

ANNUAL PUBLIC FILE REPORT

December 1, 2016 – November 30, 2017

KDEN-TV, Telemundo Denver

1. List all full-time job vacancies filled by any station covered by this report during the past year:

<u>Position</u>
Investigative/Consumer Reporter/Anchor
Assignment Desk Editor/Writer
Photographer/Editor
Station Operations Manager
Producer
Weather Anchor
News Director
Multimedia Journalist
Technical Director/Producer
Editor/News Production Assistant
Photographer
Assignment Desk Editor
Sales Account Manager
Sales Account Manager

2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form(s):

Forms are at the end of the report, total of 14

3. In total, how many interviewees did the station interview for all the full-time job vacancies identified in response to Question 1?

Total interviewees: 40

4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station?

Name of Recruitment Source	Total Number of Interviewees Referred During the Year
Employee Referral	4

NBCUNICAREERS.com	4
Internal Hire	5
Colorado Broadcaster's Association	
Hispanic Chamber of Commerce	
University of Denver	
Colorado Women's Chamber of Commerce	
NBCUniversal Contractor/Freelancer	1

Recruitment for Full-Time Vacancies

When KDEN-TV has job openings, the jobs are posted the Company's recruiting web site. Openings are always posted on www.nbcunicareers.com. The station web site, www.telemundodenver.com also provides a link directly to www.nbcunicareers.com.

The recruiting website is made available to KDEN – TV viewers through a 10-second public service announcement.

Notification to Community Groups and Recruiting Organizations

The station has developed a list of recruiting organization for reaching qualified candidates both within and beyond the Denver area. The current list at this time consists of 5 organizations.

- **Colorado Broadcasters Association**
- **Hispanic Chamber of Commerce of Metro Denver**
- **University of Denver**
- **Colorado Women's Chamber of Commerce**
- **Denver Metro Chamber of Commerce.**

The stations will email or fax a copy of job openings to any recruiting source that requests the information and responds with an email address or fax number for such job information. On-air announcements relay this information and invite organizations to send in requests for open job notices, as well as refer interested individuals to apply on-line at www.nbcunicareers.com.

5. Please summarize the station's (or station group's) broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated, the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative, and a short summary of the nature and extent of the station's participation in each initiative.

September 7-9, 2017 - NAHJ (National Association of Hispanic Journalists) Job Fair, Anaheim, CA - Participants: James Arroyave, Station's Talent Acquisition Recruiter, Alfredo Sanchez, News Director KDEN Telemundo, Javier Ortiz, VP of Human Resources.

COMMUNITY INVOLVEMENT AND EMPLOYMENT OUTREACH

KDEN-TV continues to be deeply involved in its community of license and the surrounding area, which also extends KDEN-TV's outreach efforts. KDEN-TV has participated in the following community events.

- **February 25-, 2017** – Artopia. Arts and Culture event featuring local artists and fashion designers presented by Westword.
- **March 4, 2017** – Girls and Science event at the Denver Museum of Nature and Science. Event to a variety of Science Clubhouses, where girls (and boys!) and their families have the opportunity to meet women scientists and experience the many diverse opportunities a future in science, technology, engineering, art, and math can bring. The KDEN Telemundo Engineering team and women reporters were present to give visitors a glimpse of how engineering and news work together behind the camera.
- **March 11-, 2017** – St. Patrick's Day Parade. Parade celebrating St. Patrick's Day
- **April 22, 2017** – Comcast Cares Day at the Denver Broncos Boys & Girls Club. Members of the KDEN Telemundo team volunteered for a variety of revitalization projects, including grounds clean-up and deep-cleaning student activity areas, as well as lead a variety of community engagement events offering fun fitness and health educational activities.
- **April 30, 2017** – Dia del Niño (Children's Day Celebration) – Denver Museum of Nature and Science.
- **May 6 and 7, 2017** – Cinco de Mayo at Civic Center Park.
- **June 4, 2017** – USTA (U.S. Tennis Association) Tennis con Telemundo. USTA and KDEN Telemundo invited viewers to a day of free tennis lessons and activities for families.
- **June 10, 2017** – Taste of Puerto Rico Festival - KDEN Telemundo Media Sponsor. Outdoor festival celebrating Puerto Rican culture. KDEN Telemundo was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums.
- **June 25, 2017** – Colorado Latino Festival – Festival aimed at showcasing the different Latin American Cultures found throughout Colorado. The festival features music, culture, gastronomy, education, community resources and entertainment.
- **July 29-30, 2017** – Alianza de Futbol. A community-based soccer organization, which puts on a series of soccer tournaments across the country showcasing top Hispanic talent of all age groups.
- **August 4-6, 2017** – St. Cajetan's Bazaar - Three-day weekend annual bazaar dedicated to the Hispanic community. The focus of the event is to raise funds to extend the church, classrooms and educational programs. **August 5, 2017** – Carne Asada con Los Broncos in Greeley, Colorado. Denver Broncos BBQ community

event featuring activities for all ages. Telemundo premiums and information were also provided to event goers.

- **August 20, 2017** – Tacolandia
- **September 2, 2017** – Central American Festival –One-day outdoor festival celebrating cultures of Central America.
- **September 21, 2017** – Carne Asada con Los Broncos/Broncos en Español– Festival featuring food and activities with the Denver Broncos players and cheerleaders. KDEN Telemundo was present with premiums, information on resources available to the community. Sports Anchor was also present to interact and promote Telemundo.
- **September 24, 2017** – Susan G. Komen Breast Cancer Race for the Cure. Various department team members participated as a group in the race as a team. Telemundo Denver news team was present at the finish line to cheer on racers.
- **September 28, 2017** – Latin Beats: Sonidos de las Americas Concert with the Colorado Symphony (The Mexican Cultural Center with the Colorado Symphony). Free community concert celebrating Hispanic Heritage month and cultural sounds of Latin music in a festive atmosphere. The News Anchor was the MC for the event.
- **November 4, 2017** – Dia de los Muertos at Denver Botanic Gardens. Traditional Mexican celebration in which death is recognized as a natural part of the cycle of life.

Internal Skills Enhancement Programs

Employees of the Station are provided with training and development opportunities designed to enhance their ability to assume positions of greater responsibility. Various programs are provided via external vendors and internal NBCU sponsored programs. During this last reporting period, Station employees participated in the following development courses: JUMP, PIVOT, LEAD; all leadership development courses facilitated by NBCU's training team. In addition, online courses on a variety of topics are available to all employees. Courses include: Negotiation Skills, Time Management, Team Building, Goal Setting, Project Management, Communication Skills and Conflict Management. Station employees participated in the following development/leadership skills courses: A number of KDEN-TV employees were able to attend different training classes, seminars during this 12-month period. The different training opportunities are listed here:

- **Intensive Course for Web Editors** by Sr. Editor of Audience Development Agustin Gonzalez – January 9 – 12, 2017. KDEN Web Editor Julian Laverde attended the meeting of Web Editors to share best practices.
- **Seminar on Performance and Storytelling for Multimedia Journalists** by Performance Coach Tony Martinez – July 12 – 14, 2017. Seminar for Multimedia Journalists (MMJ) meant to help further develop storytelling skills when the MMJ is the one shooting, reporting and editing the stories. Yesmani Gomez, Multimedia Journalist at KDEN Telemundo attended this seminar.

- **Regional Web Editors Meeting, Training and Consolidation of Digital Policies** – Phoenix, Arizona – August 30, 2017 – Julian Laverde, KDEN Web Editor attended the training.
- **2017 NBCUniversal OTS Weather Summit – September 26 – 27, 2017 in Dallas, Texas** by Nestor Flecha, Chief Meteorologist KXTS Telemundo, Jason Dunn (National Weather Service DFW) and Pete Seyfer (Frank Magid and Associates). Niurma Sanchez, KDEN Meteorologist attended the summit on weather. The summit provided the opportunity to learn about presenting severe weather conditions that impact the Southwest region (such as tornadoes), hear best practices from Jason Dunn from the National Weather Service In Dallas, share best practices information and how to get the most out of social Media.
- **NBCU/Telemundo Legal and Standards News Training – November 13 & 14, 2017.** Presenters: Lynn Carrillo, VP of Media Law and Ozzie Martinez, SVP of News, Digital and Standards. KDEN News Team gathered to learn/review policies, procedures and ethics in the newsroom.

NBCUniversal's diverse employee population is reflected in our affinity groups. These voluntary organizations focus on the professional development of their members by creating opportunities for coaching, mentoring and networking with employees and senior management. In addition, they are a major force in driving recruitment and retention of top talent in the organization. Participation in these groups is open to all employees. Established affinity groups at NBCUniversal, APA@NBCUniversal, BPA@NBCUniversal, Out@NBCUniversal, The NBCUniversal PWD (People with Disabilities), Unidos@NBCUniversal, Veterans Network, The Women's Network @ NBCUniversal (WNN) and others, provide professional networking and skill development courses to employees.

In addition, online courses on a variety of topics are available to all employees. The courses offered include training in areas of Effective Coaching Skills, Providing Performance Feedback, Behavioral Styles at Work, Presentation Skills, Influencing Skills, Storytelling, Business Writing, Effective Meetings, Hiring the Right People, Project Management, Time Management, Microsoft Office training (Excel: Fundamentals, Intermediate, Excel & Power Point, Charting & Drawing, Functions Only, Advanced. PowerPoint: Fundamentals and Advanced.

EEO/Human Resources Training Program

KDEN on a yearly basis offers training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. During the reporting period, these programs have included Annual Integrity Training and Comcast Corporation Code of Conduct, a course encompassing issues related to integrity, Solutions Program Training, Compliance Standards and Environmental Health and Safety training.

All Station employees, including management, are required to attend a course designed to prevent harassment and discrimination. Training is offered to ensure 100% participation.

Internship Program

N/A for 2016/2017

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Investigative/Consumer Reporter/Anchor

Date Job Filled: 1/9/2017

Recruitment Source
That Referred
Ultimate Hire: Internal Candidate

Total # of interviewees: 1

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Assignment Desk Editor/Writer

Date Job Filled: 2/27/2017

Recruitment Source
That Referred
Ultimate Hire: Internal Candidate

Total # of interviewees: 1

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Photographer/Editor

Date Job Filled: 4/3/2017

Recruitment Source
That Referred
Ultimate Hire: Internal Candidate

Total # of interviewees: 1

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Station Operations Manager

Date Job Filled: 4/10/2017

Recruitment Source
That Referred
Ultimate Hire: NBCUNICAREERS.com

Total # of interviewees: 3

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Producer

Date Job Filled: 4/24/2017

Recruitment Source
That Referred
Ultimate Hire: Employee Referral

Total # of interviewees: 5

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV
 Job Title: Weather Anchor
 Date Job Filled: 4/25/2017
 Recruitment Source
 That Referred
 Ultimate Hire: NBCUniversal Contractor
 Total # of interviewees: 1

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: News Director

Date Job Filled: 5/1/2017

Recruitment Source
That Referred
Ultimate Hire: Internal Candidate

Total # of interviewees: 3

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Multimedia Journalist

Date Job Filled: 5/1/2017

Recruitment Source
That Referred
Ultimate Hire: Internal Candidate

Total # of interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Technical Director/Producer

Date Job Filled: 6/12/2017

Recruitment Source
That Referred
Ultimate Hire: NBCUNICAREERS.COM

Total # of interviewees: 3

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Editor/News Production Assistant

Date Job Filled: 6/19/2017

Recruitment Source
That Referred
Ultimate Hire: NBCUNICAREERS.COM

Total # of interviewees: 5

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Photographer

Date Job Filled: 6/28/2017

Recruitment Source
That Referred
Ultimate Hire: Employee Referral

Total # of interviewees: 4

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Assignment Editor

Date Job Filled: 8/7/2017

Recruitment Source
That Referred
Ultimate Hire: NBCUNICAREERS.COM

Total # of interviewees: 5

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Sales Account Manager

Date Job Filled: 8/14/2017

Recruitment Source
That Referred
Ultimate Hire: Employee Referral

Total # of interviewees: 3

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Sales Account Manager

Date Job Filled: 9/6/2017

Recruitment Source
That Referred
Ultimate Hire: Employee Referral

Total # of interviewees: 3

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUnicareers	www.nbcunicareers.com	James Arroyave	954-622-6839 James.Arroyave@nbcuni.com	No