

2011-2012 ANNUAL PUBLIC FILE EEO REPORT
August 1, 2011-July 31, 2012

Call Sign of Station(s): **KNTV and KSTS**

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

KNTV

Assignment Manager (1)
Sales Fulfillment Coordinator (1)
Local Sales Manager (1)
Investigative Reporter (4)
Digital Product Specialist (1)
Weather Producer Anchor (1)
Director Assist (1)
Executive Producer (1)
Investigative Producer (4)
Social Media Editor (1)
Senior Digital Editor (1)
Graphic Designer (1)
VP of Sales (1)
Technology Supervisor (1)
Managing Editor (1)
EP Special Projects (1)
Content Producer (1)
Promotion Producer (1)
Reporter (1)
Brand Director (1)

KSTS

Producer (1)
VP of Sales (1)
National Sales Manager (1)
Account Executive (1)
News Director (1)

2. Attached is a summary of the Recruitment Source Data Forms relevant for the jobs listed.
3. In total, how many interviewees did the station interview for all the full-time job vacancies identified in response to Question 1?

KNTV: 83
KSTS: 18

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 see attached for recruitment sources for each applicant and hired employee.

Name of Recruitment Source	Total Number of Interviewees Referred during reporting year
NBCunicareers.com	26
Employee Referral	33
Community Outreach	1
Internal Promotion/Transfer	17
Social Media	13
YOH Managed Staffing	10
Talent Agent	1

5. Please summarize the station'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 stations participation in each initiative.

Recruitment/Outreach Initiatives:

The station has undertaken the following longer-term recruitment /outreach initiatives during the reporting period:

I. INTERNSHIPS & EDUCATION:

1. College Internship Program: Fall 2011-Summer 2012

Total Students: 57 **News: 30**
Sales/Mktg: 10
Production: 4
Creative Services: 4
Human Resources: 1
Finance: 2
Community Relations: 6

Description: NBC Bay Area offers a wide range of internship opportunities for students interested in careers in the media business. Our internship program provides students practical skills through hands-on assignments working with talented broadcast professionals who are willing to share their knowledge. Students have the opportunity to work in Advertising/Promotion, Community Relations, Finance, Creative Services, Human Resources, Sales/Marketing, IT, Production, Commercial Production, Programming, News and Website. Students receive college credit for participating in the internship program.

Participating Staff:

Amanda Rivas, Sales Fulfillment Coordinator	Wendy Collins, Senior Producer
Judy Betro, H.R. Director	Lauren Brennan, Assignment Editor
Jennifer Garcia, Scheduling Coordinator	Lisa Meak, Producer
Lance Lew, Dir. of Community & Event Mktg	Joel Valencia, Finance Manager
Entire News Leadership Team	

2. EMMA BOWEN Foundation for Minority Interests in Media:

Total Students: 2

Description: 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 the partner company (NBCU) during summer and school breaks from the end of their senior year in High School until they graduate from college. During that five-year period, students have an opportunity to learn many aspects of station operations with the possibility of permanent placement upon completion of their college degree. Students in this program receive an hourly wage, as well as matching compensation, to help pay for tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program. NBC Bay Area has had three interns participate in the program since 2007.

Participating Staff:

Judy Betro, HR Director	Lauren Brennan, Assignment Editor
Lisa Meak, Producer	Wendy Collins, Senior Producer
Lance Lew, Director of Community & Event Mktg	

II. EMPLOYEE TRAINING:

EEO Outreach/ Training Initiatives

Station personnel, including management and on-air talent are encouraged to actively participate in community organizations and outreach events. Listed in section IV below are station events and organizations representative of participation August 1, 2011 through July 31, 2012.

EEO / Human Resources Training - The Stations regularly offer training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. During the reporting period, these programs have included Inclusive Leadership Workshop, Integrity Training, Avoiding Harassment in the Workplace, The Risks of Social Networking, Branding Workshops, The Fundamentals of Innovation, Editorial Workshops, numerous technical skills training offerings through a partnership with Bay Area Video Coalition.

Skills Enhancement Training - 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 NBC sponsored programs. During the reporting period, Station employees participated in the following development courses:

Building Essential Leadership Skills, Local Media Sales Seminar, Local Media Producer Seminar, Presentation Skills, Effective Coaching, Management Development course, Influencing Skills, DISC Behavioral Styles at Work, Microsoft Systems-related training, Noll Sales Course, Carnegie Training (Sales), Executive Leadership Training Program, Sales Associate Program participation, local EHS, OSHA and safety trainings as appropriate, monthly local photographer seminars/meetings, and local DEKO and AVID training. Diversity programs of NBCU provide professional skill development opportunities 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, and How to Write an Employee Evaluation.

III. JOB FAIR PARTICIPATION:

Representatives of KNTV participated in the following job fairs:

- **Santa Clara University Career Fair**—*April 2012*—Judy Betro, Director of Human Resources
- **The Bay Area's 12th Annual Diversity Employment Day Career Fair (Co-Media Sponsor)** –*Feb 2012*—(Alameda County) Judy Betro, H.R. Director; Angela Crayton, Director of Technology & Broadcasting; and Lance Lew, Director of Community and Event Marketing; KNTV
- **The Bay Area's 12th Annual Diversity Employment Day Career Fair (Co-Media Sponsor)** –*May 2012*—(San Francisco County) Judy Betro, H.R. Director; Angela Crayton, Director of Technology & Broadcasting; and Lance Lew, Director of Community and Event Marketing; KNTV

IV. EVENT PARTICIPATION:

Representatives of KNTV participated in the following community events:

- **Hispanic Foundation Gala**, *Jessica Aguirre*, Oct. 2011
- **Women in STEM event (Women)**, *Jessica Aguirre*, Apr. 2012
- **Silicon Valley Leadership Group (Hispanic)**, *Laura Garcia*, Feb. 2012
- **Solano Food Bank (African American)**, *Cheryl Hurd*, Aug. 2011
- **Friends of Faith (African American)**, *Cheryl Hurd*, Sept. 2011
- **A Taste of Japan (Asian)**, *Mike Inouye*, Sept. 2011
- **Japanese Community Center Awards Event (Asian)**, *Mike Inouye*, Oct. 2011
- **Gold Medal Ceremony 442 regimental combat team**, *Mike Inouye*, Apr. 2012
- **Japanese American League Awards**, *Mike Inouye*, Apr. 2012
- **Cherry Blossom Parade (Asian)**, *Mike Inouye*, Apr. 2012
- **Japanese Veteran's Breakfast (Asian)**, *Mike Inouye*, Apr. 2012
- **July 4th Veteran's Parade in Fremont**, *Mike Inouye*, Jul. 2012
- **San Jose Conservation Corps & Charter School (Hispanic/African American)**, *Jon Kelley*, Jan. 2012

- **Northern California Cherry Blossom Festival (Asian),**
George Kiriyaama, Apr. 2012
- **Day of Remembrance - No. Japan Earthquake (Asian),**
George Kiriyaama, Apr. 2012
- **Soy and Tofu (Asian),** *George Kiriyaama, Jun. 2012*
- **July 4th Veteran's Parade in Danville,** *Christina Loren, Jul. 2012*
- **Warriors-Indo-Indian American event (Asian),** *Raj Mathai, Apr. 2012*
- **HOPE Services (people with disabilities),** *Scott McGrew, Jun. 2012*
- **Walk a Mile in Her Shoes (Women),** *Jeff Ranieri, Apr. 2012*
- **Migrant Luncheon (Hispanic),** *Kris Sanchez, Aug. 2011*
- **Comcast Hometown Heroes (Hispanic),** *Laurence Scott, Apr. 2012*
- **Silicon Valley Boys & Girls Club (Hispanic),** *Marla Tellez, Jan. 2012*
- **Women's History Month Gala (Women),** *Marla Tellez, Mar. 2012*
- **UCSF Comcast Youth Technology Workshop,** *Damian Trujillo, Sept. 2011*
- **Mexican American Educators Association of Silicon Valley,**
Damian Trujillo, Sept. 2011
- **Santa Clara Office of Education Awards Ceremony (Hispanic),**
Damian Trujillo, Sept. 2011
- **Hispanic Foundation Gala (Hispanic),** *Damian Trujillo, Oct. 2011*
- **San Jose Veterans Center (Veteran),** *Damian Trujillo, Nov. 2011*
- **Commencement for at risk students (Hispanic),** *Damian Trujillo, May 2012*
- **YWCA Luncheon (Women),** *Janelle Wang, Oct. 2011*
- **YWCA Women's Award (Women),** *Janelle Wang, Oct. 2011*
- **Bank of Communication Gala (Asian),** *Janelle Wang, Mar. 2012*
- **Asian Pacific American Heritage month (Asian),** *Janelle Wang, Apr. 2012*
- **Consulate of China Gala (Asian),** *Janelle Wang, Apr. 2012*
- **Asian Law Alliance (Asian),** *Janelle Wang, May 2012*
- **Self Help for the Elderly (Asian),** *Janelle Wang, Jun. 2012*

**JOB VACANCY
RECRUITMENT SOURCE DATA SUMMARY FORM**

Station	Job Title	Date Job Filled	Recruitment Source of Ultimate Hire	Address of Recruitment Source	Contact Person	Phone	Has this source requested notices
KNTV	Assignment Manager	11/11/11	EE Referral	n/a	n/a	n/a	no
KNTV	Sales Fulfillment Coordinator	11/14/11	Emma Bowen	n/a	n/a	n/a	no
KNTV	Local Sales Manager	11/14/11	EE Referral	n/a	n/a	n/a	no
KNTV	Investigative Reporter	11/24/11	EE Referral	n/a	n/a	n/a	no
KNTV	Investigative Reporter	12/12/11	EE Referral	n/a	n/a	n/a	no
KNTV	Investigative Producer	12/12/11	EE Referral	n/a	n/a	n/a	n/a
KNTV	Investigative Producer	1/2/12	EE Referral	n/a	n/a	n/a	no
KNTV	Investigative Producer	1/2/12	EE Referral	n/a	n/a	n/a	no
KNTV	Digital Product Specialist	1/6/12	Internal	n/a	n/a	n/a	no
KNTV	Investigative Reporter	1/9/12	EE Referral	n/a	n/a	n/a	no
KNTV	Investigative Reporter	1/9/12	Social Media	n/a	n/a	n/a	no
KNTV	Weather Producer Anchor	1/10/12	Talent Agent	n/a	n/a	n/a	no
KNTV	Executive Producer	2/22/12	Yoh	n/a	n/a	n/a	no
KNTV	Direct Assist	2/24/12	EE Referral	n/a	n/a	n/a	no
KNTV	Investigative Producer	2/27/12	Social Media	n/a	n/a	n/a	no
KNTV	Social Media Editor	2/29/12	nbcunicareers.com	n/a	n/a	n/a	no
KNTV	Senior Digital Editor	3/19/12	EE Referral	n/a	n/a	n/a	no
KNTV	Graphic Designer	3/27/12	nbcunicareers.com	n/a	n/a	n/a	no
KNTV	VP Sales	3/27/12	Internal	n/a	n/a	n/a	no
KNTV	Tech. Supervisor	4/23/12	nbcunicareers.com	n/a	n/a	n/a	no
KNTV	Managing Editor	5/8/12	EE Referral	n/a	n/a	n/a	no
KNTV	EP Special Projects	5/24/12	EE Referral	n/a	n/a	n/a	no
KNTV	Content Producer	6/25/12	Yoh	n/a	n/a	n/a	no
KNTV	Promotion Producer	7/3/12	Internal/Transfer	n/a	n/a	n/a	no
KNTV	Reporter	7/5/12	Yoh	n/a	n/a	n/a	no
KNTV	Brand Director	7/?/12	Internal/Promotion	n/a	n/a	n/a	no
KSTS	Producer	9/6/11	Yoh	n/a	n/a	n/a	no
KSTS	VP Sales	10/31/11	Internal/Promotion	n/a	n/a	n/a	no
KSTS	NSM	12/21/11	Internal/Promotion	n/a	n/a	n/a	no
KSTS	Account Executive	4/3/12	EE Referral	n/a	n/a	n/a	no

KSTS	News Director	7/5/12	EE Referral	n/a	n/a	n/a	no
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Assignment Manager**

Date Job Filled: **11/11/2011**

Recruitment Source: **Employee Referral**

Total Interviews: **4**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	3	N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Sales Fulfillment Coordinator**

Date Job Filled: **11/14/2011**

Recruitment Source: **Emma Bowen**

Total Interviews: **2**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach	1	N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Local Sales Manager**

Date Job Filled: **11/14/2011**

Recruitment Source: **Employee Referral**

Total Interviews: **12**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	3	N/A	N/A	N/A	N/A
Employee Referral	9	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Investigative Reporter (1 of 4)**

Date Job Filled: **11/24/2011**

Recruitment Source: **Employee Referral**

Total Interviews: **5**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral	2	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media	2	N/A	N/A	N/A	N/A
YOH Managed Staffing	1	N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Investigative Producer (1 of 4)**

Date Job Filled: **12/12/2011**

Recruitment Source: **Employee Referral**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Investigative Reporter (2 of 4)**

Date Job Filled: **12/12/2011**

Recruitment Source: **Employee Referral**

Total Interviews: **3**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media	3	N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Investigative Producer (2 of 4)**

Date Job Filled: **1/2/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **3**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing	1	N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Investigative Producer (3 of 4)**

Date Job Filled: **1/2/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media	1	N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Digital Product Specialist**

Date Job Filled: **1/6/2012**

Recruitment Source: **Internal**

Total Interviews: **2**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	1	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Investigative Reporter (3 of 4)**

Date Job Filled: **1/9/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **4**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/Transfer		N/A	N/A	N/A	N/A
Social Media	3	N/A	N/A	N/A	N/A
YOH Managed Staffing	1	N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Investigative Reporter (4 of 4)**

Date Job Filled: **1/9/2012**

Recruitment Source: **Social Media**

Total Interviews: **3**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media	3	N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Weather Producer Anchor**

Date Job Filled: **1/10/2012**

Recruitment Source: **Talent Agent**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent	1	N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Executive Producer**

Date Job Filled: **2/22/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **3**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	1	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Director Assist**

Date Job Filled: **2/24/2012**

Recruitment Source: **Yoh**

Total Interviews: **4**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral	2	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing	2	N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Investigative Producer (4 of 4)**

Date Job Filled: **2/27/2012**

Recruitment Source: **Social Media**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media	1	N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Social Media Editor**

Date Job Filled: **2/29/2012**

Recruitment Source: **nbcunicareers.com**

Total Interviews: **4**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	4	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Internal Promotion/Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Senior Digital Editor**

Date Job Filled: **3/19/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **2**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Graphic Designer**

Date Job Filled: **3/27/2012**

Recruitment Source: **nbcunicareers.com**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **VP Sales**

Date Job Filled: **3/27/2012**

Recruitment Source: **Internal**

Total Interviews: **2**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	2	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Technology Supervisor**

Date Job Filled: **4/23/2012**

Recruitment Source: **nbcunicareers.com**

Total Interviews: **3**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	2	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Managing Editor**

Date Job Filled: **5/8/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **2**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	1	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **EP Special Projects & News**

Date Job Filled: **5/24/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **3**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	2	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Content Producer**

Date Job Filled: **6/25/2012**

Recruitment Source: **Yoh**

Total Interviews: **5**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing	3	N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Promotion Producer**

Date Job Filled: **7/3/2012**

Recruitment Source: **Internal/Transfer**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	1	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Reporter**

Date Job Filled: **7/5/2012**

Recruitment Source: **Yoh**

Total Interviews: **2**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing	1	N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **NBC Bay Area**

Job Title: **Brand Director**

Date Job Filled: **7/6/2012**

Recruitment Source: **Internal/Promotion**

Total Interviews: **9**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	5	N/A	N/A	N/A	N/A
Employee Referral	2	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	2	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **KSTS**

Job Title: **Producer**

Date Job Filled: **9/6/2011**

Recruitment Source: **Yoh**

Total Interviews: **3**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral	2	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing	1	N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **KSTS**

Job Title: **VP Sales**

Date Job Filled: **10/31/2011**

Recruitment Source: **Internal/Promotion**

Total Interviews: **6**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral	2	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	3	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **KSTS**

Job Title: **National Sales Manager**

Date Job Filled: **12/21/2011**

Recruitment Source: **Internal/Promotion**

Total Interviews: **2**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	1	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **KSTS**

Job Title: **Account Executive**

Date Job Filled: **4/3/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com		N/A	N/A	N/A	N/A
Employee Referral	1	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer		N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(Attached to EEO Public File)**

Station: **KSTS**

Job Title: **News Director**

Date Job Filled: **7/5/2012**

Recruitment Source: **Employee Referral**

Total Interviews: **6**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCunicareers.com	1	N/A	N/A	N/A	N/A
Employee Referral	4	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	N/A
Internal Promotion/ Transfer	1	N/A	N/A	N/A	N/A
Social Media		N/A	N/A	N/A	N/A
YOH Managed Staffing		N/A	N/A	N/A	N/A
Talent Agent		N/A	N/A	N/A	N/A

