to recruit for full-time vacancies filled in between August 1, 2012 - July 31, 2013. Except where indicated otherwise, all of these sources were used to recruit for all full-time job vacancies.

<b>Recruitment Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone (unless otherwise noted)</b>	<b>Total Number of Interviewees Referred by Recruitment Source</b>	<b>Entitled to Notification</b>
Academy of Art University	Eric Gerrick	79 New Montgomery Street 2nd Floor, San Francisco, CA 94105	(415) 274-8618	0	N
aftercollege.com	Ashley Mintz		(415) 263-1300 x104	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
Bay Area Video Coalition	Susan McDevitt	2727 Mariposa St., 2nd Fl. San Francisco, CA 94110	(415) 558-2151	1	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
City College of San Francisco	M. Saballo	<a href="mailto:msaballo@ccsf.edu">msaballo@ccsf.edu</a>		0	N
College of Alameda	Monique Perkins	555 Ralph Appezzato Memorial Parkway Alameda, CA 94501	(510) 748-2399	0	N
Craigslist.org	On-line website	Craigslist.org		5	N
Diablo Valley College		<a href="http://www.collegecentral.com/dvc">www.collegecentral.com/dvc</a>		0	N
Dominican University	Susan Fyles	50 Acacia Ave San Rafael, CA 94901	(415) 485-3283	0	N
EntertainmentCareers.net	On-line website	Entertainmentcareers.net		0	N
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
Good Samaritan Missionary Baptist Church		Gsmbc@comcast.net		0	N
Good Samaritan Missionary Baptist Church	Marcia Pittman		707-648-8019 (fax)	0	N
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
Jewish Vocational Service	Katherine Robinson	225 Bush Street, Suite 400 San Francisco, CA 94104	(415) 391-3600	0	Y
Laney College	Elissa Jaw	WorkAbility III (WAIII) Disabled Student Program & Services Oakland, CA 94607		0	N
Media Alliance	Nyeema Brown	1904 Franklin Street, Ste. 500 Oakland, CA 94612	(510) 832-9000	0	N

Mediarecruiter.com	Art Scott	art@mediarecruiter.com	303-400-5150	0	N
Mills College	Pooja Sharma	5000 MacArthur Blvd Oakland, CA 94613	(510) 430-3177	0	Y
National Asian American Telecommunications Association	Info sent by mail	145 Ninth Street, Ste 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
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	Y
San Jose State University		www.careercenter.sjsu.edu		0	N
Santa Clara University		Scu-csm.symplicity.com/employers/		0	N
Skyline College	Virginia Padron	3300 College Drive San Bruno, CA 94066	(650) 738-4251	0	N
Spots n Dots	Emily McKay	ads@spontsndots.com	(888) 884-2630	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
The Arc San Francisco		<a href="mailto:ggregerson@thearcscf.org">gggregerson@thearcscf.org</a>		0	N
Tvjobs.com	Mark Holloway (on-line webstie)	Tvjobs.com		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
YWCA SF/Marin	Gretchen	Gretchen@ywca-marin.org		0	N
KOFY-TV20 (Ind)		Station website		0	Y
KBJR-TV (NBC)	Rita Johnsen	246 Lake Ave. South Duluth, MN 55802	(218) 720-9645	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)	Arlana Starnes	3401 Butler Rd. Fort Wayne, IN 46808	(260) 482-6454	0	Y
WMYD-TV (My Network TV)	Shirley Seymour	27777 Franklin Rd. Ste 1220 Southfield, MI 48034	(248)799-8363	0	Y
WKBW-TV (ABC)	Debbie Noland	7 Broadcast Plaza Buffalo, NY 14202-2699	(716) 840-7842	0	Y
KOFY Employee Referral				9	N
Indeed.com				4	N
Business Referral				1	N
Linkedin				1	N

4. The following are the long-term menu options implemented between August 1, 2012 and July 31, 2013 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. **EMPLOYEE TRAINING PROGRAM**: Company participates in the Employee Training Panel (ETP) program offered through the Bay Area Video Coalition (BAVC). This training program helps employees cross train and develop new skills.
- C. **NATIONAL ASSOCIATION OF BROADCASTERS EDUCATION FOUNDATION (NABEF) – TECHNOLOGY APPRENTICESHIP PROGRAM (TAP)**: The NABEF Technology Apprenticeship program is a six-month program designed to expose high-tech graduates and professionals to the broadcast industry. This a new program that launched in April 2013. The station participated as a partner and had an intern from June 2013 to July 2013. The basic highlights are as follows: Eight week internship; 40 hour per week schedule; support the staff in Technology/Engineering functions; EEOC credits for our participation.

- 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 152 spots between August 1, 2012 to July 31, 2013. These spots aired Monday through Sunday in various dayparts.
  - E. ACCOUNT EXECUTIVE RECRUITMENT OUTREACH: KOFY aired over 523 :30 second spots between March 11, 2013 and July 31, 2013 to promote the available positions for our sales team. 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](http://www.kofytv.com).