

**ANNUAL PUBLIC FILE REPORT**  
**December 1, 2013 – November 30, 2014**

**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>	<u>Date Filled</u>
News Producer	01/13/14
Assignment Editor	1/21/14
Sales Account Manager	02/26/14
Master Control Operator	03/23/14
Sports Anchor	03/31/14
News Anchor	07/28/14
News Producer	10/27/14
Technical Director	10/27/14
Sports Anchor	11/03/14
Multi-Media Journalist	11/10/14
Marketing and Promotions Manager	Open

2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form(s):  
(11)
3. In total, how many interviewees did the station interview for all the full-time job vacancies identified in response to Question 1?  
(35)
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?

## 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](http://www.nbcunicareers.com). The newly launched station web site, [www.telemundodenver.com](http://www.telemundodenver.com) also provides a link directly to [www.nbcunicareers.com](http://www.nbcunicareers.com).

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

Additionally, KDEN-TV has run a job information advertisement in the Denver Post, which appeared on Sunday, November 16, 2014, along with a digital add on their web site which runs for an additional 30 days. The job ad invites all interested in employment with the station to visit [www.nbcunicareers.com](http://www.nbcunicareers.com) to search and apply for job availabilities.

Name of Recruitment Source	Total Number of Interviewees Referred During the Year
Employee Referral	3
NBCUNICAREERS.com	6

## Notification to Community Groups and Recruiting Organizations

Since the FCC's new EEO rules went into effect, the stations have developed a list of recruiting organizations, which they believe are suitable for reaching qualified candidates both within and beyond the Denver area. The current list at this time consists of 3 organizations.

- Colorado Broadcasters Association
- Hispanic Chamber of Commerce of Metro Denver
- Denver Metro University Employment Site

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. All 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](http://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.
  - August 7-9 2014 - NAHJ Job Fair, San Antonio, Texas - Participant: James Arroyave, Talent Acquisition Recruiter, Telemundo Station Group

## **COMMUNITY INVOLVEMET 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.

- December 13, 2013 – Fiesta de Guadalupe (Religious Community Celebration). Participants: Sebastian Tonazzi – Marketing and Promotions Manager. KDEN Telemundo media sponsor. KDEN Telemundo was present with a booth, spin wheel and premiums.
- January 5, 2014 - Día de Reyes en la Iglesia San Cayetano. Three Wise Men celebration at St. Cayetan's Church. KDEN Telemundo Media Sponsor promoting St. Cayetan's toy drive to end in a Three Wise Men celebration. Participants: Andres Chaparro – Station Manager – Sebastian Tonazzi, Marketing and Promotions Manager – Pedro Calderón Michel, News Director - Javier Castro, Meteorologist. Andres Chaparro, Pedro Calderón Michel and Javier Castro were the “three kings” present to deliver toys to children.
- February 22, 2014 – American Diabetes Association Expo. Participants: Andres Chaparro – Station Manager, Sebastian Tonazzi, Marketing and Promotions Manager, Carlos Rausseo – Reporter. KDEN Telemundo Exclusive Media Sponsor. The KDEN Telemundo street team was present with a booth, spin wheel and premiums. The activation included a small seating area featuring Telemundo Programming on a flat screen. The local news team was also present to meet and greet event-goers.
- March 15, 2014 – St. Patrick's Day Parade. Participants: Sebastian Tonazzi, Marketing and Promotions Manager – Carlos Rausseo, Reporter – Javier Castro – Meteorologist, - Andres Chaparro, Station Manager. KDEN Telemundo media sponsor and local news team walked throughout the parade passing out candy to event goers.

- April 9, 2014 – Denver Auto Show “Charity Preview Party” – KDEN Telemundo Media Sponsor. Participants: Andres Chaparro – Station Manager, – Donny Tran, Producer – Bill George, National Sales Manager.  
Event held before the Denver Auto Show opens to the public.
  
- April 11, 2014 – Hispanic Day on Telemundo at the Denver Auto Show – KDEN Telemundo Media Sponsor. Participants: Andres Chaparro – Station Manager, – Donny Tran, Producer. Viviana Granillo, Talent – Marybel Gonzalez, Rumbos Talent.  
KDEN Telemundo produced a 30-minute show to inform viewers of all activities and vehicles they could expect to see at the Denver Auto Show. Aired the show the morning of April 12<sup>th</sup> during local show *RUMBOS*, which provided the opportunity to invite viewers to Hispanic Day on Telemundo at the Denver Auto show that same evening.
  
- April 26, 2014 – Comcast Cares Day. Participants: Andres Chaparro, Station Manager – Pedro Calderon Michel, News Director – Nora Grisanti, Office Manager – Victor Rodriguez Tafoya, Producer – Annette Lavina, Account Manager – Marisol Escobar, Account Manager – Tony Esqueda, Account Manager – Abel Corral, Local Sales Manager – Ken Elkin, Director of Finance. KDEN Telemundo employees and their families volunteered their time with projects benefiting: Mi Casa Resource Center for Women, Gateway High School, and Mount St. Vincent Home.
  
- April 27, 2014 - Día del Niño at Iglesia San Cayetano. Children’s Day Celebration. Participants: Sebastian Tonazzi, Marketing and Promotions Manager – Carlos Rausseo, Reporter – Javier Castro, Meteorologist – Carlos Rausseo, Reporter – Javier Castro, Meteorologist – Pedro Calderón Michel, News Director and Andres Chaparro, Station Manager. KDEN Telemundo media sponsor. KDEN Telemundo was present with a booth, spin wheel, premiums and the local news team to meet and greet event goers. KDEN was also recognized for supporting the community and San Cayetano.
  
- May 3 and 4, 2014 – Cinco de Mayo at Civic Center Park. Participants: Sebastian Tonazzi, Marketing and Promotions Manager – Pedro Calderón Michel, News Director – Paola Varela Rossi, Sports Anchor – Carlos Rausseo, Reporter – Javier Castro, Meteorologist. KDEN Telemundo was present with a booth, spin wheel, premiums and the local news team to meet and greet event goers. Telemundo news team present to greet event goers and sign autographs.
  
- May 19, 2014 – Centro San Juan Diego “10<sup>th</sup> Annual Las Madrinas Tribute” – Participants: Andres Chaparro, Station Manager - Donny Tran, Producer – Tony Esqueda, Account Manager.  
KDEN Telemundo Media Sponsor. KDEN Telemundo supports Centro San Juan Diego in promoting the free resources available to the community. KDEN Telemundo is a past recipient (2013) of the *Rebozo* Award. The Rebozo award is a

special recognition award for offering resources to embrace the efforts of the Bienestar Family Services programs at Centro San Juan Diego.

- May 31, 2015 – 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. Participants: Abel Corral, Local Sales Manager – Carlos Rausseo, Reporter – Paola Varela Rossi, Sports Anchor – Javier Castro, Meteorologist – Donny Tran, Production Producer. KDEN Telemundo street team was present with an activation that included: a booth, table, spin-wheel and Telemundo Premiums. Telemundo news team present to participate in activities and sign autographs.
  
- June 15, 2014 – Taste of Puerto Rico Festival - KDEN Telemundo Media Sponsor. Outdoor festival celebrating Puerto Rican culture. Participants: Sebastian Tonazzi, Marketing and Promotions Manager – Viviana Granillo, Ventana en Tu Comunidad Talent, Donny Tran, Production Producer. KDEN Telemundo was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums.
  
- June 14-15, 2014 - Alianza 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. Participants: Andres Chaparro, Station Manager – Sebastian Tonazzi, Marketing and Promotions Manager. Telemundo is the exclusive Spanish language television network. KDEN Telemundo street team was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums.
  
- August 31, 2014 - Festival Centro Americano – KDEN Telemundo Media Sponsor. Participants: Nora Grisanti, Office Manager – Andres Chaparro, Station Manager – Paola Varela Rossi, Sports Anchor – Javier Castro, Meteorologist – Carlos Rausseo, Reporter – Guillermo Martinez, News Anchor  
One-day outdoor festival celebrating cultures of Central America. KDEN Telemundo was present with an activation that included: a booth, table, spin-wheel and Telemundo premiums. Telemundo News team present signing autographs.
  
- September 27, 2014 – Hispanic Heritage Night with The Colorado Rapids. KDEN Telemundo Media Sponsor. Participants: Nora Grisanti, Office Manager – Pedro Calderón Michel, News Director – Andres Chaparro, Station Manager – Carlos Rausseo, Reporter – Paola Varela Rossi, Sports Anchor - Guillermo Martinez, News Anchor – Javier Castro, Meteorologist. News team was present to greet event goers during the pre-game festivities outside the stadium. News team was also present during the soccer game half-time activities.

- September 28, 2014 – Susan G. Komen Breast Cancer Race for the Cure. Media Sponsor. KDEN Telemundo was present with a booth and premiums as well as a team to participate in the family walk. Javier Castro, Meteorologist, Paola Varela Rossi, Sports Anchor and Carlos Rausseo, Reporter, were present at the finish line to cheer on racers.
- November 1, 2014 – American Diabetes Association “ADA Walk” – KDEN Telemundo Exclusive Media Sponsor. Participants: Nora Grisanti, Office Manager – Andres Chaparro, Station Manager – Annette Lavina, Account Manager – Donny Tran, Production Producer. KDEN Telemundo was present with a booth, and premiums as well as a team to participate in the family walk. KDEN Telemundo news team provided media coverage and invited viewers to participate.
- November 22, 2014 – “Telemundo Day” at History Colorado Center. KDEN Telemundo Media Sponsor and host of “Telemundo Day” inviting all Telemundo viewers to enjoy free admission to History Colorado’s latest exhibit titled RACE: Are we really that different? KDEN Telemundo was present with a table, banners and premiums for all visitors. Participants: Nora Grisanti – Office Manager, Tony Esqueda – Account Manager, Ximena Camarena Lopez – Multi-Media Journalist.

## 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 NBCUniversal-sponsored programs. 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:

- News and Legal Standards Training conducted by Lynn Carrillo, VP of Media Law via WebEx, specifically for KDEN’s news department on 6/16/2014.
- JUMP leadership training for Local Sales Manager on October 8 and 9, 2014.
- JUMP: Successful Delegation training for Local Sales Manager on 11/18/2014.
- Paradigm: Presenting with Passion Workshop for KDEN Sales team on October 13-14, 2014 conducted by Tim Schultz and Kelly Peterson from Paradigm Group.

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 regularly 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.

#### Internship Program

N/A for 2014

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: News Producer

Date Job Filled: 01/13/2014

Recruitment Source That Referred Ultimate Hire: External Referral- nbcunicareers.com

Total # of interviewees: 4

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM		Marilyn Hernandez	Marilyn.Hernandez@nbcuni.com	No

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Assignment Editor

Date Job Filled: 01/21/14

Recruitment Source That Referred Ultimate Hire: nbcunicareers.com

Total # of interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM		Marilyn Hernandez	Marilyn.Hernandez@nbcuni.com	No
Internal Hire				

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Sales Account Manager

Date Job Filled: 02/26/2014

Recruitment Source That Referred Ultimate Hire: Employee Referral - Sebastian Tonazzi

Total # of interviewees:   2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM				No
Employee Referral		Sebastian Tonazzi	<a href="mailto:Sebastian.Tonazzi@nbcuni.com">Sebastian.Tonazzi@nbcuni.com</a> 720-747-5049	No



# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station:                   KDEN-TV                  

Job Title:                   Sports Anchor                  

Date Job Filled:                   03/31/2014                  

Recruitment Source  
That Referred  
Ultimate Hire:                   nbcunicareers.com                  

Total # of interviewees:           4          

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM		Marilyn Hernandez	Marilyn.Hernandez@nbcuni.com	No

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: News Anchor

| Date Job Filled: 07/28/2014

Recruitment Source  
That Referred  
Ultimate Hire: Employee Referral - Pedro Calderón Michel

Total # of interviewees: 4

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM				
Employee Referral		Pedro Calderón Michel	<a href="mailto:Pedro.calderonmichel@nbcuni.com">Pedro.calderonmichel@nbcuni.com</a> 602-648-3991	No

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: News Producer

Date Job Filled: 10/27/14

Recruitment Source  
That Referred  
Ultimate Hire: Internal Hire

Total # of interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM				
Internal Hire				

## JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV  
 Job Title: Technical Director  
 Date Job Filled: 10/27/2014  
 Recruitment Source That Referred Ultimate Hire: nbcunicareers.com  
 Total # of interviewees: 2

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM		James Arroyave	<a href="mailto:James.Arroyave@nbcuni.com">James.Arroyave@nbcuni.com</a> 954-622-6839	No

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Sports Anchor

Date Job Filled: 11/03/2014

Recruitment Source  
That Referred  
Ultimate Hire: Internal Hire

Total # of interviewees: 1

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM				
Internal Hire				

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Multi-Media Journalist

Date Job Filled: 11/10/2014

Recruitment Source That Referred Ultimate Hire: Employee Referral – Pedro Calderon Michel

Total # of interviewees: 5

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM				
Employee Referral		Pedro Calderon Michel	<a href="mailto:pedro.calderonmichel@nbcuni.com">pedro.calderonmichel@nbcuni.com</a> 6020649-3991	no

# JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KDEN-TV

Job Title: Marketing and Promotions Manager

Date Job Filled: Open

Recruitment Source  
That Referred  
Ultimate Hire: nbcunicareers.com

Total # of interviewees: 6

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/Email	Has this Source Requested Notices?
NBCUNICAREERS.COM				
Employee Referral				