

KDAY/KDEY-FM joined the employment unit on May 1, 2014. This report covers the EEO activities of KWHY(TV) for the full reporting period, and for KDAY/KDEY-FM for the period from May 1, 2014 – July 31, 2014.

KWHY(TV)
EEO PUBLIC FILE REPORT
August 1, 2014 – July 31, 2015¹

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Production Assistant	1, 2, 4	2
Human Resources Director	2, 7	7
Accounting Manager	2, 7	2
VP Marketing & Customer Service	2, 3, 4	2
VP of Revenue Integration	2, 7	2
Field Reporter	2, 3, 11	11
Broadcast Engineer	7, 8	8
VP Finance	2, 7	2
Account Executive	1, 2, 4	1
COO	13	13

¹ This Report provides recruitment data collected from August 1, 2014 through July 21, 2015.

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Company Website – canal22.com/Meruelomedia.com	N	2
2	Internal Posting – On Company Job Board in Break Room	N	9
3	Entertainmentcareers.net	N	4
4	Careerbuilder.com	N	4
5	California Broadcast Association (yourcba.com) 915 “L” Street, Suite 1150 Sacramento, CA 95814 (916) 444-2237	N	0
6	Allaccess.com	N	0
7	Linkedin.com	N	13
8	TVTechnology.com	N	1
9	Grays Communication David Gray 53683 Avenida Alvarado La Quinta, CA 92253 Phone: (213) 973-4404	N	0
10	Broadcastengineering.com (in 2015 this site became a part of TVtechnology.com)	N	0
11	Spotsndots.com	N	1
12	Hispanic Market Weekly (http://hispanicmarketworks.org/)	N	0
13	MGI International Mike Gomez 1505 W. Adams St. Chicago, IL 60607 312-942-9557	N	7
14	Ziprecruiter.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			41

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	EEO Training for Management Level Personnel	On 11/11/14 the stations management team participated in training on EEO obligations conducted by the General Counsel of the company. Attendees included the station's President, VP of Sales, Director of HR, Chief engineer, VP of Operations, and VP of Marketing, and News Department Director.
2	Internship Program	Summer of 2014 station had an internship program with 2 interns. The program ran from June to August. The interns were placed with operations and marketing. Students were from USC and Cal State Long Beach.
3	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	The station's general counsel participated in a mock interview program on 3/5/15 at UCLA. UCLA conducts a twice yearly mock interview program for graduating seniors. They bring in alumni from various industries and try to match them with students who want to work in that industry.
4	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	South Central Scholars winter conference for scholars on 12/20/14 attended by the station's VP of operations. Students had the chance to listen to panelists talk about their career paths and industries, and then at the end of the panel had the opportunity to ask questions.