

## **PUBLIC FILE REPORT – AUGUST 1, 2014 THROUGH JULY 31, 2015**

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) (call letters changed to KBBL FM on 5/1/2015) and KWVF (FM), (the “Stations”) in compliance with the FCC’s EEO reporting requirements. KZST, KJZY, KTRY/KBBL 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, 2014, through July 31, 2015, and will be placed in the Stations’ public files and on the Stations’ respective websites.

### **Job Vacancy Information**

KZST, KJZY, KTRY/KBBL 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.

### **Scholarship Awarded**

Sonoma State 3<sup>rd</sup> year student in the Communications Major. Awarded May, 2015.

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

**10/10/2014:** Sonoma State University student in communications major. She will be doing a report to her class on local radio.

**10/22/2014.** Two children, along with their mom, sitting in on the KZST Morning Show to observe. One child is especially excited to meet our News Director and learn what he does to prepared and deliver the news.

**10/27/2014:** Child and his mother came for tour and to spend an hour in the studio during the Morning Show.

**11/3/2014:** Tiger Cubs from Windsor This was a "go see it" activity the Cub Scouts must complete. May spark interest someday.

**1/15/2015:** Young man (his 18<sup>th</sup> birthday) who is slightly challenged, loves The Wolf and wanted to come for a studio tour.

**1/19/2015:** Cub Scouts from Santa Rosa This was a "go see it" activity the Cub Scouts must complete. May spark interest someday.

**2/5/2015:** Tiger Cubs Den#7 Pak55 from Santa Rosa This was a "go see it" activity the Cub Scouts must complete. May spark interest someday.

**2/26/2015:** Freshman from El Molino High School doing a report on radio. Came for a tour and to sit in on the Morning Show.

**4/10/2015:** Girl Scouts Troop 10006 Santa Rosa This was a "go see it" activity the Scouts must complete. May spark interest someday.

**5/14/2015:** Students from Sierra High School in Santa Rosa came for a tour. May spark interest someday.

**6/10/2015:** Cub Scouts Pak84 from Petaluma. This was a "go see it" activity the Cub Scouts must complete. May spark interest someday.

**6/26/2015:** Our regular Fedex driver brought her family (3 adults & 3 children) for a tour.

## 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/)

### University of California, Berkeley

Contact: Sonia Agarrado  
Website: <http://jobs.calaxe.com>

### Benicia Chamber of Commerce

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

X Contact: Cecilia Zamora  
X 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

X Contact: Pedro Toledo  
X 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

X Contact: Chris Messina  
X 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

X Contact: Onita Pellegrini  
X 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)

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 Dawn Gutsch (565-5578)  
X Email: [dgutsch@schsd.org](mailto:dgutsch@schsd.org)  
Website: [www.joblinksonomacounty.org](http://www.joblinksonomacounty.org)  
Good Will Industries  
Sonoma Works  
Department of Rehabilitation  
Experience Works  
Economic Development Board  
Community Family Service Agency

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: [tdga@cox.net](mailto:tdga@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.yourcba.com](http://www.yourcba.com)

Craigslist.com – purchased ads when requested

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

University of California, Berkeley Career Center – purchased ads when requested

<http://jobs.calaxe.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)

Facebook post on Stations Facebook pages

**Specific Full-Time Positions Filled**

Promotions Director	10/06/2014
Marketing Consultant	01/5/2015
Marketing Consultant	06/30/2015

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 8/1/14-7/31/15**

**Job Title:** Promotions Director  
**Stations:** All  
**Candidates Interviewed, number of:** 8 (1 Website, 3 Facebook, 1 Website & Facebook, 2 internal referrals; 1 external referral)  
**Candidate Hired:** Yes – source: Facebook post  
**Hire Date:** 10/06/2014  
**Referral Sources Contacted for Job Posting:**  
KZST, KJZY, KTRY/KBBL & KWWF Websites  
Facebook post on stations Facebook pages  
Empire College  
Santa Rosa Jr College, Student Employment  
Employment Development Dept-Veterans Affairs  
Sonoma County Job Link  
Good Will Industries  
Sonoma Works  
Department of Rehabilitation  
Experience Works  
Economic Development Board  
Community Family Service Agency  
Marin County Workforce Investment Board  
California Broadcasters – state & national  
LDS Job Board  
YWCA of Sonoma County  
Caljobs.ca.gov  
Traffic Directors Guild of America  
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 Anselmo, Santa Rosa,  
Sebastopol, Hispanic Solano County,  
Vacaville, Vallejo, Willits, Yountville  
Public Libraries in these cities:  
Cloverdale, Healdsburg  
All Access dot com  
AMFM Jobs dot com  
Music Jobs dot com  
External Referrals & drop-ins  
Internal Referrals

**Job Title:** Marketing Consultant  
**Stations:** All  
**Candidates Interviewed, number of:** 5 (1 Caljobs, 1 Station Website; 2 internal referrals; 1 external referral)  
**Candidate Hired:** Yes – source: Station Website  
**Hire Date:** 1/05/2015  
**Referral Sources Contacted for Job Posting:**  
KZST, KJZY, KTRY/KBBL & KWVF Websites  
Empire College  
Santa Rosa Jr College, Student Employment  
Employment Development Dept-Veterans Affairs  
Sonoma County Job Link  
Good Will Industries  
Sonoma Works  
Department of Rehabilitation  
Experience Works  
Economic Development Board  
Community Family Service Agency  
Marin County Workforce Investment Board  
California Broadcasters – state & national  
LDS Job Board  
YWCA of Sonoma County  
Caljobs.ca.gov  
Traffic Directors Guild of America  
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 Anselmo, Santa Rosa,  
Sebastopol, Hispanic Solano County,  
Vacaville, 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:** 5 (3 JobLink referrals; 1 external professional referral; 1 previously work as an intern)  
**Candidate Hired:** Yes – source: former intern  
**Hire Date:** 6/30/2015  
**Referral Sources Contacted for Job Posting:**

KZST, KJZY, KTRY/KBBL & KWVF Websites  
 Empire College  
 Santa Rosa Jr College, Student Employment  
 Employment Development Dept-Veterans Affairs  
 Sonoma County Job Link  
     Good Will Industries  
     Sonoma Works  
     Department of Rehabilitation  
     Experience Works  
     Economic Development Board  
     Community Family Service Agency  
 Marin County Workforce Investment Board  
 California Broadcasters – state & national  
 LDS Job Board  
 YWCA of Sonoma County  
 Caljobs.ca.gov  
 Traffic Directors Guild of America  
 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 Anselmo, Santa Rosa,  
     Sebastopol, Hispanic Solano County,  
     Vacaville, Vallejo, Willits, Yountville  
 Public Libraries in these cities:  
     Cloverdale, Healdsburg  
 External Referrals & drop-ins  
 Internal Referrals

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

KZST/KJZY/KTRY/KWVF Websites	1
Caljobs	1
JobLink, Sonoma County	3
External Referrals	2
Internal Referrals	2
Intern	1