

KFMB STATIONS

KFMB-TV ☉ ■ INTERACTIVE

760AM ■ 100.7 JACKFM

EEO PUBLIC FILE REPORT (August 1, 2012 thru July 31, 2013)

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Appendix A includes a list of recruitment sources including name, address, contact person, telephone number, etc.

FULL-TIME POSITIONS FILLED:

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

[Recruitment source of hired candidate is noted in brackets]

Account Executive - Radio Sales (AM)

(#1-21; 23-44; 47; 53)

[Word of Mouth]

Account Executive - Radio Sales (FM)

(#1-10; 13-21; 23-44; 48)

[Employee Referral]

Associate Producer - TV News

(#1-21; 23-42; 44; 51)

[Internal Candidate]

Associate Producer - TV News

(#1-10; 13-41; 44; 49; 51)

[Employee Referral]

Associate Producer - TV News

(#1-10; 13-41; 44; 49; 51)

[Internal Candidate]

Commercial Productions (Photographer/Editor)

(#1-10; 13-41; 44; 48; 51)

[KFMB Website]

Creative Services Director

(#1-10; 13-41; 44-45; 48-52; 54)

[Word of Mouth]

Local Sales Manager - TV Sales

(#1-10; 13-41; 44; 48; 51)

[Employee Referral]

Producer - TV News

(#1-21; 23-42; 44; 51)

[Former Employee]

Producer - TV News
(#1-10; 13-41; 44; 48; 51)
[Employee Referral]

Promotions Coordinator - Radio
(#1-10; 13-21; 23-44; 48; 50)
[Employee Referral]

Reporter- TV News
(#1-10; 13-41; 44; 46; 49; 51)
[Word of Mouth]

Reporter- TV News
(#1-10; 13-41; 44; 46; 51)
[Word of Mouth]

Reporter- TV News
(#1-10; 13-41; 44; 46; 51)
[Word of Mouth]

Sales Assistant - Radio Sales
(#1-21; 23-44)
[Word of Mouth]

Sales Assistant - Radio Sales
(#1-10; 13-41; 43-44; 48)
[Employee Referral]

Sales Assistant - Radio Sales
(#1-44)
[KFMB Website]

Sales Assistant - TV Sales
(#1-21; 23-42; 44; 51)
[Employee Referral]

Sales Assistant - TV Sales
(#1-10; 13-41; 44; 51)
[KFMB Website]

Web Designer – KFMB Interactive
(#1-10; 13-21; 23-42; 44; 47-49; 51; 53; 55)
[Craig's List]

Weather Anchor – TV News
(#1-10; 13-41; 44; 46; 48; 51)
[Word of Mouth]

Writer-Producer – TV Promotions
(#1-10; 13-41; 44; 49-51)
[TVJobs.com]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS:

137 persons

TOTAL NUMBER OF INTERVIEWEES BY RECRUITMENT SOURCES:

AllStarJobs	3
Craigslist	4
CreativeJobsCentral.com	1
Employee Referral:	21
Former Employee	3
Indeed.com	2
Internal Candidate:	20
KFMB Website:	48
MediaMatch	1
Monster.com	1
SimplyHired.com	1
Southern California Broadcasters Association (SCBA)	1
TV Jobs.com	4
Word-of-Mouth	27

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. **California Broadcasters Association**
www.yourcba.com
915 "L" Street, Suite 1150
Sacramento, CA 95814
Joe Berry / (916) 444-2237 / cbaBerry@aol.com
8. **CA Chicano News Media Assoc. (San Diego)**
ccnmasd@yahoo.com
725 West Arizona Avenue, Suite 102
Santa Monica, CA 90401
ccnmainfo@ccnma.org
Sylvia Wells/ (310) 458-8040
9. **Center for Employment Training**
3295 Market Street
San Diego, CA 92104
Hilario Torres / (619) 233-6829/ htorres@cet2000.org
10. **The Chicano Federation of San Diego County**
3180 University Avenue, Suite 317
San Diego, CA 92104
Jessie Marquez / (619) 285-5600/(619) 285-5614 (Fax) / scecena@chicanofederation.org
11. **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
12. **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
13. **Employment Development Department**
4389 Imperial Avenue
San Diego, CA 92113
Jerika Daleo / (619) 266-4200 / jdaleo@edd.ca.gov
Evangelina Arroyo / Evangelina.Arroyo@EDD.ca.gov

14. MediaLine

medialine@medialine.com

P.O. Box 51909

Pacific Grove, CA 93950

Mark Shilstone / (800) 237-8073

15. 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

16. 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

17. 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

18. 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

19. National Lesbian & Gay Journalists Association (NLGJA)

1420 K Street, NW, Suite 910

Washington, DC 20005

Lorena Corona / (202) 588-9888 ext.10 / lcorona@nlgja.org

20. North County Inland Career Centers

1935 East Valley Parkway

Escondido, CA 92027

Sean Riley / (760) 738-0274 / seanr@workforce.org

21. San Diego Chinese Center

428 Third Avenue

San Diego, CA 92101

Chew Fun Ang / (619) 234-4447 / (619) 234-0442 (Fax) / sdcc1972@yahoo.com

22. 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

23. Television Bureau of Advertising

3 East 54th Street

New York, NY 10022

Hope Etheridge / (212) 486-1111 / hope@tvb.org

24. TVandRadioJobs.com

zzmadden@yahoo.com / www.tvandradiojobs.com

Mike Patrick (Webmaster)

Colleges/Universities:

25. City College Skills Center

1400 Park Blvd.

San Diego, CA 92108

Mark Cuellar / (619) 388-4600 / mmacias@sdccd.edu

26. Cal State University, San Marcos (CSUSM)

333 S. Twin Oaks Valley Road

San Marcos, CA 92096

Brenda Dumas / (760) 750-4000 / bdumas@csusm.edu

27. Cuyamaca College

900 Rancho San Diego Parkway

El Cajon, CA 92019

Maggie Gonzales / (619) 660-4436/(619) 660-4294 (Fax)

28. Grossmont College

8800 Grossmont College Drive

El Cajon, CA 92020

Pamela Abuka / (619) 644-7611/(619) 644-7917 (Fax)

29. Miramar College

10440 Black Mountain Road

San Diego, CA 92126

mirajobs@sdccd.net

Joseph Hankinson / (619) 338-7379 / jhankins@sdccd.edu

30. National University

Spectrum Library/9393 Lightwave Ave. #233A

San Diego, CA. 92123

Nancy Faulkner / 1-(800)-NAT-UNIV / nfaulkne@nu.edu / careerservices@nu.edu

31. Palomar College / Career Center

1140 W. Mission Road

San Marcos, CA 92069

Nicole Moreau/ (760) 744-1150 x2194 / nmoreau@palomar.edu

32. Palomar College / Communications Radio & TV Program

1140 W. Mission Road

San Marcos, CA 92069

Pat Hahn / (760) 744-1150 x2964 / phahn@palomar.edu

- 33. Point Loma Nazarene University/ Student Employment**
3900 Lomaland Dr.
San Diego, CA 92106
Debbie Glaunert / (619) 849-2633 / dglaunert@ptloma.edu
- 34. S.D. City College – Radio & TV Program**
1313 Park Blvd., A-122A
San Diego, CA 92101
Laura Castaneda / (619) 388-3043 / lcastane@sdccd.edu
- 35. S.D. City College – Transfer/Career Center**
1313 Park Blvd
San Diego, CA 92101
Duane Short / (619) 388-3951 / citytran@sdccd.edu
- 36. 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
- 37. San Diego Mesa Community College-Placement Center**
7250 Mesa College Dr.
San Diego, CA 92111
Sheri Endicott / (619) 388-2777 / mesacareer@sdccd.edu
- 38. San Diego State University (SDSU) - Career Services**
5500 Campanile Drive
San Diego, CA 92182
Preston Chipps / (619) 594-4379 / pnieves@mail.sdsu.edu
- 39. 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
- 40. 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
- 41. University of San Diego**
careers@sandiego.edu
5998 Alcala Park
San Diego, CA 92110
Connie Wilson / (619) 260-4654

- 42. 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 / suzannea@usc.edu

Misc. Source(s) Used:

- 43. AllAccess.com** [Note: Radio-specific positions]
28955 Pacific Coast Highway, Suite 210
Malibu, CA 90265
(310) 457-6616 / www.allaccess.com
- 44. AllStarJobs.com**
www.allstarjobs.com ; info@allstarjobs.com
- 45. Broadcast & Cable**
www.broadcastingcable.com
28 East 28th Street, 12th Floor
New York, NY 10016
Zahra Majma / (212) 378-0400 Ext. 517 /
- 46. Collective Talent.com**
www.collectivetalent.com
Bille Michael / (813) 254-9695 / bille@michaelsmedia.com
- 47. Craigslist**
www.post.craigslist.org
1381 9th Avenue
San Francisco, CA 94122
(415) 566-6394 / billing@craigslist.org
- 48. Job Connection (through The Rock Church)**
jobconnection@therocksandiego.org
Paige Cohen / (619) 226-ROCK (7625) / www.therock.thejobconnection.org
- 49. LostRemote.com**
<http://jobs.lostremote.com>
- 50. Marketing Ideanet Newsletter - 602 Communications**
www.602communications.com
4349 E. Colter Street
Phoenix, AZ. 85018
Sandy Lizik / (602) 954-8373 / slizik@602communications.com
- 51. Media-Match.com** [Note: TV-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

52. MediaRecruiter.com

www.MediaRecruiter.com

Art Scott / (303)-400-5150 / www.MediaRecruiter.com

53. Monster.com

800-MONSTER (666-7837)

54. Spots N Dots.com

www.spotsndots.com

1635 Old Highway 41 NW, Suite 112-338

Kennesaw GA 30152

Gene McKay / (888) 884-2630 /

55. UT San Diego.com

www.UTSanDiego.com

350 Camino de la Reina

San Diego, CA 92108

Analisa Pablo / (619) 293-1915 / analisa.pablo@utsandiego.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:

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

Date(s): 8/1/2012 - 7/31/2013

Brief description of activities undertaken to fulfill initiative:

Human Resources provides on-going training to management level personnel, including newly hired or promoted 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.

Name(s) of Station Personnel Involved in Initiative:

Sandy Sullivan, Human Resources Director

Cecelia Grundy, Human Resources Assistant

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

Date(s): 8/1/2012 - 7/31/2013

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.

KFMB Stations provided internship opportunities to 25 interns from the following various schools/universities:

- o California State University, San Marcos [CSUSM] (San Marcos, CA);
- o Colby Sawyer College (New London, NH);
- o Mira Costa College (Oceanside, CA);
- o Palomar Community College (San Marcos, CA);
- o San Diego City College (San Diego, CA);
- o San Diego State University [SDSU] (San Diego, CA);
- o Southwestern Community College (Chula Vista CA);
- o Syracuse University (Syracuse, NY);
- o The Art Institute of California-San Diego (San Diego, CA);
- o University of California, San Diego [UCSD] (San Diego, CA);
- o University of Oregon (Eugene, OR);
- o Weber State University, (Ogden, UT)

Name(s) of Station Personnel Involved in Initiative:

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

Departments Involved in Initiative:

Community Services
Radio Programming
Radio Promotions
TV News-General
TV News-Sports

- **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)**

Date(s): 8/1/2012 - 7/31/2013

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 their website, CareerPage.org., is a national repository for jobs in broadcasting, including women and minorities.

Name(s) of Station Personnel Involved in Initiative:

Cecelia Grundy, Human Resources Assistant

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

Date(s): 8/1/2012 - 7/31/2013

Brief description of activities undertaken to fulfill initiative:

KFMB routinely schedules community appearances by TV News/Station personnel and/or attends community events.

KFMB-TV (CBS8) personnel participate in events that promote broadcast employment development, including discussions regarding their careers and the broadcast industry as well as educational preparation for a career in broadcast media. Additionally, KFMB conducts regular station tours which are designed to educate youth and adults about the industry and a career in broadcasting.

During the period above, KFMB Stations made 53 (plus additional appearances in July, 2013) such appearances, which included speaking engagements, visits to local elementary, middle and high schools, as well as Station tours. Specific dates and appearances can be viewed on our public file.

Name(s) of Station Personnel Involved in Initiative:

Pat Elwood, Public Affairs Coordinator

Various CBS8 Anchors, Reporters, Meteorologists, and Photographers

