

## **PUBLIC FILE REPORT – AUGUST 1, 2013 THROUGH JULY 31, 2014**

As a licensee of the Federal Communications Commission, Redwood Empire Stereocasters affords equal employment opportunity without regard to race, color, religion, national origin, or sex.

### **EEO Annual Report for Redwood Empire Stereocasters**

This Annual EEO Report is filed on behalf of KZST (FM), KJZY (FM), KTRY (FM) and KWVF (FM), (the "Stations") in compliance with the FCC's EEO reporting requirements. KZST, KJZY, KTRY and KWVF, owned by Redwood Empire Stereocasters, share at least one employee. Thus, FCC rules deem the Stations a "single employment unit" and require the filing of a joint report. This report includes information from August 1, 2013, through July 31, 2014, and will be placed in the Stations' public files and on the Stations' respective websites.

### **Job Vacancy Information**

KZST, KJZY, KTRY and KWVF are equal opportunity employers that are committed to meeting the Stations' EEO obligations. All full-time job vacancies are posted with several sources, including national and local minority organizations, schools, newspapers, and help-wanted and industry websites. The Stations' list of recruitment sources has been updated to include email addresses and will be used to notify potential applicants for full-time positions. The Stations will continue to actively seek out new sources. The Stations encourage organizations that distribute employment information or refer prospective candidates to contact us so that they may be placed on our mailing list to receive notification of future vacancies. The Stations will broadcast announcements four times a year in rotating dayparts inviting interested organizations to be added to our mailing list. Notices on the Stations' websites extend a similar invitation.

### **Long-Term Recruitment Measures**

The Stations participate in long-term recruitment measures both individually and together. Job/Career Fairs are attended by Stations' General Manager, Sales Manager (Regional or Local) and/or Business Manager and if another specific opening exists, the appropriate department head attends.

The Stations co-sponsor a Job/Career Fair at Santa Rosa Junior College and at Sonoma State University, as well as California Employment Development Dept – Veterans Job Fair.

The Stations participate in Career Days at local schools, particularly at Sonoma State University and Santa Rosa Junior College.

The Stations participate in a scholarship program for local students to facilitate their study of broadcasting. This is the University Scholarship Program through Sonoma State University SSU Academic Foundation.

**Job Fairs/Career Days attended during the period:**

Sonoma State University – Career Fair, Rohnert Park Campus, February 20, 2014. Attended and staffed by Tom Skinner, VP/General Manager. Job and career fair for those looking to begin in the world of work or change careers.

**Seminars/Job/Career Fairs co-sponsored:**

Sonoma State University – Career Fair, Rohnert Park Campus, February 20, 2014. Job and career fair for those looking to begin in the world of work or change careers.

**Station Tours designed to provoke interest in careers in broadcasting:**

8/2/2013: Nathan, a Santa Rosa local resident and friends with owner of station group was curious about broadcasting and wanted a tour.

8/15/2013. Nancy Doherty & her don, Luke, local residents. Luke is interested in electronics and they were curious about what goes on in a radio station. We discussed various positions and what may be needed in future to pursue jobs in broadcasting.

12/20/2013: Vinyl Revival, Santa Rosa. A group of 5 women performers requested a tour and introduction to broadcasting discussing careers available.

3/21/2014: Cub Scout Den (Pak 138, Northwest Santa Rosa). This was a “go see it” activity the Cub Scouts must complete. May spark interest someday.

3/21/2014: Tiger Cub Scout Den (Bennett Valley). This was a “go see it” activity the Cub Scouts must complete. May spark interest someday.

**OUTREACH LISTING**

**The Stations furnish job listings to the following organizations that distribute information about employment opportunities to job seekers:**

Empire College

Fax: 707-546-4008

Phone: 707-546-4000 x242

Address: 3035 Cleveland Avenue, Santa Rosa, CA 95403  
Contact: Lucille Inman, Career Services Director  
Phil Vo, Career Development Manager  
Email: [linman@empirecollege.com](mailto:linman@empirecollege.com)  
Email: [pvo@empirecollege.com](mailto:pvo@empirecollege.com)  
Website: [www.empcol.edu](http://www.empcol.edu)

Santa Rosa Junior College, Student Employment

Fax: 707-522-2450  
Phone: 707-522-4476  
Address: 1501 Mendocino Avenue, Santa Rosa, CA 95401  
Contact: Toby, Student Employment Specialist  
Email: [guser20@santarosa.edu](mailto:guser20@santarosa.edu)  
Website: [www.santarosa.edu/stuemp/jobs](http://www.santarosa.edu/stuemp/jobs)

Santa Rosa Junior College, Career Center

Fax: 707-527-4690  
Phone: 707-522-2717  
Address: 1501 Mendocino Avenue, Santa Rosa, CA 95401  
Contact: Career Advisor  
Email: jobs posted online  
Website: [www.santarosa.edu/career](http://www.santarosa.edu/career)

Sonoma State University Career Center

Fax: 707-664-4016  
Phone: 707-664-2548  
Address: 1801 E. Cotati Avenue, Rohnert Park, CA 94928  
Contact: Sarah Dove  
Email: [sarah.dove@sonoma.edu](mailto:sarah.dove@sonoma.edu)  
Website: [www.sonoma.edu/sas/crc/](http://www.sonoma.edu/sas/crc/)

Benicia Chamber of Commerce

Phone: 707-745-2120  
Fax: 707-745-2275  
Address: 601 First Street, #100, Benicia, CA 94510  
Contact: Peggy  
Email: [beniciachamber@aol.com](mailto:beniciachamber@aol.com)  
Website: [www.beniciachamber.com](http://www.beniciachamber.com)

Clear Lake Chamber of Commerce

Phone: 707-994-3600  
Fax: 707-994-3603  
Address: 14913 Lakeshore Dr, Clearlake, CA 95422  
Contact: Tamara Richmond  
Email:  
Website: [www.visitclearlakeca.com](http://www.visitclearlakeca.com)

Corte Madera Chamber of Commerce

Phone: 415-924-0441  
Fax: 415-924-1839  
Address: 129 Town Center, Corte Madera, CA 94925  
Contact: Julie

Email: [chamber@cortemadera.org](mailto:chamber@cortemadera.org)  
Website: [www.cortemadera.org](http://www.cortemadera.org)

Dixon Chamber of Commerce

Phone: 707-678-2650  
Fax: 707-678-3654  
Address: P. O. Box 159, Dixon, CA 95620  
Contact: Carol Pruett  
Email: [info@dixonchamber.org](mailto:info@dixonchamber.org)  
Website: [www.dixonchamber.org](http://www.dixonchamber.org)

Greater Ukiah Chamber of Commerce

Phone: 707-462-4705  
Fax: 707-462-5059  
Address: 309 E. Perkins Street, Ukiah, CA 95482  
Contact: Mary  
Email: [ukiahcamber@gmail.com](mailto:ukiahcamber@gmail.com)  
Website: [www.ukiahchamber.com](http://www.ukiahchamber.com)

Healdsburg Chamber of Commerce & Visitors Center

Phone: 707-433-6935  
Fax: 707-433-7562  
Address: 217 Healdsburg Avenue, Healdsburg, CA 95448  
Contact: Carla Howell  
Email: [Carla@healdsburg.com](mailto:Carla@healdsburg.com)  
Website: [www.healdsburg.com](http://www.healdsburg.com)

Hispanic Chamber of Commerce Marin County

Phone: 415-721-9686  
Fax: email only  
Address: P. O. Box 4423, San Rafael, CA 94913  
Contact: Cecilia Zamora  
Email: [info@hccmarin.com](mailto:info@hccmarin.com)  
Website: [www.hccmarin.com](http://www.hccmarin.com)

Hispanic Chamber of Commerce Sonoma County

Phone: 707-575-3648  
Fax: 707-575-3693  
Address: 3033 Cleveland Avenue #306, Santa Rosa, CA 95403  
Contact: Pedro Toledo  
Email: [hccadmin@hcc-sc.org](mailto:hccadmin@hcc-sc.org)  
Website: [www.hcc-sc-org](http://www.hcc-sc-org)

Lake County Chamber of Commerce

Phone: 707-263-5092  
Fax: 707-263-5104  
Address: 875 Lakeport Blvd. Lakeport 95453  
Contact: Melissa Fulton  
Email: [ceo@lakecochamber.com](mailto:ceo@lakecochamber.com)  
Website: [www.lakeportchamber.com](http://www.lakeportchamber.com)

Mendocino Coast Chamber of Commerce

Phone: 707-961-6300

Fax: 707-964-2056  
Address: 217 S. Main Street, Fort Bragg, CA 95437  
Contact: Debra DeGraw  
Email: [chamber2@mcn.org](mailto:chamber2@mcn.org)  
Website: [www.mendocinocoast.com](http://www.mendocinocoast.com)

Napa Chamber of Commerce

Phone: 707-226-7455  
Fax: 707-226-1171  
Address: 1556 First Street, Napa, CA 94559  
Contact: Chris Messina  
Email: [chris@napachamber.com](mailto:chris@napachamber.com)  
Website: [www.napachamber.com](http://www.napachamber.com)

Napa County Hispanic Chamber of Commerce

Phone: 707-363-6537  
Fax: 707-226-1071  
Address: P. O. Box 6647, Napa, CA 94581  
Contact: Marisa Loza  
Email: [marisa.loza@sbcglobal.net](mailto:marisa.loza@sbcglobal.net)  
Website: [www.napacountyhcc.com](http://www.napacountyhcc.com)

Novato Chamber of Commerce

Phone: 415-897-1164  
Fax: email only  
Address: 807 DeLong Avenue, Novato, CA 94945  
Contact: Coy Smith  
Email: [coy@novatochamber.com](mailto:coy@novatochamber.com)  
Website: [www.novatochamber.com](http://www.novatochamber.com)

Petaluma Area Chamber of Commerce

Phone: 707-762-2785  
Fax: 707-762-4721  
Address: 6 Petaluma Blvd North #A-2, Petaluma, CA 94952  
Contact: Onita Pellegrini  
Email: [onitap@petalumachamber.com](mailto:onitap@petalumachamber.com)  
Website: [www.petalumachamber.com](http://www.petalumachamber.com)

Rohnert Park Chamber of Commerce

Phone: 707-584-1415  
Fax: 707-584-2945  
Address: 101 Golf Course Drive #C-7, Rohnert Park, CA 94928  
Contact: Lisa Bagwell  
Email: [info@rohnertparkchamber.org](mailto:info@rohnertparkchamber.org)  
Website: [www.rohnertparkchamber.org](http://www.rohnertparkchamber.org)

San Anselmo Chamber of Commerce

Phone: 415-454-2510  
Fax: 415-258-9458  
Address: P. O. Box 2844, San Anselmo, CA 94979  
Contact: Connie Rodgers  
Email: [info@sananselmochamber.org](mailto:info@sananselmochamber.org)

Website: [www.sananselmochamber.org](http://www.sananselmochamber.org)  
Job Post: <http://sananselmochamber.org/job-posting.html>

Santa Rosa Chamber of Commerce

Phone: 707-545-1414  
Fax: 707-545-6914  
Address: 1260 N. Dutton Avenue #272, Santa Rosa, CA 95401  
Contact: Jonathan Coe  
Email: [jonathanc@santarosachamber.com](mailto:jonathanc@santarosachamber.com)  
Website: [www.santarosachamber.com](http://www.santarosachamber.com)

Sebastopol Area Chamber of Commerce

Phone: 707-823-3032  
Fax: 707-823-8439  
Address: 265 South Main Street, Sebastopol, CA 95472  
Contact: Teresa Ramondo  
Email: [chamber@sebastopol.org](mailto:chamber@sebastopol.org)  
Website: [www.sebastopol.org](http://www.sebastopol.org)

Solano Hispanic Chamber of Commerce

Phone: 707-410-5399  
Fax: 209-846-7065  
Address: 976 Admiral Callaghan Lane, Vallejo, CA 94591  
Contact: Karla Prieto  
Email: [president@solhcc.com](mailto:president@solhcc.com)  
Website: [www.solanohispanicchamber.com](http://www.solanohispanicchamber.com)

Vacaville Chamber of Commerce

Phone: 707-448-6424  
Fax: 707-448-0424  
Address: 300 Main Street #A, Vacaville, CA 95688  
Contact: Mark Creffield  
Email: [mark@vacavillechamber.com](mailto:mark@vacavillechamber.com)  
Website: [www.vacavillechamber.com](http://www.vacavillechamber.com)

Vallejo Chamber of Commerce

Phone: 707-644-5551  
Fax: 707-644-5590  
Address: 427 York Street, Vallejo, CA 94590  
Contact: Rich Curtola  
Email: [rich@vallejochamber.com](mailto:rich@vallejochamber.com)  
Website: [www.vallejochamber.com](http://www.vallejochamber.com)

Willits Chamber of Commerce

Phone: 707-459-7910  
Fax: 707-459-7914  
Address: 299 E. Commercial Street, Willits, CA 95490  
Contact: Lynn Kennelly  
Email: [info@willits.org](mailto:info@willits.org)  
Website: [www.willits.org](http://www.willits.org)

Windsor Chamber of Commerce and Visitors Center

Phone: 707-838-7285

Fax: 707-838-2778  
Address: 9001 Windsor Road, Windsor, CA 95492  
Contact: Christine Tevini  
Email: [info@windsorchamber.com](mailto:info@windsorchamber.com)  
Website: [www.windsorchamber.com](http://www.windsorchamber.com)

Yountville Chamber of Commerce

Phone: 707-944-0904  
Fax: 707-944-4465  
Address: 6484 Washington Street #F, Yountville, CA 94599  
Contact: Cynthia Saucerman  
Email: [cindy@yountville.com](mailto:cindy@yountville.com)  
Website: [www.yountville.com](http://www.yountville.com)

Employment Development Department/Local Veterans Employment

Fax: 707-576-2859  
Phone/office: 707-576-2014  
Phone/cell: 707-758-0530  
Contact: Claudio Calvo  
Email: [claudio.calvo@edd.ca.gov](mailto:claudio.calvo@edd.ca.gov)  
Website: [www.edd.ca.gov](http://www.edd.ca.gov)

Cloverdale Regional Library

Fax: 707-894-1861  
Phone: 707-894-5271  
Address: 401 N. Cloverdale Blvd., Cloverdale, CA 95425  
Contact: Cindy Wilson, Branch Manager  
Email: [lwilson@sonoma.lib.ca.us](mailto:lwilson@sonoma.lib.ca.us)  
Website: [www.sonomalibrary.org/branches/cloverdale](http://www.sonomalibrary.org/branches/cloverdale)

Healdsburg Public Library

Fax: 707-433-7946  
Phone: 707-433-3772  
Address: 139 Piper Street, Healdsburg, CA 95448  
Contact: Catherine Martin, Branch Manager  
Email:  
Website: [www.sonomalibrary.org/branches/healdsburg](http://www.sonomalibrary.org/branches/healdsburg)

Coach 2 Career, Catholic Charities

Fax: 707-575-5330  
Phone: 707-542-5426  
Address: 465 "A" Street, Santa Rosa, CA 95403  
Contact: Bonifacio Torres, Coordinator  
Email: [bonifaciotorres@sbcglobal.net](mailto:bonifaciotorres@sbcglobal.net)

Sonoma County Job Link – Sonoma County Human Services Department  
& Sonoma County Workforce Investment Board

Fax: 707-565-5555  
Phone: 707-565-5550  
Address: 2227 Capricorn Way Suite 100, Santa Rosa, CA 95407  
Contact: Resource Room and/or Alix Shor (565-5602)  
Email: [mgelber@schsd.org](mailto:mgelber@schsd.org)

Website: [www.joblinksonomacounty.org](http://www.joblinksonomacounty.org)  
Marin County Workforce Investment Board/Employment Connection  
Fax: email only  
Phone: 415-473-3300  
Address: 120 N. Redwood Drive, San Rafael, CA 94903  
Contact: Racy Ming/Jennifer Gotti  
Email: [info@marinemployment.org](mailto:info@marinemployment.org)  
Website: [www.marinemployment.org](http://www.marinemployment.org)

YWCA of Sonoma County  
Fax: 707-546-0969  
Phone: 707-546-9922  
Address: 2255 Challenger Way, Santa Rosa, CA 95407  
Contact: Career Counselor  
Email: fax only  
Website: [www.ywca.org](http://www.ywca.org)

\*Goods Entertainment (on-air only)  
Fax: 801-460-3100  
Phone: 800-867-9532  
Address: [adam@goodsentertainment.com](mailto:adam@goodsentertainment.com)  
Contact: Adam Goodman

LDS Employment Service  
Fax: email only  
Phone: 707-573-1324  
Address: 1500 Northpoint Parkway, Santa Rosa, CA 95407  
Contact: Volunteers  
Email: [ldsemploysr@gmail.com](mailto:ldsemploysr@gmail.com)  
Website: [www.lds.org/employment](http://www.lds.org/employment)

Traffic Directors Guild of America  
Email: [tgda@cox.net](mailto:tgda@cox.net)  
Website [www.tgda.org](http://www.tgda.org)

**The Stations furnish job listings to the following website job posting sources that distribute information about employment opportunities to job seekers:**

California Employment Development Department  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)

Music Jobs.com  
<https://us.music-jobs.com/jobsboard>

National Association of Broadcasters Clearinghouse  
[www.nab.org](http://www.nab.org)

California Broadcasters Association  
[www.ncradio.com](http://www.ncradio.com)

Craigslist.com – purchased ads when requested  
[www.craigslist.com](http://www.craigslist.com)

All Access  
[www.allaccess.com](http://www.allaccess.com)



AMFMJobs

[www.amfmjobs.com](http://www.amfmjobs.com)

Inside Radio

[www.insideradio.com](http://www.insideradio.com)

Radio & Television News Directors Association

[www.rtnda.com](http://www.rtnda.com)

Radio Ink

[www.radioink.com](http://www.radioink.com)

Traffic Directors Guild of America

[www.tdga.org](http://www.tdga.org)

### **Specific Full-Time Positions Filled**

Marketing Consultant	09/23/2013
Marketing Consultant	02/10/2014
Operations Manager/On-Air KJZY	06/30/2014

The Stations continue to refine procedures and increase recruitment sources.

The Stations will regularly assess and improve recruitment methods and sources by analyzing their effectiveness and making changes as appropriate.

### **Full-Time Positions Hired 8/1/13-7/31/14**

Job Title:	<u>Marketing Consultant</u>
Stations:	All
Candidates Interviewed, number of:	6 (1 Caljobs, Solano County office; 1 Marin Workforce Board; 1 KJZY Website; 2 internal referrals; 1 external referral)
Candidate Hired:	Yes – source: external referral
Hire Date:	9/23/2013
Referral Sources Contacted for Job Posting:	KZST, KJZY, KTRY & KWVF Websites Empire College Santa Rosa Jr College, Student Employment Santa Rosa Jr College, Career Services Sonoma State Career Services Employment Development Dept-Veterans Affairs Sonoma County Job Link Marin County Workforce Investment Board California Broadcasters Assn Catholic Charities Coach 2 Career Center LDS Job Board YWCA of Sonoma County

Caljobs.ca.gov  
Chambers of Commerce for the following:  
Benicia, Corte Madera,  
Dixon, Greater Ukiah, Healdsburg,  
Hispanic Sonoma County, Lake County,  
Mendocino County, Napa, Hispanic Napa,  
Novato, Petaluma, Rohnert Park,  
San Rafael, San Anselmo, Santa Rosa,  
Sebastopol, Hispanic Solano County,  
Vallejo, Willits, Yountville  
Public Libraries in these cities:  
Cloverdale, Healdsburg  
External Referrals & drop-ins  
Internal Referrals

Job Title: Marketing Consultant  
Stations: All  
Candidates Interviewed, number of: 7 (2 Website; 2 internal referrals; 2 external referral; 1 drop-in via fax)  
Candidate Hired: Yes – source: external referral  
Hire Date: 2/10/2014  
Referral Sources Contacted for Job Posting:

KZST, KJZY, KTRY & KWVF Websites  
Empire College  
Santa Rosa Jr College, Student Employment  
Santa Rosa Jr College, Career Services  
Sonoma State Career Services  
Employment Development Dept-Veterans Affairs  
Sonoma County Job Link  
Marin County Workforce Investment Board  
California Broadcasters Assn  
Catholic Charities Coach 2 Career Center  
LDS Job Board  
YWCA of Sonoma County  
Caljobs.ca.gov  
External Referrals & drop-ins  
Internal Referrals

Job Title: Operations Manager/On-Air, KJZY  
Stations: KJZY  
Candidates Interviewed, number of: 7 (1 College of Marin; 1 California Broadcasters Assn website; 1 KJZY website; 2 internal referrals; 2 external referrals)  
Candidate Hired: Yes – source: internal referral  
Hire Date: 06/30/2014  
Referral Sources Contacted for Job Posting:

KZST, KJZY, KTRY & KWVF Websites  
 Empire College  
 San Francisco State University  
 Santa Rosa Jr College, Student Employment  
 Santa Rosa Jr College, Career Services  
 Sonoma State Career Services  
 Caljobs.ca.gov  
 Employment Development Dept-Veterans Affairs  
 Sonoma County Job Link  
 Marin County Workforce Investment Board  
 California Broadcasters Assn  
 Catholic Charities Coach 2 Career Center  
 LDS Job Board  
 All Access.com Job Board  
 AmFm Jobs.com Job Board  
 Inside Radio.com Job Board  
 Music Jobs.com Job Board  
 TDGA.com Job Board  
 External Referrals & drop-ins  
 Internal Referrals

**Summary of Interviewees by Referral Sources For This Period**

KZST/KJZY/KTRY/KWVF Websites	4
California Broadcasters Assn Website	1
Caljobs Solano office	1
Marin Workforce Board	1
College of Marin	1
External Referrals	3
Internal Referrals	6
Drop-in via fax	1
Unknown Referral Source	2