

KCPQ/KZJO-TV, Tacoma/Seattle, Washington

ANNUAL EEO PUBLIC FILE REPORT

10/01/10 to 9/30/11

STATEMENT OF EEO POLICY

The Public File Report is filed in compliance with Section 73.2080 (c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is composed of KCPQ-TV/KMYQ-TV, Tacoma/Seattle, Washington.

KCPQ-TV, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Individuals who wish to receive information about vacancies at the station should contact the Human Resources Director at 206-674-1313.

SECTION I. VACANCY LIST

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check. A person was deemed "filled" whether he or she was interviewed in person or over the phone. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachments.

Full-Time Vacancies Filled During Reporting Period (10/01/10 to 9/30/11)

Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant(s)	Total Number Interviewed (from all Referral Sources)
News Multi-Media Operations Manager	1-4, 26-30, 32-57, 64-66, 78	56 - Employee Referral	1
Digital Producer	1-4, 18, 20, 26-30, 32-57, 64-66, 73, 77, 78, 84-88	1 - Current Employee	11
Planning Editor	1-4, 18, 26-30, 32-57, 64-66, 78, 84-88	2 - Tribune Company Posting	7
Accountant (Accounting Assistant)	1-4, 26-30, 32-57, 64-66, 73, 78	73 - Craigslist	7
FT Photojournalist (3 positions)	1-4, 26-30, 32-57, 64-66, 78	1 - Current Employee 1 - Current Employee 56 - Employee Referral	21
Multimedia Producer	1-4, 18, 26-30, 32-57, 64-66, 73, 78, 84-88	1 - Current Employee	6
Multimedia Journalist (3 positions)	1-4, 18, 26-30, 32-57, 64-66, 73, 78, 84-88	56 - Employee Referral 1 - Current Employee 57 - Unsolicited Websites	12
Anchor/Reporter (2 positions)	1-4, 18, 26-30, 32-57, 64-66, 78	1 - Current Employee 57 - Agent	8
Multimedia Producer (4 positions)	1-4, 18, 26-30, 32-57, 64-66, 73, 78	56 - Employee Referral 57 - Unsolicited Websites 4 - KCPQ/KZJO Websites 56 - Employee Referral	12
Lead Digital Producer	1-4, 18, 26-30, 32-57, 64-66, 78, 87	57 - LinkedIn	8
Traffic Coordinator	1-4, 20-21, 26-30, 32-57, 64-66, 73, 78	73 - Craigslist	5
Multimedia Journalist	1-4, 18, 26-30, 32-57, 64-66, 78	56 - Employee Referral	4
Local Sales Assistant (2 positions)	1-4, 26-30, 32-57, 64-66, 73, 78	56 - Employee Referral 1 - Current Employee	9
Receptionist	1-4, 26-30, 32-57, 64-66, 73, 78	73 - Craigslist	15
Executive Producer	1-4, 18, 26-30, 32-57, 64-66, 78, 89, 91	56 - Employee Referral	5

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SECTION II. MASTER RECRUITMENT SOURCE LIST (MRSL)

A pound sign ("#") denotes those sources that have requested notification of job vacancies pursuant to Section 73.2080(c) of the FCC's 2002 EEO Rule.

Recruitment Sources Used During Reporting Period (10/01/10 to 9/30/11)

#	Recruitment Source & Contact Information	Entitled to Vacancy Notification? (Y/N)	No. of Interviewees Referred by Source Over Reporting Period
1	KCPQ/KZJO Internal Posting & Current Employees	N	22
2	Tribune Company Posting Tribune Career Opportunities website & iCIMS Platform: http://www.tribune.com/employment/index.html	N	5
3	CareerBuilder & InsideTrack, including other business Including Monster & Indeed	N	12
4	KCPQ/KZJO Website (Q13Fox.com)	N	15
5	Seattle Times/NW Classifieds 1120 John St., Seattle, WA 98109 Seattle, WA 98109 Contact: Chris Swindle 206-652-6904 fax: 206-652-6558 cswindle@seattletimes.com	N	
6	Electronic Media/Television Week 6500 Wilshire Boulevard, Suite 2300 Los Angeles, CA 90048 Contact: Marc Abrams 323-370-2415 fax: 323-658-6174 Mabrams@crain.com	N	
7	Media Line Website P.O. Box 51909 Pacific Grove, CA 93950 Contact: Mark Shilstone 800-237-8073 www.medialine.com	N	
8	NAB Website 1771 "N" Street, NW Washington, D.C. 20036 Contact: Karen Hunter 202-429-5300 202-429-5498 khunter@nab.org www.nabef.org	N	
9	TVSpy Website 756 Bay Street San Francisco, CA 94109 Contact: Don Fitzpatrick 415-775-9817 www.tvspy.com/membership/memberhome.cfm shoptalk@tvspy.com	N	
10	Media Inc. 1201 First Ave. S., Suite 309 Seattle, WA 98134 Contact: Audra Higgins 206-382-9220 ahiggins@media-inc.com	N	
11	ProMax.org Website 2029 Century Park E., Suite 555 Los Angeles, CA 90067 Contact: Kevin Berk 310-788-7616 www.promax.tv/community.asp	N	
12	Graeme Newell Website 602 Communications 6839 Charter Hills Road Charlotte, NC 28277 Contact: Graeme Newell (704) 543-1426 Gnewell@602communications.com	N	

	www.602communications.com		
13	The Oregonian 1320 SW Broadway Portland, OR 97201 1-800-364-8466 fax: 503-294-4198 Contact: Kristie Johnson www.oregonlive.com	N	
14	Spokesman Review P.O. Box 2160 Spokane, WA 99210 Contact: Ruth 509-459-5005 commercialclass@spokesman.com	N	
15	Idaho Statesman 1200 N. Curtis Road Boise, Idaho 83706 Contact: Tina Bartlett 208-377-6200 fax: 208-377-6309	N	
16	The Register Guard PO Box 10188 Eugene, OR 97440-2188 Contact: Kelly Gant 541-485-1234 www.registerguardnet.com	N	
17	Broadcasting & Cable 5700 Wilshire Boulevard, Suite 120 Los Angeles, CA 90036 Contact: Katie Rosa 323-965-2089 katie.rosa@variety.com	N	
18	TVJobs.com Website Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 Contact: Mark Holloway 877-988-9808 www.tvjobs.com/postjobs	N	3
19	Spots N Dots (Trade Fax) 167 Oakdale Road Johnson City, NY 13790 Contact: Lynn Zook 888-884-2630 Fax: 607-729-7331 Ad@SpotsNDots.com	N	
20	WorkSourceWashington.com 360-438-4123 work@esd.wa.gov www.go2worksource.com	N	2
21	TVB Website 3 East 54th Street New York, NY 10022 Contact: Hope Etheridge 212-486-1111 www.tvb.org	N	
22	Wa.St.Assoc.of Broadcasters Website 724 Columbia Street N.W., Suite 310 Olympia, WA 98501 Contact: Mark Allen/Char Myers wa-broadcasters@earthlink.net www.wsab.org wsabjobbank@earthlink.net	N	
23	Media Week/Adweek/Brandweek Adweek Media 770 Broadway - 7th Floor New York, NY 10003 Contact: Adam Bernacchio 646-654-4589 www.adweek.com Adam.Bernacchio@nielsen.com	N	
24	AAJA Website (Asian Amer. Journalists Assoc) 1182 Market Street, Suite 320 San Francisco, CA 94102 Contact: Albert Lee Phone: 415 346-2051 www.aja.org post@aja.org	N	
25	Center for Career Alternatives 901 Rainier Ave. S. Seattle, WA 98144 Contact: Cindy Fisher 206-322-9080 kingcca@ccawa.org	N	
Requested Removal from E-mail List Feb. 2010			

26#	NAACP 105 - 14th Ave., Suite C, Seattle, WA Seattle, WA 98122 Contact: Lacey Steele 206-324-6600 fax: 206-324-1422	Y	
27#	St. of Wash. Commission on Asian Pacific American Affairs 1210 Eastside St. SE, 1st Floor Olympia, WA 98504 Contact: Ellen Abellera 360-586-9500 capaa@capaa.wa.gov www.capaa.wa.gov	Y	
28#	Wash. State Hispanic Chamber of Commerce P.O. Box 21925 Seattle, WA 98111 Contact: Rosita Romero 206-441-8894 president@wshcc.com	Y	
29#	Washington Women's Employment & Education 3516 S. 47th St. #205 Tacoma, WA 98409 Contact: Deborah Howell 253-474-9933 Fax: 253-474-3366	Y	
30#	Art Institute of Seattle 2323 Elliott Ave. Seattle, WA 98121 Contact: Scott MacIntire 206-239-2337 Fax: 206-441-3475 aisjobs@aia.edu smacintire@aia.edu darthompson@aia.edu	Y	
31#	Univ. of Wash. Career Services Box 352810 Seattle, WA 98195 Contact: Erin Foy 206-543-9107 huskyjob@u.washington.edu https://washington-csm.symphlicity.com/employers/	Y	
32#	Asian American Media 145 - 9th Street, Suite 350 San Francisco, CA 94103 Contact: Donald Young 415-863-0814 x103 Fax: 415-863-7428 info@asianamericanmedia.org	Y	
33#	Ethnic Heritage Council 305 Harrison St. #304 Seattle, WA 98109 Contact: Peter Davenport 206-443-1410 Fax: 206-443-1408 ethnic.heritage@seattle.gov	Y	
34#	Seattle Central Community College Career Placement 1701 Broadway BE1140 Seattle, WA 98122 Contact: William Gjuguna 206-587-5422 Fax: 206-287-5529 studentjobs@sccd.ctc.edu	Y	
35#	Asian American Journalists Assn/Seattle c/o KING-TV P.O. Box 9698 Seattle, WA 98109 Contact: Lori Matsukawa 206-448-5555 info@aaaseattle.org	Y	

36#	Women's Business Exchange 1900 W. Nickerson, Suite 116 Seattle, WA 98119 Contact: Judy Dowling 206-382-1234 info@wbex.org	Y	
37#	Bates Technical College Job Service Placement 1101 S. Yakima Ave. Tacoma, WA 98405 Contact: Shirley Miller 253-680-7240 800-562-7099 fax: 253-680-7187 jobservices@bates.ctc.edu	Y	
38#	Washington State University Women's Resource Center Wilson 8 Pullman, WA 99164 Contact: Turea Erwin 509-335-6849 turea_erwin@wsu.edu	Y	
39#	Natl. Assoc. of Hispanic Journalists Career Resource Center 1000 National Press Bldg. Washington, D.C. 20045 Contact: J. Guillen 888-346-NAHJ Post jobs: jobbank@nahj.org www.nahj.org	Y	
40#	California Chicano News Media Assn. 3800 Figueroa St. Los Angeles, CA 90037 Contact: Julio Moran 213-743-4960 ccnmainfo@ccnma.org	Y	
41#	Central Area Motivation Program 722 - 18th Ave. Seattle, WA 98122 Contact: Anna Justice 206-812-4940 Fax: 206-328-8138 Annaj@campseattle.org	Y	
42#	Tacoma Urban League 2550 S. Yakima Ave. Tacoma, WA 98405 Contact: Michelle Wheeler 253-383-2007 Fax: 253-383-4818 d.griggs@tacomaurbanleague.org	Y	
43#	Natl. Assoc. of Hispanic Journalists - University of California, Los Angeles Le Conte Ave. & Westwood Blvd. Westwood, CA 90024 Contact: Enrique Chiabira kch18@ucla.edu	Y	
44#	Edward R. Murrow School of Cmu. Washington State University 226 Murrow Center Pullman, WA 99163 Contact: Tina Taylor-Amend 509-335-1556 Fax: 509-335-1555 tina.taylor-amend@wsu.edu	Y	
45#	Black Journalists Assoc. of Seattle c/o Seattle Times 1120 John Street Seattle, WA 98109 Contact: Lynne Varner 206-464-3217 Fax: 206-464-2261 lvarner@seattletimes.com	Y	
46#	Wash. Coalition of Citizens w/Disabilities 4649 Sunnyside Ave. N. Suite 100 Seattle, WA 98103 Contact: Jeanette Murphy 206-545-7055 Fax: 206-545-7059 DO NOT USE/BAD EMAIL: info@wccd.org	Y	
47#	Seattle University Career Development Center		

	900 Broadway Seattle, WA 98122 Contact: James Vest 206-296-6080 www.seattleu.edu	Y	
48#	Seattle Pacific University Career Development Center 3rd West & West Nickerson Seattle, WA 98119 cdcjobs@spu.edu http://spu-csm.symplicity.com/employers	Y	
49#	North Seattle Community College Career Development Center 9600 College Way N. Seattle, WA 98103 Contact: Marloes Koning 206-527-3685 careerservices@sccd.ctc.edu	Y	
50#	Columbia College - Chicago Career Center for Arts & Media 600 S. Michigan Ave. Chicago, IL 60605 Contact: Doug Bonner 312-344-7344 Fax: 312-344-8020 recruiting@colum.edu	Y	
51#	Central Washington University Career Services 400 University Way Ellensburg, WA 98926 Contact: Vicki Potts 509-963-1921 career@cwu.edu	Y	
52#	Central Washington University Dept. of Communications MS 7438 Ellensburg, WA 98926 Contact: Robert Fordan 509-963-1066 Fax: 509-963-1060 fordanr@cwu.edu	Y	
53#	Eastern Washington University Career Services 526 W. Fifth St. Cheney, WA 99004 Contact: Jacque Early 509-359-6365 Fax: 509-359-6940 careers@ewu.edu	Y	
54#	Foundation for Minority Interests in Media 1299 Pennsylvania Ave. NW, 11th Floor Washington, D.C. 20004 Contact: Phylis Eagle-Oldson 202-637-4494 phylis.eagle-oldson@corporate.ge.com	Y	
55#	Natl. Lesbian & Gay Journalists Assn. (NLGJA) www.nlgja.org Contact: Michael Tune, Managing Director mtune@nlgja.org info@nlgja.org	Y	
56	Employee Referral	N	39
57	Other (Includes: Agents, Employment agencies, unsolicited Internet websites, Industry contacts, Walk-in's, etc.)	N	50
58	Cynthia Turner's Cynopsis One Corporate Drive Suite 724 Shelton, CT 06484 Contact: Trish Pihonak 203-926-9878 Cynopsis@optonline.net trish@cynopsis.com	N	
59	ProducerSolution.com JBA, Inc., Media Consulting 960 Natoma St., Suite #4	N	

	San Francisco, CA 94103 Contact: Scott James 415-552-3481 Fax: 415-552-3483 ScottJames@producersolution.com		
60	Natl. Assoc. of Minority Media Executives (NAMME) 1921 Gallows, Rd., Suite 600 Vienna, VA 22182 Contact: Toni Laws 888-968-7658 703-893-2410 Fax: 703-893-2414 www.namme.org nammeexecutivedirector@att.net	N	
61	MediaRecruiter.com Contact: Jim Birschbach, President 303-400-5150 www.mediarecruiter.com	N	
62	The Employment Guide (formerly Today's Careers) 425-487-9456, x236 Fax: 425-487-9876 www.theemploymentguide.com MichaelE@theemploymentguide.com	N	
63	Traffic Directors Guild of America 27270 Nicolas Rd., Suite C-112 Temecula, CA 92591 Contact: Carol Anderson/Larry Keene tdga@earthlink.net	N	
64#	ITT Technical Institute 12720 Gateway Drive, Suite 100 Seattle, WA 98168 206-244-3300 Fax: 206-277-0765 prydell@itt-tech.edu	Y	
65#	American Sportscasters Assoc., Inc. 225 Broadway, Suite 2030 New York, NY 10007 Contact: Louis Schwartz, President 212-227-8080 Fax: 212-571-0556 LSchwa8918@aol.com	Y	
66#	Seattle Vocational Institute 2120 S. Jackson St., #109-B Seattle, WA 98144 Contact: Gerald Bradford Planning & Placement Officer 206-516-2940 GBradford@sccd.ctc.edu http://sviweb.sccd.ctc.edu/	Y	
67	Broadcast Engineering c/o Primedia Business Magazines & Media 9800 Metcalf Ave. Overland Park, KS 66212 Contact: Susan Schaefer 484-478-0154 Fax: 913-514-6417 sschaefer@primediabusiness.com	N	
68	Society of Broadcast Engineers, Inc. 9247 N. Meridian St., Suite 305 Indianapolis, IN 46260 Contact: Jim Bernier 317-846-9000 Fax: 317-846-9120 kiones@sbe.org http://www.sbe.org	N	
69	Society of Television Engineers http://ste-ca.org	N	
70	Showbizjobs.com 3579 E. Foothill Blvd. #526 Pasadena, CA 91107 Contact: Jim Kocher 626-798-4533 Fax: 626-270-4086 jim@showbizjobs.com/dsp_memser.cfm http://www.showbizjobs.com		
71	EntertainmentJobs.com Studiolot Publishing Payment Processing P.O. Box 72599 Corpus Christi, TX 78472 818-776-2800 support@eejonline.com http://www.eejonline.com		
72	Washington State University Career Services 180 Lighty Bldg. P.O. Box 641061	N	

	Pullman, WA 99164 Contact: JoAnn Hatley 509-335-2546 carserv@wsu.edu www.careers.wsu.edu		
73	Craigslist (Seattle-Tacoma) accounts@craigslist.org https://accounts.craigslist.org	N	15
74	Lostremote.com http://www.lostremote.com jobs@lostremote.com	N	
75	NATAS - Job Bank P.O. Box 58530 Seattle, WA 98138 Contact: Diane Bevins 206-575-3444 Fax: 206-575-9255 natasnw@asi-seattle.net Diane@asi-seattle.net http://www.natasnw.org	N	
76	Broadcast Cable Financial Management Assoc. (BCFM) 550 Frontage Road, Suite 3600 Northfield, IL 60093 Contact: Mary Collins, Pres. & CEO 847-716-7000 Fax: 847-716-7004 info@bcfm.com http://www.bcfm.com	N	
77	MediaBistro.com 494 Broadway, 4th Floor New York, NY 10012 212-929-2588 Fax: 212-966-8984 job.info@mediabistro.com http://www.mediabistro.com	N	
78#	Shoreline Goodwill 14500 - 15th Ave. NE Shoreline, WA 98155 Contact: Dayo Hutchinson 206-631-8459 dayo.hutchinson@seattlegoodwill.org www.seattlegoodwill.org	Y	
79	Career Fairs	N	1
80	TVNewsDay/NewsCheckMedia 238 Crosshill Road Wynnewood, PA 19096 Contact: Steve Stoltz 215-901-9495 steve.stoltz@tvnewsday.com www.tvnewsday.com	N	
81	Creative Central Added Mar-10 www.creativecentral.com	N	
82	50StateJobs Added Mar-10 www.50statejobs.com	N	
83	Abilitylinks.org Added Mar-10 www.abilitylinks.org	N	
84	Job4You.com Added Mar-10 www.job4you.com	N	
85	DamselsInSuccess.com Added Mar-10 www.damselsinsuccess.com	N	

86 Added Mar-10	CTAM - Cable and Telecommunications Association www.ctam.org	N	
87 Added Mar-10	EntertainmentCareers.net www.entertainmentcareers.net	N	
88 Added Mar-10	Simply Hired www.simplyhired.com	N	
89 Added May-11	iHire Broadcasting www.ihirebroadcasting.com	N	
90 Added May-11	National Press Photographers Association www.nppa.org	N	
91 Added May-11	Journalism Jobs www.journalismjobs.com	N	
92 Added May-11	Rick Gevers www.rickgevers.com	N	
93 TMP Added March 2010	Dice.com www.dice.com	N	

TOTAL:

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SECTION III. RECRUITMENT INITIATIVES

Supplemental Recruitment Initiatives During Reporting Period (10/01/10 to 9/30/11)

#	Type of Recruitment Initiative (Menu Selection)	Date	Participating Staff	Hosting Organization
1	<u>Job Fair</u> . Participated in two job fairs held at Seattle Center; local employers attend and provide job seekers with information about company, career paths and job opportunities; accept resumes and meet informally with potential candidates.	1/22/2011 & 1/23/2011	3 Meteorologists	American Meteorological Society
2	<u>Career Day</u> . Participated in a local college career day and job fair focused on facilitating interaction between local employers and university students.	3/2/2011	News Manager, 2 Creative Services Managers	Seattle Pacific University
3	<u>Job Fair Co-Sponsorship</u> . Co-sponsored and participated in a job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.	7/6/2011	Creative Services Manager, Executive News Producer	Diversity Employment Day
	<u>Other Recruiting Initiatives</u> . Supported and participated in an event held by a non-profit organization, involving dissemination of employment information to the public and promoting outreach and recruitment in the community.	5/22/2011	Multi-Media Journalist	United Way Community Resource Exchange
	<u>Upper-Level Position Listings</u> . Placed upper-level openings in a job bank or newsletter of a media trade group whose membership includes substantial participation of women and minorities.	Ongoing	Executive Assistant (Manages Recruiting)	KCPQ/KZJO-TV
4	<u>Internship Program</u> . Provided unpaid internships (for academic credit) for high school and college students interested in pursuing broadcast career. KCPQ/KZJO-TV hosted six student interns during the reporting period: Two News interns, two Sports interns, and two Creative Services interns.	Ongoing	Managing Editor, Sports Anchor, Creative Services Director	KCPQ/KZJO-TV
5	<u>General Outreach</u> . Participated in job banks and Internet programs designed to promote outreach beyond notification of specific job openings.	Ongoing	Executive Assistant (Manages Recruiting)	KCPQ/KZJO-TV