

August 1, 2008

This Annual EEO Report is filed on behalf of KFSN-TV, LLC in Fresno, California in compliance with the FCC's EEO reporting requirements. KFSN-TV Fresno is an American Broadcasting Owned and Operated television Station located in Fresno, California. This report includes information from August 1, 2007 through July 31, 2008 and will be placed in the Station's public file and on the Station's website.

KFSN-TV is an equal opportunity employer and is committed to a policy that advances opportunities for all qualified individuals. It is our policy to promote the realization of equal employment opportunities through a positive, continuing program of specific recruitment, outreach, hiring, promotion and other practices designed to ensure the full realization of equal employment opportunity.

To make this policy effective, and to ensure compliance with the requirements of the FCC, we have adopted an equal opportunity program, as described within.

Job Vacancy Information

KFSN-TV as an equal opportunity employer is committed to meeting and surpassing the Station's EEO information dissemination obligations. All full-time and part-time job vacancies are posted with several sources including national and local minority organizations, schools and newspapers. The Station's list of recruitment sources has been updated and was used for every full-time vacancy (See Attachment A), arising after the effective date of the new EEO rules.

The Station will continue to actively seek out new recruitment sources. The Station encourages organizations (See Attachments B-1 and B-2) that distribute employment information or refer prospective candidates, to contact us so that the organization may be placed on our mailing list to receive notification of future vacancies.

Record Keeping

In compliance with EEO record keeping, KFSN-TV creates a file for each position to be filled. To this end, the file contains copies of the job listings for all sources used to recruit candidates for job openings. The Station's procedures require approval by the Station's Business Manager and applicable Department Head, prior to extending a job offer. In addition to the creation of files for each position, the Station has documented the supplemental outreach initiatives listed in the Commission's "menu."

Supplemental Recruitment Measures

The Station has historically participated in the supplemental recruitment measures listed in the "Commission's Menu" of initiatives. In fact, during the past twelve months, the Station has:

- 1. Participation in other activities that the licensee had designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise not know of them.**

KFSN sponsored a program at the Fresno Fair, during October 2007, to increase public awareness of employment opportunities in the broadcasting industry. The following station personnel participated in the event: Veronica Bedolla, Gregory Baker, Susan Blaze, Jody Bolanos, Timothy Cooley, Diane Hernandez, Rose Greene and Courtney Hufnagle.

- 2. Establishment of an internship designed to assist members of the community to acquire skills need for broadcast employment.**

KFSN-TV operates a News Internship Program designed to assist qualified students in acquiring skills needed for employment in the broadcast industry, while allowing the student to gain school credit. Typically a News Intern works at the Station for 3-4 months, depending on the length of the school semester. The Station notifying area colleges/universities about Internship openings and from student-initiated contacts recruits interns. The goal of the Internship Programs is to expose

students to the “real-life” world of the field they are pursuing. The News Department utilizes established guidelines to create a program specific to the department. The Station strives to teach interns how the world of News Production works, and provide them with valuable experience to facilitate the pursuit of a career in broadcasting. An Intern’s duties range from assisting on the assignment desk to providing research for breaking news stories. In the last twelve months, the station has had six news interns participate in the program. The interns come from academic institutions such as Texas State University, California State University Stanislaus, University of Southern California, California State University Fresno and Fresno City College.

3. Training Programs designed to enable station personnel to acquire skills that could qualify them for a higher-level position.

The Station participates in the ABC, Inc Minority Sales Training Program. The purpose of the Training Program is to seek out individuals who have demonstrated through previous work experience that they have the aptitude, the knowledge and the ambition to be an account executive for a major or mid-market television Station. This Program actively seeks out minority applicants in an effort to gradually increase the number of qualified minority candidates for positions in the television industry and, eventually, television sales management. Since this program’s initiation, the station has promoted its sales trainee to a Marketing Specialist position. The station will re-evaluate its participation in the sales trainee program over the next few months.

4. Listing each upper-level opening in a job bank or newsletter of a media trade group with a broad based membership that includes women and minorities.

- i. The station listed the position of Web Manager, a manager level position, in the following referral sources: ACT-1 Personnel, Fresno Bee and ABC30.Com, during the month of September, 2007.

Positions Filled

Since August 1, 2007, the Station has filled six (6) full time positions.

The first position, Assignment Editor/Associated Producer, was filled on August 31, 2007. On June 29, 2007, notice of the job vacancy was submitted to the Disney Job Listing, which is a company wide weekly job newsletter and the Station mailing list (see Attachments A,

B and C for names and addresses). Thirteen candidates applied and three candidates were interviewed. (See Exhibit D-1). The candidate selected came from the Disney Job Listing source.

The second position, Assistant I.T. Manager, was filled on November 15, 2007. On July 25, 2007, notice of the job vacancy was submitted to Disney Job Listing and the Station's mailing list (See Attachments A, B and C for names and addresses). Eighteen candidates applied and three were interviewed. The Station received resumes from five referral sources (See Exhibit D-2) and selected a candidate that had responded from the Disney Job Listing.

The third position, Account Executive, was filled on September 5, 2007. On August 6, 2007, notice of the job vacancy was submitted to Disney Job Listing and the Station's mailing list (See Attachments A, B and C for names and Addresses). Sixteen candidates applied for the position and seven were interviewed; the Station received resumes from four referral sources (See Attachment D-3), and the selected candidate came from an unknown posting source.

The fourth position, Web Manager, was filled on December 5, 2007. On September 14, 2007, notice of the job vacancy was submitted to ABC Job Listing and the Station's mailing list (See Attachments A, B and C for names and Addresses). Seven candidates applied for the position and five were interviewed. The Station received resumes from three referral sources (See Attachment D-4), and the selected candidate came from a personnel service company.

The fifth position, Master Control Operator, was filled on July 21, 2008. On December 19 2007, notice of the job vacancy was submitted to Disney Job Listing and the Station's mailing list (See Attachments A, B and C for names and Addresses). Twenty-seven candidates applied for the position and four were interviewed. The Station received resumes from five referral sources (See Attachment D-5) - The employee selected came from the Web posting.

The sixth position, Photographer/Editor, was filled June 16, 2008. On April 22, 2008, notice of the job vacancy was submitted to Disney Job Listing and the Station's mailing list (See Attachments A, B and C for names and Addresses). Twelve candidates applied for the position

and five were interviewed. The Station received resumes from three referral sources (See Attachment D-6) and the selected candidate was referred by word of mouth.

Recruitment Sources-General

In an effort to reach a broad spectrum of the population, KFSN-TV uses various sources in its recruitment efforts. In addition to local and national print journals, the Station also has its recruitment ads placed on the Web pages of major print journals, such as Broadcast & Cable.

In addition to the print media, KFSN-TV continuously receives referrals of job applicants from other sources, including educational institutions (See Attachments C-1,2,3), word-of-mouth, talent agents, temporary employees and persons submitting resumes to the Station.

Recruitment Sources-Hire and Interviewee

Since August 1, 2007, KFSN-TV has solicited and received numerous resumes for job openings at the Station from a variety of national, local and educational (See Attachment D1- D6) sources. With this in mind, the Station has been able to effectively interview and hire qualified minority job applicants.

Since KFSN-TV's management is committed to recruiting qualified minorities, the Station will regularly assess and improve its recruitment methods by analyzing the effectiveness of its strategies, and amending them as needed.

RECRUITMENT SOURCES

| <u>NAME</u> | <u>ADDRESS</u> | <u>CONTACT PERSON</u> | <u>PHONE NUMBER</u> |
|------------------------------------|---|-----------------------|---------------------|
| The Fresno Bee | 1626 E Street Fresno, CA 93786 | Maya Rodriguez | 559-441-6291 |
| Vida En El Valle | 3424 N. First St., 201 Fresno, CA 93726 | Patty Medrano | 559-230-8276 |
| Broadcasting Cable | 245 West 17 th Street New York, NY 10011 | Jonathan Kemp | 781-734-8441 |
| TV Week | PO Box 64000 Detroit, Michigan 48264 | Eric Chasko | 323-370-2415 |
| The Bakersfield Californian | 1707 Eye Street Bakersfield, CA 93302 | Ileen Baldrige | 661-395-7313 |
| EDD-Workforce Connection | 3302 N. Blackstone, #155 Fresno, CA 93726 | Betty Sullivan | 559-230-4413 |
| Merced Sun Star | P.O. Box 739 Merced, CA 95341 | Rachel Hernandez | 209-383-7777 |
| Chico Enterprise Record | P.O. Box 9 Chico, CA 95927 | Stephanie Holmes | 530-896-7734 |
| TVJOBS.COM | Broadcast Employment Svc. P.O. Box 4116 Oceanside, CA 92052 | | 760-754-8177 |
| CA. Chicano News Media Association | USC Annenberg School of Communication 3502 Watt Way, ASC G38 Los Angeles, CA 90089 | | 213-740-5263 |
| The Sacramento Bee | 2100 Q Street Sacramento, CA 95816 | Kellie Thompson | 916-321-1234 |
| Broadcast Engineer | PO Box 96985 Chicago, IL 60693 | J Schafer | 800-896-9939 |
| BulldogJobs.com | Career Services/CSUF 5150 N. Maple Ave, Room 256 Fresno, CA 93740 | Aleta Wolfe | 559-278-2381 |
| IBEW | gjordan@IBEW45.org | | |

ORGANIZATIONS

In addition to the organizations listed above, since July 31, 2007, KFSN-TV had notified the following organizations and community leaders of job openings at the station and solicited of applicants:

| <u>NAME</u> | <u>ADDRESS</u> | <u>CONTACT PERSON</u> | <u>PHONE #</u> |
|------------------------------------|---|-----------------------|----------------|
| Refugee Self Suff. Project | 4879 E. Kings Canyon, Fresno, CA 93727 | Lin Hagler | N/A |
| Mr. Hector Abeyta | 508 Tait, Sanger, CA 93657 | Hector Abeyta | N/A |
| The Career Center | 18111 Nordoff Street, Northridge, CA 93702 | John Mayaski | N/A |
| League Mex.-Amer. Women | P.O. Box 9063, Fresno CA 93700 | Helen Veloz | N/A |
| Chicano & Latin Amer. Studies | 5340 N. Campus Drive, Fresno, CA 93740 | Julia Brown | N/A |
| Ms. Julia Brown | 9842 N. Bunker Hill Dr., Fresno, CA 93726 | Marguerita Rocha | N/A |
| Centro La Familia | 2014 Tulare Street, Fresno, CA 93721 | Liz | N/A |
| First Chinese Baptist Church | 6080 N. Angus Street, Fresno, CA 93710 | Al Smith | N/A |
| Hinton Comm. Center | 2385 S. Fairview, Fresno, CA 93706 | Mattie Meyers | N/A |
| Youth Employment Off. | 770 San Pablo, Fresno, CA 93728 | Michelle Morris | N/A |
| Fresno Chamber of Commerce | P.O. Box 1469, Fresno, CA 93716 | Ivan Roman | N/A |
| Ms. Mattie Meyers | P.O. Box 12754, Fresno, CA 93779-2754 | Pauline Kimber | N/A |
| Fresno County EOC | 1900 Mariposa Mall #121, Fresno, CA 93721 | Gail Vartanian | N/A |
| Natl. Assoc. of Hispanics | 1193 National Press Bldg., Washington, D.C. 20045 | David Arrendondo | N/A |
| California Advocate | 1715 E. St., Ste 108, Fresno CA 93728 | Diane G. Medina | N/A |
| UCP | 4224 N. Cedar Avenue, Fresno, CA 93726-3700 | Ken Smith | N/A |
| David Arrendondo | 840 S. West Avenue, Fresno, CA 93706 | Liz | N/A |
| KABC-TV | 4151 Prospect Avenue, Los Angeles, CA 90027 | Jeff Davis | N/A |
| Ivy Community Center | 1350 E. Annadale, Avenue, Fresno CA 93725 | Maude Hunter | N/A |
| Gould-Najarian Counseling | 1665 W. Shae, #102, Fresno, CA 93711 | Lorita Adams | N/A |
| Employment & Training Services | 1900 Mariposa Mall #303, Fresno, CA 93721 | | |
| Ms. Maude Hunter | 4645 North Fifth, Fresno, CA 93726 | | |
| Fresno County Workforce Connection | 3302 N. Blackstone, Ste. 302, Fresno, CA 93726 | | |

EDUCATIONAL INSTITUTIONS

Since July 31, 2007, KFSN-TV has notified the following educational institutions of job openings and solicited referrals of applicants:

| <u>NAME</u> | <u>ADDRESS</u> | <u>CONTACT PERSON</u> |
|--|---|-----------------------|
| Edison High School | 540 E. California, Fresno, CA 93728 | Bud Taylor |
| Career Dev. Center | CA State University-Hayward, Hayward, CA 94542 | Richard Forster |
| Pan American Studies | 1101 E. University, Fresno, CA 93741 | Kehinda Solwazi |
| Fresno City College, Placement Office | 1101 E. University, Fresno, CA 93741 | Michelle Ruby |
| State Center Comm. College, Voc. Train. | 2930 E. Amadale, Fresno, CA 93725 | Carol Rains |
| FCC Disabled Student's Program | 1101 E. University, Fresno, CA 93741 | Janice Emerzian |
| East New Mexico University | E. New Mexico Univ., Portales, NM 88130 | Lucy Wilson |
| CSUF Mass Communications & Journal. | 2225 E. San Ramon, Fresno, CA 93740-8029 | Don Priest |
| San Joaquin Valley College | 295 E. Sierra Ave., Fresno, CA 93710 | Nancy Hale |
| JFK University/Career Center | 100 Ellinwood Way, Pleasant Hill, CA 94523-4817 | Diane Methfessel |
| College of the Sequoias Placement Office | 915 S. Mooney Blvd., Visalia, CA 93227 | Fayd Hord |
| S.F. State University, Grad. Career Ctr. | 1600 Holloway Ave., San Francisco, CA 94132 | Edwin Critchlow |
| CSU Chico | Placement Office, Chico, CA 95929-0700 | Noele Winans |
| Northeastern University | 102 Lake Hall, Boston, MA 02115 | Maria Stein |
| City College Downtown Campus | 800 Mission Street, San Francisco, CA 94103 | Gene Williams |
| Oholone Community College | 43600 Mission Blvd., Fremont, CA 94530 | Diane Burkeland |
| Fresno Pacific College | 1717 S. Chestnut, Fresno, CA 93702 | Alicia Andrade |
| Merced College, Job Placement | 3600 M Street, Merced, CA 95340 | Debbie Sutron |
| Kings River Community College | 995 N. Reed Avenue, Reedley, CA 93654 | Laurie Tidyman-Coxey |
| Long Island University | Southampton Campus, Southampton, NY 11968 | Attr: Job Placement |
| Fresno City Resource Center | 1101 E. University, Fresno, CA 93741 | Rob Weil |

| <u>NAME</u> | <u>ADDRESS</u> | <u>CONTACT PERSON</u> |
|---------------------------------|---|-----------------------|
| Women's Resource Center, CSUF | Fresno, CA 93740 | Francine Oputa |
| Fresno City College | 1101 E. University, Fresno, CA 93741 | Mary Beth Wynn |
| Merced College | 3600 M Street, Merced, CA 95348 | Bob Barrera |
| FSU Dept of Mass Communications | 2225 E. San Ramon, Fresno, CA 93740-8029 | Jim Wilson |
| Natl. Assoc. Black Journalists | 8701 Adelphi Rd., Adelphi, MD 20783 | Timothy Bracey |
| City College/S.E. Campus | 1800 Oakdale Avenue, San Francisco, CA 94124 | |
| DeAnza College | 21250 Stevens Creek Blvd., Cupertino, CA 95014 | Cindy Lister |
| Fresno Pacific College | 1717 S. Chestnut, Fresno, CA 93702 | |
| CSUF, Career Services | 5150 N Maple, Joyal Admin Bldg., Fresno, CA 93740 | |

RECRUITMENT - REFERRALS

| | <u>Number of Referrals</u> | | <u>Total</u> |
|--------------------------------|----------------------------|--------------|--------------|
| | <u>Minority</u> | <u>Women</u> | |
| Disney Job Listing | 2 | 1 | 3 |
| Recruiting Agency | 0 | 0 | 0 |
| The Fresno Bee | 4 | 0 | 4 |
| IBEW | 1 | 0 | 1 |
| Act 1 Personnel Agency | 1 | 0 | 1 |
| Broadcasting Cable | 0 | 0 | 0 |
| Visalia Delta Times | 0 | 0 | 0 |
| The California Advocate | 0 | 0 | 0 |
| The Bakersfield Californian | 1 | 1 | 2 |
| Independent Talent Agencies | 0 | 0 | 0 |
| Merced Sun Star | 0 | 0 | 0 |
| NAHJ | 0 | 0 | 0 |
| Internal | 0 | 1 | 1 |
| Word-of-Mouth | 6 | 3 | 9 |
| Chico Enterprise | 0 | 0 | 0 |
| TVJOBS.COM | 0 | 0 | 0 |
| C.A. Chicano News Media Assoc. | 0 | 0 | 0 |
| KFSN Web | 10 | 6 | 16 |
| EEO Job Mailing/Posting | 0 | 0 | 0 |
| Unidentified | 6 | 1 | 7 |
| <u>Total</u> | <u>31</u> | <u>13</u> | <u>44</u> |

APPLICANT DATA FLOW LOG

Position Title & Job # MASTER CONTROL OPERATOR 08-02 Date Posted 12/19/2007
 Department ENGINEERING Date Filled 7/21/2008
 EEO Job Category EEO 08-02

| Applicant's Name | SEX | | RACE | | | | | | INTERVIEW | | SOURCE | STATUS |
|------------------|-----|---|------|---|---|---|----|-----|-----------|---|------------|--------|
| | M | F | W | B | H | A | AI | Unk | Y | N | | |
| | X | | | | | | | X | | X | Unknown | NH |
| | X | | | | | X | | | | X | Web | NH |
| | X | | | | | | | X | | X | Tvjobs.com | NH |
| | X | | | | | | | X | X | | Web | NH |
| | X | | | | X | | | | | X | Web | NH |
| | X | | X | | | | | | | X | Web | NH |
| | | X | | | X | | | | | X | Web | NH |
| | X | | X | | | | | | X | | Web | NH |
| | X | | | | | | | X | | X | Unknown | NH |
| | X | | | | | | | X | X | | Web | H |
| | X | | X | | | | | | | X | Web | NH |
| | X | | X | | | | | | | X | Web | NH |
| | X | | X | | | | | | | X | Fresno Bee | NH |
| | X | | X | | | | | | | X | Fresno Bee | NH |
| | X | | | | X | | | | | X | Web | NH |
| | X | | | | X | | | | | X | IBEW | NH |
| | X | | | | | | | X | | X | Unknown | NH |
| | X | | | | | | | X | | X | Unknown | NH |
| | X | | X | | | | | | | X | Web | NH |
| | X | | X | | | | | | | X | Web | NH |
| | X | | | | X | | | | | X | Unknown | NH |
| | X | | | | | | | X | | X | Web | NH |
| | X | | | X | | | | | | X | Web | NH |
| | X | | X | | | | | | | X | Web | NH |
| | X | | | | X | | | | | X | Fresno Bee | NH |
| | X | | | | | | | X | | X | Unknown | NH |
| | X | | | | | | | X | | X | Web | NH |

Totals: 26 1 9 1 6 1 0 10 4 23

| |
|---------------------|
| Sex: |
| M= Male |
| F= Female |
| Race: |
| W= White |
| B= Black |
| H= Hispanic |
| A= Asian |
| AI: American Indian |
| Unk= Unknown |

| | |
|---|-------------------------------|
| Referral Source: | Status: |
| File/Database Search | NH - Not Hired |
| Community Outreach(Name of Agy) | H - Hired |
| Employee Ref(Name of Employee) | ARO - Applicant Refused Offer |
| College/Univ.(Name of Institution) | |
| Advertisement | |
| Agency (Name) Position filled by: C. K. | |
| Rehire | |
| Other Submitted by: Al Rodriguez | |

