

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0922 (September 2002)	FOR FCC USE ONLY
FCC 397		

BROADCAST MID-TERM REPORT	FOR COMMISSION USE ONLY FILE NO. B397 - 20100730ADH
----------------------------------	---

Legal Name of the Licensee
NBC TELEMUNDO LICENSE CO.

Mailing Address
1299 PENNSYLVANIA AVENUE, NW
9TH FL.

City WASHINGTON	State or Country (if foreign address) DC	Zip Code 20004 -
--------------------	---	---------------------

Telephone Number (include area code) 2026374262	E-Mail Address (if available) MARGARET.TOBEY@NBCUNI.COM
--	--

FCC Registration Number 0009825456	Facility ID Number 35280	Call Sign KNTV
---------------------------------------	-----------------------------	-------------------

TYPE OF BROADCAST STATION:	Commercial Broadcast Station	Noncommercial Broadcast Station
	<input type="radio"/> Radio <input checked="" type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	<input type="radio"/> Educational Radio <input type="radio"/> Educational TV

Application Purpose

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Station List]

Station List

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KNTV	35280	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	SAN JOSE, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No

KSTS	64987	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	SAN JOSE, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No
------	-------	---	--------------	---

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name MARGARET L. TOBEY		Street Address 1299 PENNSYLVANIA AVENUE, NW 9TH FLOOR	
City WASHINGTON	State DC	Zip Code 20004-	Telephone Number 2026374262

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification] .

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent MARGARET L. TOBEY
Title ASSISTANT SECRETARY	Telephone No. (include area code) 2026374262
Date 07/30/2010	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

Section II	
RESPONSIBILITY FOR IMPLEMENTATION	
A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:	
Name: JUDITH BETRO	Title: DIRECTOR, HUMAN RESOURCES
It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.	

Section III	
MID-TERM REPORT	
Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 1]

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Attachment 1

Description
2010 Annual EEO Rept -- KNTV, KSTS
2009 Annual EEO Rept -- KNTV, KSTS

ANNUAL PUBLIC FILE EEO REPORT
August 1, 2009-July 31, 2010

Call Sign of Station: **KNTV and KSTS**

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

KNTV

VP News and Content
Account Executive
Account Executive
Account Exec. Business
Executive Producer
Electronic News Gatherers
Multi-platform Content Producer
Coordinator
Sales Fulfillment Coordinator
Exec Producer of News

KSTS

Audio Operator/ Video Editor
Video Journalist
Reporter
Reporter

2. For each vacancy listed, attach to this report the relevant completed Recruitment Source Data Form

Attached

3. In total, how many interviewees did the station interview for all the full-time job vacancies identified in response to Question 1?

79

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
NBCbayarea.com	0
Internal Postings - GE Career Opportunity System	22

Employee Referral	15
Community Outreach	42

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.

FCC EEO Outreach Initiatives KNTV and KSTS Aug 1, 2009 – July 31, 2010	Station Representatives
India Community Center	Raj Mathai
HOPE Breakfast	Scott McGrew
San Jose Unified School District Music Program	Damian Trujillo
Tech Challenge Awards- Tech Museum	Scott McGrew
AIDS Lifecycle	Dan Pyryt
American GI Forum Gala	Damian Trujillo
American Red Cross (Peninsula Chapter)	Raj Mathai
Asian Pacific Fund-Growing Up Asian Educational Program	Lance Lew
Bay Area Proud	Jim Monroe, on-air Talent, Dept Heads
Candidates Forum SV Council of Non Profits	Damian Trujillo
Chandam School of Dance 30th Anniversary Gala	Raj Mathai
Connect Silicon Valley	Scott McGrew
Emma Bowen Internship Program	Judy Betro
EMQ Families First	Lance Lew
Friends of Faith Breast Cancer Walk	Dan Pyryt
HBS, Hispanic Business Salute	Damian Trujillo, Erika Diaz, David Padilla
Hispanic Charity Ball:	Damian Trujillo
Internet Recruiting- KNTV/KSTS posts all job opportunities at nbcunicareers.com and gecareers.com	Judy Betro
Junior League Silicon Valley	Marla Miller
Juvenile Diabetes Research Fund (SF/Silicon Valley)	Raj Mathai
La Raza lawyers Accociations Scholarship Gala	Damian Trujillo
NBC Bay Area College Internship Program	Judy Betro
NBCU Diversity Council	Judy Betro, Vera Anderson
NRI Global Economic Summit	Raj Mathai
Red Cross Fundraising Gala	Damian Trujillo

Red Cross Silicon Valley	Lance Lew
Santa Clara County League of Women Voters	James Gaughran
Silicon Valley Faces MLK Contest	Damian Trujillo
SJ Vet Center Resource Fair	Damian Trujillo
Sunrise Rotary (Fremont Chapter)	Raj Mathai
Urban Solutions	Lance Lew

EEO Outreach/ Training Initiatives

Station personnel, including management and on-air talent are encouraged to actively participate in community organizations and events. Listed above are station events and organizations representative of participation August 1, 2009 through July 31, 2010.

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, EAP training, 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 an ETP 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 GE/NBC sponsored programs. During the two-year reporting period, Station employees participated in the following development courses:

Building Essential Leadership Skills, TVSD Sales Seminar, TVSD Producer Seminar, Presentation Skills, Effective Coaching, Management Development course, Influencing Skills, DISC Behavioral Styles at Work, Microsoft Systems-related training, Knoll Sales Course, Carnegie Training (Sales), Executive Leadership Training Program, Sales Associate Program participation, eEMS training, local EHS, OSHA and safety trainings as appropriate, monthly local photographer seminars/meetings, and local DEKO and AVID training. The GE African American Forum, GE Women's Network, GE Asian Pacific American Forum and GE Hispanic Forums 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, and How to Write an Employee Evaluation.

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

Station: **NBC Bay Area**

Job Title: **VP News and Content**

Date Job Filled: **1/4/2010**

Recruitment Source – Hired Candidate: **Community Outreach**

Total Interviews: **19**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System	3	N/A	N/A	N/A	N/A
Community Outreach	4	N/A	N/A	N/A	No
Employee Referral	12	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: **Account Executive**

Date Job Filled: **10/5/2009**

Recruitment Source – Hired Candidate: **NBCUNI Careers**

Total Interviews: **5**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System	3	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	No
Employee Referral	2	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: **Account Executive**

Date Job Filled: **1/4/2010**

Recruitment Source – Hired Candidate: **Employee Referral**

Total Interviews: **11**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System	3	N/A	N/A	N/A	N/A
Community Outreach	3	N/A	N/A	N/A	No
Employee Referral	5	N/A	N/A	N/A	N/A

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

Station: **Telemundo 48**

Job Title: **Reporter**

Date Job Filled: **2/15/2010**

Recruitment Source – Hired Candidate: **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?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System		N/A	N/A	N/A	N/A
Community Outreach	1	N/A	N/A	N/A	No
Employee Referral	3	N/A	N/A	N/A	N/A

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

Station: **Telemundo 48**

Job Title: **Reporter**

Date Job Filled: **2/8/2010**

Recruitment Source – Hired Candidate: **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?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	No
Employee Referral	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: **Account Exec. Business**

Date Job Filled: **4/12/2010**

Recruitment Source – Hired Candidate: **Employee Referral**

Total Interviews: **8**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System	2	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	No
Employee Referral	6	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: **5/3/2010**

Recruitment Source – Hired Candidate: **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?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System	5	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	No
Employee Referral	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: **Electronic News Gatherers**

Date Job Filled: **5/10/2010**

Recruitment Source – Hired Candidate: **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?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System	2	N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	No
Employee Referral	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: **Multi-platform Content Producer**

Date Job Filled: **5/10/2010**

Recruitment Source – Hired Candidate: **NBCbayarea.com**

Total Interviews: **9**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System		N/A	N/A	N/A	N/A
Community Outreach	4	N/A	N/A	N/A	No
Employee Referral	5	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: **Coordinator**

Date Job Filled: **5/31/2010**

Recruitment Source – Hired Candidate: **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?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System	3	N/A	N/A	N/A	N/A
Community Outreach	1	N/A	N/A	N/A	No
Employee Referral	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: **Sales Fulfillment Coordinator**

Date Job Filled: **7/12/2010**

Recruitment Source – Hired Candidate: **Career Fair**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System		N/A	N/A	N/A	N/A
Community Outreach	1	N/A	N/A	N/A	No
Employee Referral		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: **Exec Producer of News**

Date Job Filled: **1/4/2010**

Recruitment Source – **Hired Candidate: Promotion (Internal)**

Total Interviews: **1**

Name of Recruitment Source	Number of Interviewees from Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	No
Employee Referral	1	N/A	N/A	N/A	N/A

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

Station: **Telemundo 48**

Job Title: **Audio Operator/ Video Editor**

Date Job Filled: **2/15/2010**

Recruitment Source – Hired Candidate: **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?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System		N/A	N/A	N/A	N/A
Community Outreach		N/A	N/A	N/A	No
Employee Referral	3	N/A	N/A	N/A	N/A

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

Station: **Telemundo 48**

Job Title: **Video Journalist**

Date Job Filled: **2/15/2010**

Recruitment Source – Hired Candidate: **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?
NBCbayarea.com		N/A	N/A	N/A	N/A
Internal Postings – GE Career Opportunity System	1	N/A	N/A	N/A	N/A
Community Outreach	1	N/A	N/A	N/A	No
Employee Referral	1	N/A	N/A	N/A	N/A