

KFMB STATIONS

CBS 8 ■ INTERACTIVE

AM760 ■ 100.7JACKFM

EEO PUBLIC FILE REPORT (August 1, 2013 thru July 31, 2014)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Appendix A includes a list of recruitment sources including name, address, contact person, telephone number, etc. *Recruitment sources which have requested notification of all full-time vacancies are noted with an asterisk (*)*.

FULL-TIME POSITIONS FILLED (17):

Note: numbers listed in parentheses correspond to the numbers in Appendix A

[Recruitment source of hired candidate is noted in brackets]

Account Executive - Radio (FM)

(#1-44; 45-46; 48; 51)

[Word of Mouth]

Account Executive - Radio (FM)

(#1-44; 45-46; 48; 51)

[Word of Mouth]

Account Executive - TV

(#1-9; 11-18; 20-21; 23-41; 43-44; 46; 49)

[Employee Referral]

Account Executive - TV

(#1-9; 11-18; 20-21; 23-41; 43-44; 46; 49)

[Word of Mouth]

Account Executive - TV

(#1-44; 46; 48-49)

[Word of Mouth]

Account Executive - TV

(#1-44; 46; 48-49)

[Employee Referral]

Anchor (Weather) - TV

(#1-9; 11-18; 20-41; 43-44; 45-47)

[Former Employee]

Associate Producer - TV

(#1-18; 20-44; 46; 49)

[TVJobs.com]

Associate Producer - TV
(#1-44; 46; 48-49)
[Word of Mouth]

Associate Producer - TV
(#1-44; 46; 48-49)
[Word of Mouth]

Creative Service Director - TV
(#1-44; 46; 48-50)
[602 Communications]

Executive Producer - TV
(#1-44; 46; 48-49)
[KFMB Website]

Financial Service Director
(#1-44; 46; 48-50)
[Word of Mouth]

Reporter - TV
(#1-9; 11-18; 20-21; 23-41; 43-44; 46-47; 49; 51)
[TVJobs.com]

Reporter - TV
(#1-44; 46-47; 49)
[Word of Mouth]

Sales Assistant –Radio
(#1-44; 45-46; 51)
[KFMB Website]

Technical Director - Radio
(#1-9; 11-18; 20-21; 23-41; 43-44; 45-46)
[Internal Candidate]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS:

105 persons

TOTAL NUMBER OF INTERVIEWEES BY RECRUITMENT SOURCES:

602 Communications	1
Employee Referral:	23
Former Employee	2
Internal Candidate:	5
KFMB Website:	19

Monster.com	2
Southern California Broadcasters Association (SCBA)	2
TVandRadioJobs.com	1
TV Jobs.com	5
Word-of-Mouth	45

APPENDIX A - RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES:

- 1. KFMB Website www.cbs8.com**
7677 Engineer Road
San Diego, CA 92111
Kyle Kilzer (858) 495-5751
- 2. KFMB Job Hotline (858-495-8640)**
7677 Engineer Road
San Diego, CA 92111
- 3. KFMB Intranet**
7677 Engineer Road
San Diego, CA 92111
Kyle Kilzer (858) 495-5751
- 4. KFMB Internal Email Notification**
Sandy Sullivan (858) 495-8618
- 5. AMFM Jobs.com and/or TVJobs.com**
info@tvjobs.com / www.tvjobs.com / www.amfmjobs.com
P.O. Box 4116
Oceanside, CA 92052
Mark Holloway / (760) 754-8177 ext.111
- 6. American Sportscasters Association**
225 Broadway Suite 2030
New York, NY 10007
Lou Schwartz / (212) 227-8080/ (212) 571-0556 (Fax) / LSchwa8918@aol.com
- 7. Black Business Association**
www.bbala.org
3550 Wilshire Blvd., 5th Floor
Los Angeles, CA 90032
Earl Cooper / (323) 291-9334 / mail@bbala.org
- 8. California Broadcasters Association**
www.yourcba.com
915 "L" Street, Suite 1150
Sacramento, CA 95814
Joe Berry / (916) 444-2237 / cbaBerry@aol.com

9. **CA Chicano News Media Assoc. (San Diego)**
cenmainfo@cenma.org
725 West Arizona Avenue, Suite 102
Santa Monica, CA 90401
Sylvia Wells/ (310) 458-8040
10. **Center for Employment Training**
www.cetweb.org
3295 Market Street
San Diego, CA 92104
Fernando Nunez/ (619) 233-6829/ fnunez@cet2000.org
11. **The Chicano Federation of San Diego County**
3180 University Avenue, Suite 317
San Diego, CA 92104
(619) 285-5600/ eturner@chicanofederation.org
12. **Chinese Service Center of San Diego**
www.cscsandiego.org
5075 Ruffin Road, Suite A
San Diego, CA 92123
Sally Wong Avery / (858) 505-9906 / chineseschoolsd@yahoo.com
13. **East County Career Center**
<http://eccc.guhsd.net>
924 E. Main Street
El Cajon, CA 92021
Susan Roberts-Egley/ (619) 590-3938/ SusanRoberts@workforce.org
14. **Employment Development Department**
4389 Imperial Avenue
San Diego, CA 92113
Rhonda Wooten-Savino / (619) 266-4200 / Rhonda.Wooten@edd.ca.gov
Evangelina (Angie) Arroyo / (619) 266-4265 / Evangelina.Arroyo@EDD.ca.gov
15. **MediaLine**
medialine@medialine.com
P.O. Box 51909
Pacific Grove, CA 93950
Mark Shilstone / (800) 237-8073
16. **Metro Career Center San Diego**
<http://www.metrocareercenters.org>
3910 University Avenue, Suite 300
San Diego, CA 92105
Patricia Devereaux / (619) 516-2265 / PatriciaDevereaux@workforce.org
17. **The National Academy of Television Arts & Sciences (NATAS)**
EmmyOnline.org
P.O. Box 80255
San Diego, CA 92138
Jeanne Phillips / (619) 269-9803 / emmypsw@cox.net

- 18. National Alliance of State Broadcasters Association (NASBA)**
[Job Bank (National) for broadcast industry]
www.careerpage.org
2333 Wisconsin St., NE
Albuquerque, NM 87110
Suzan Strong / (505) 881-4444 / Suzanstrong@nmba.org
- 19. National Association of Black Journalists**
www.nabj.com
1100 Knight Hall, Suite 3100,
College Park, Maryland 20742
Taylor Osborn-Smith / (301) 405-0248 / taylor.nabj@gmail.com
- 20. National Association for the Advancement of Colored People (NAACP) (San Diego, CA.)**
sdnaacp@cox.net
P.O. Box 152086
San Diego, CA 92195
Doug Oden / (619) 263-7823 / dodenesq@ogtlaw.com
- 21. National Lesbian & Gay Journalists Association (NLGJA)**
1420 K Street, NW, Suite 910
Washington, DC 20005
Lorena Corona / (202) 588-9888 ext.10 / lorona@nlgja.org
- 22. North County Career Centers**
1949 Avenida del Oro, Ste. 106
Oceanside, CA 92056
Holly Childs / (760) 414-3536 / HollyChilds@workforce.org
- 23. North County Inland Career Centers**
1935 East Valley Parkway
Escondido, CA 92027
Sean Riley / (760) 738-0274 / seanr@workforce.org
- 24. San Diego Chinese Center**
428 Third Avenue
San Diego, CA 92101
Linh Du / (619) 234-4447 / linhpdu@gmail.com
- 25. TVandRadioJobs.com**
www.tvandradiojobs.com
Mike Patrick (Webmaster) zzmadden@yahoo.com

Colleges/Universities:

- 26. City College Skills Center**
1400 Park Blvd.
San Diego, CA 92108
Mark Cuellar / (619) 388-4600 / mmacias@sdccd.edu

27. **Cal State University, San Marcos (CSUSM)**
333 S. Twin Oaks Valley Road
San Marcos, CA 92096
Brenda Dumas / (760) 750-4000 / bdumas@csusm.edu
28. **Cuyamaca College**
900 Rancho San Diego Parkway
El Cajon, CA 92019
Maggie Gonzales / (619) 660-4436/(619) 660-4294 (Fax)
29. **Grossmont College**
8800 Grossmont College Drive
El Cajon, CA 92020
Pamela Abuka / (619) 644-7611/(619) 644-7917 (Fax)
30. **Miramar College**
10440 Black Mountain Road
San Diego, CA 92126
mirajobs@sdccd.net
Joseph Hankinson / (619) 338-7379 / jhankins@sdccd.edu
31. **National University**
Spectrum Library/9393 Lightwave Ave. #233A
San Diego, CA. 92123
Nancy Faulkner / 1-(800)-NAT-UNIV / nfaulkne@nu.edu / careerservices@nu.edu
32. **Palomar College / Career Center**
1140 W. Mission Road
San Marcos, CA 92069
Nicole Moreau/ (760) 744-1150 x2194 / nmoreau@palomar.edu
33. **Palomar College / Communications Radio & TV Program**
1140 W. Mission Road
San Marcos, CA 92069
Pat Hahn / (760) 744-1150 x2964 / phahn@palomar.edu
34. **Point Loma Nazarene University/ Student Employment**
3900 Lomaland Dr.
San Diego, CA 92106
Debra Lively / (619) 849-2633 / debralively@pointloma.edu
35. **S.D. City College – Radio & TV Program**
1313 Park Blvd., A-122A
San Diego, CA 92101
Laura Castaneda / (619) 388-3043 / lcastane@sdccd.edu
36. **S.D. City College – Transfer/Career Center**
1313 Park Blvd
San Diego, CA 92101
Duane Short / (619) 388-3951 / citytran@sdccd.edu

- 37. San Diego County Office of Education - Regional Occupational Program (ROP)**
6401 Linda Vista Rd., Room 408
San Diego, CA 92111
Valerie Hesson / (858) 292-3824 / vhesson@sdcoe.net
- 38. San Diego Mesa Community College-Placement Center**
7250 Mesa College Dr.
San Diego, CA 92111
Sheri Endicott / (619) 388-2777 / mesacareer@sdccd.edu
- 39. San Diego State University (SDSU) - Career Services**
5500 Campanile Drive
San Diego, CA 92182
Preston Chipps / (619) 594-4379 / pnieves@mail.sdsu.edu
- 40. San Diego State University (SDSU) - Department of Journalism**
Department of Journalism
5500 Campanile Drive
San Diego, CA 92182
Diane Borden / (619) 594-5450 / socdesk@mail.sdsu.edu
- 41. Southwestern Community College**
901 Otay Lakes Rd.
Chula Vista, CA 91910
Julie Villanueva / (619) 482-6356 x5715 / jvillanueva@swccd.edu
&
via fax: (619) 482-6444 / Josie Guerrero / (619) 421-6700
- 42. Student Television Network**
studenttelevision.com
2768 Loker Avenue West
Carlsbad, CA 92010
Nancy Loucas / (760) 692-2299 / nancy@studenttelevision.com
- 43. University of San Diego**
careers@sandiego.edu
5998 Alcalá Park
San Diego, CA 92110
Connie Wilson / (619) 260-4654
- 44. University of California, San Diego (UCSD) - Annenberg School for Communication & Journalism**
<http://annenberg.usc.edu>
3502 Watt Way
Los Angeles, CA 90089
Suzanne Alcantara / (213) 740-6180 / suzamea@usc.edu

Misc. Source(s) Used:

- 45. AllAccess.com [Note: Radio-specific positions]**
www.allaccess.com
28955 Pacific Coast Highway, Suite 210
Malibu, CA 90265
(310) 457-6616 /

46. **AllStarJobs.com**
www.allstarjobs.com ; info@allstarjobs.com
47. **Collective Talent.com** [Note: Anchor/Reporter positions]
www.collectivetalent.com
 Bille Michael / (813) 254-9695 / bille@michaelsmedia.com
48. **Doostang** [Note: Marketing & Finance positions]
www.doostang.com
 129 West 29th Street, 500s
 New York, NY. 10001
 Anton / anton@doostang.com
49. **Media-Match.com** [Note: Television-specific positions]
www.media-match.com
 8112 1/2 W. 3rd Street, Suite A
 Los Angeles, CA 90048
 (323) 284-5589 / info@media-match.com
50. **Marketing Ideanet Newsletter / 602 Communications** [Note: Television Promotion positions]
www.602communications.com
 4349 E. Colter Street
 Phoenix, AZ. 85018
 Sandy Lizik / (602) 954-8373 / slizik@602communications.com
51. **Southern California Broadcasters Assoc. (SCBA)** [Note: Radio-specific positions]
www.scba.com
 5670 Wilshire Blvd., Suite 300
 Los Angeles, CA 90036
 Thom Callahan / (323) 930-5597 / tcallahan@scba.com

SUPPLEMENTAL OUTREACH ACTIVITIES:

Note: The following contains a brief description of activities from the FCC Menu of outreach initiatives undertaken during the reporting period, including station personnel involved in the activities:

- **Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues (FCC Menu #4)**

Brief description of activities undertaken to fulfill initiative:

Various KFMB personnel accept invitations to be a guest speaker, conduct presentations at conventions and career fairs, and/or present at workshops to provide an overview of broadcasting employment opportunities and to discuss the industry with those that considering a career in the field.

During the period 8/1/2013-7/31/2014, KFMB Stations participated in the following four (4) events in and around San Diego, CA:

- 5.26.14 Broadcast career interview and Q&A for UC San Diego student
- 6.4.14 Station tour and career discussion with Encinitas Youth City Council members.
- 6.13.14 Regional Law Enforcement Academy at Miramar College as panelist discussing broadcast news gathering and careers.
- 6.23.14 Station tour and career discussion for students enrolled in the Student Television Network Workshop

Name(s) of Station Personnel Involved in Initiative:

Barbara-Lee Edwards, CBS News 8 Anchor
 Pat Elwood, Community Services Director
 Bruce Patch, CBS News 8 Photographer
 Tom Warren, CBS News 8 Chief Photographer

- **Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment (FCC Menu #5)**

Brief description of activities undertaken to fulfill initiative:

KFMB Stations has established and maintains an internship program to assist students interested in acquiring the necessary skills to pursue a career in broadcasting.

During the period 8/1/2013-7/31/2014, KFMB Stations provided internship opportunities to 30 interns from the following various schools/universities:

- Bradley University (Peoria, IL)
- Colorado State University (Fort Collins, CO)
- Mira Costa College (Oceanside, CA)
- Palomar Community College (San Marcos, CA)
- San Diego City College (San Diego, CA)
- San Diego State University [SDSU] (San Diego, CA)
- University of Colorado (Boulder, CO)
- University of Michigan (Ann Arbor, MI)
- University of Oregon (Eugene, OR)
- University of San Diego [USD] (San Diego, CA)
- Weber State University (Ogden, UT)
- Yale University (New Haven, CT)

Name(s) of Station Personnel Involved in Initiative:

Sandy Sullivan, Human Resources Director
 Cecelia Grundy, Human Resources Assistant

Departments Involved in Initiative:

Community Services
 Human Resources
 Interactive Media
 Radio Programming
 Radio Promotions
 TV News-General
 TV News-Sports

- **Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies) (FCC Menu #6).**

Brief description of activities undertaken to fulfill initiative:

KFMB conducts regular station tours and/or makes visits to local schools to educate youths (and adults) about the industry and a career in broadcasting

The Station provides tours to local elementary, middle and high schools as well as other educational institutions. Additionally, KFMB regularly hosts tours with the Boy Scouts of America and/or Girl Scouts of America. Members of these schools and/or organizations may request a tour of the Stations to learn more about the various career opportunities in broadcasting.

Tours are generally 1-hour long tour and are conducted at the Stations, including the news and radio studios. Tours are generally done in groups consisting of youths and accompanying parents as well as teachers and/or scout leaders.

The tours begin in the Station lobby (in front of the radio & TV on-air talent pictures) with an opening statement along the following lines: "These are the faces and voices of KFMB Stations... Today you will learn about their jobs and also about other behind the scenes jobs".

Tours typically consist of descriptions/discussions of various radio/television jobs including anchors and reporters, producers (and the difference between field and line producers), writers, photographers, editors, ELC engineers (maintenance/operational pilots), graphic designers, internet positions, sales and research.

During the period 8/1/2013-7/31/2014, the Stations held 19 tours for groups as noted above.

Name(s) of Station Personnel Involved in Initiative:

Pat Elwood, Public Affairs Coordinator

Various CBS8 Anchors, Reporters, Meteorologists, and Photographers

- **Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting (FCC Menu #10)**

Brief description of activities undertaken to fulfill initiative:

Various KFMB personnel conduct presentations and/or speak at workshops to provide an overview of broadcasting employment opportunities and to discuss the industry with those considering a career in the field of broadcasting.

During the period 8/1/2013-7/31/2014, the Stations participated in the following seven (7) events:

- 9.19.13 Career discussion for Delta Honor Society at the University of Phoenix.
- 10.3.13 Mentored journalism class at Poway High School alongside Digital Media Productions & Broadcast Journalism Educator.
- 11.1.13 Job shadow and career interview at San Diego State University.
- 11.8.13 Career discussion and broadcast news presentation at Meadowbrook Middle School, Poway Unified School District.

- 11.21.13 Career discussion and television broadcast presentation for the Production Class at South West College.
- 1.28.14 Career discussion and broadcasting presentation at St. Augustine High School.
- 2.12.14 Career fair, career discussion and broadcasting presentation at Steele Canyon High School.

Name(s) of Station Personnel Involved in Initiative:

Dan Cohen, CBS News 8 Anchor
 Barbara-Lee Edwards, CBS News 8 Anchor
 John Howard, CBS News 8 Sports Anchor
 Kyle Kraska, CBS News 8 Sports Director/Anchor
 Bill Lawrence, KFMB Stations Assistant Chief Engineer
 Bruce Patch, CBS News 8 Photographer
 Jon Stinebaugh, CBS News 8 Photographer

- **Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting (FCC Menu #11)**

Brief description of activities undertaken to fulfill initiative:

KFMB routinely accepts requests for TV News/Station personnel to visit schools and/or organizations to discuss their careers and the broadcast industry as well as educational preparation for a career in broadcast media. Organizations or schools may request (via an online submission or by phone) KFMB to present at their location. An example of this is “Weather Wednesdays,” which was developed by KFMB and is a presentation by our CBS News 8 Meteorologist, Matt Baylow. The “Weather Wednesdays” program educates students about weather and a career in broadcast meteorology.

During the period 8/1/2013-7/31/2014, the Stations sponsored and held the following seven (7) events in the community:

- 12.4.13 Weather Wednesday broadcast meteorology lesson at Mission Estancia Elementary School;
- 2.26.14 Broadcast meteorology and weather instruction at College Prep Middle School;
- 3.12.14 Guest speaker regarding Broadcast Meteorology at the Del Mar Women’s Club;
- 4.2.14 Weather Wednesday broadcast meteorology lesson at Flying Hills Elementary School, El Cajon Union School District;
- 4.11.14 Career discussion and sports broadcasting presentation at Rancho San Diego Rotary Club;
- 5.6.14 Weather Wednesday broadcast meteorology lesson at Grapevine Elementary, Vista Unified School District;
- 5.21.14 Weather Wednesday broadcast meteorology lesson at Stella Maris Academy.

Name(s) of Station Personnel Involved in Initiative:

Matt Baylow, CBS News 8 Meteorologist
 John Howard, CBS News 8 Sports Anchor

- **Listing of each upper-level category opening in a job bank or newsletter of a media trade group whose membership includes substantial participation by women and minorities (FCC Menu #12)**

Brief description of activities undertaken to fulfill initiative:

KFMB Stations lists its job vacancies, including upper-level job openings, with various National Job Banks, including the National Alliance of State Broadcasters Association (NASBA) and the California Broadcast Association. These promote broadcasting job opportunities and reach numerous minority groups in and out of California.

The National Alliance of State Broadcasters Association (NASBA), is a national job bank and its website, CareerPage.org., is a national repository for jobs in broadcasting, including positions for women and minorities.

Date(s): 8/1/2013 - 7/31/2014

Name(s) of Station Personnel Involved in Initiative:

Cecelia Grundy, Human Resources Assistant
Sandy Sullivan, Human Resources Director

- **Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination (FCC Menu #14)**

Brief description of activities undertaken to fulfill initiative:

Human Resources provides training to new management (e.g. newly hired or promoted) personnel as well as on-going training to management level personnel in regard to equal employment opportunity regulations and how to prevent discrimination at KFMB. Training includes a discussion of EEO regulations, EEO compliance methods currently used by the Station, instructions for ensuring continued EEO compliance, as well as non-discriminatory interviewing and/or hiring practices. Training/reference materials are also provided.

Additionally, prior to or during the process of recruiting for vacant positions (including part-time positions), Human Resources reviews equal employment opportunity regulations and how to prevent discrimination at KFMB with management-level personnel.

Date(s): 8/1/2013 - 7/31/2014

Name(s) of Station Personnel Involved in Initiative:

Cecelia Grundy, Human Resources Assistant
Sandy Sullivan, Human Resources Director

- **Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities (FCC Menu #16)**

Brief description of activities undertaken to fulfill initiative:

KFMB Stations provides the opportunity for high school and college students to “job shadow” staff to gain insight into the skills and education needed for positions in broadcasting. These job shadow opportunities offer a behind-the-scenes tour including the newsroom, news studio, control room, and ELC workstations.

Additionally, KFMB Station personnel occasionally conduct Station tours and hold career discussions or interviews with job candidates to promote, educate and disseminate information regarding employment opportunities in broadcasting.

During the period 8/1/2013-7/31/2014, the Stations conducted the following 5 events for job candidates with the purpose of enhancing information in regard to employment opportunities in broadcasting:

- 2.6.14 Career discussion and CBS 8 station tour for San Diego State University broadcast journalist class;
- 2.25.14 Career discussion and CBS 8 station tour with Poway High School digital media class;
- 3.21.14 Career interview with University of San Diego (USD) Journalism student;
- 4.15.14 Job Shadow, career interview and CBS 8 station tour for University of San Diego (USD) Communications student;
- 4.22.14 Job Shadow, career interview and CBS 8 station tour for University of San Diego (USD) Communications student.

Name(s) of Station Personnel Involved in Initiative:

Dean Elwood, CBS News 8 News Director
Dominic Garcia, CBS News 8 Reporter
Shannon Handy, CBS News 8 Reporter
Kyle Kraska, CBS News 8 Sports Director/Anchor
Louis Weiner, CBS News 8 Producer

