

STATION(S), CITY, STATE KSWB-TV, San Diego California**ANNUAL EEO PUBLIC FILE REPORT****Date: 8/1/2008****Statement of EEO Policy**

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station KSWB -TV, San Diego, California

KSWB, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact the Human Resources Director at 858 496-9269

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check and drug test. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachment.

Full-Time Vacancies Filled During Reporting Period 8/1/2007-7/31/2008

	Full-Time Position	Recruitment Sources Used		Recruitment Source for Successful Applicant	Total Number Interviewed (frm all referral sources)
1	Accounting Manager	Sources Used 1,18,27		1-BCFM	3
2	Graphic Designer	Sources Used 4,6,7,12,16,18,20,23,24,27		25- Art Institute of California	6
3	Traffic Manager	Sources Used 1,3,5,12,14,18,23,27		30- Internal Promotion	10
4	Local Continuity Coordinator	Sources Used 5,9,12,23,18,27		32- Employee Referral	3
5	Local Continuity Coordinator	Sources Used 5,9,12,23,18,27		23- KSWB Website	5
6	Marketing Consultant	Sources Used 18,23,27		27- Craigslist	5
7	Marketing Consultant	Sources Used 18,23,27		18- Tribune Internal-Career Builder	9
8	Marketing Consultant	Sources Used 18,23,27,33		32-Employee Referral	6
9	Marketing Consultant	Sources Used 18,23,27,32		18- Tribune Internal-Career Builder	6
10	Engineering Master Control	Sources Used 18,23,27,32		32-Employee Referral	9
11	Graphic Designer	Sources Used 1,5,6,12,18,23,27,28		25-Art Institute of California	5
13	News Graphics (2 positions)	Sources Used 6,23,25,27		27-Craigslist	5
14	Marketing Consultant	Sources Used 18,23,32		32-Employee Referral	5
15	Engineering Master Control	Sources Used 18,23,27,32		23- KSWB Website	9
16	Engineering Master Control	Sources Used 18,23,27,32		23- KSWB Website	9
17	Engineering Master Control	Sources Used 18,23,27,32		23- KSWB Website	9
18	Engineering Technical Director	Sources Used 18,23,27,32		31-Walk In	4
19	Engineering Technical Director (position 2)	Sources Used 18,23,27,32		32-Employee Referral	4
20	News Director	Sources Used 20,30,32		18- Tribune Internal	7
21	Executive/Supervising Producer (2 positions)	Sources Used 2,8,12,23,32		2-Agent (1), 31-Walk In (1)	7
22	Photographers/Editors (10 positions)	Sources Used 12,18,23,27,32		12-TV Jobs (1),23-KSWB Website (2),31-Walk In (2),32-Employee Referral (5)	19
23	Anchors (4 postions)	Sources Used 1,2,12,18,23,27		1-BCFM (1),2-Agent (2),12-TV Jobs (1)	14

24	Producers (5 positions)	Sources Used 12,23,27,32		32-Employee Referral (3), 18-Tribune Internal-Career Builder (1), 12-TV Jobs (1)	8
25	Sports Anchor	Sources Used 8,12,18,23,27,32		32-Employee Referral	2
26	Weather Anchor	Sources Used 1,2, 8,12,18,23,27,32		2-Agent	5
27	Associate Producer (4) positions	Sources Used 8,11,12,18,23,27,32		32-Employee Referral (2), 31-Walk In (1), 11-Cal State Long Beach (1)	7
28	Reporters (7 positions)	Sources Used 2,8,11,12,15,18,23,27,30,32		12-TV Jobs (1),2-Agent (3), 8-Medialine (1), 32-Employee Referral (1),31-Walk In (1)	19
29	News Operations Manager	Sources Used 8,12,18,23,27,32		18- Tribune Internal-Career Builder	4
30	Assignment Editors (4) positions	Sources Used 8,12,18,23,27,32		32-Employee Referral (3), 23-KSWB (1)	6
<u>60 Full-Time Hires</u>					
Total number of persons interviewed during applicable period:					210

Supplemental Recruitment Measures 8/1/2007-7/31/2008			
Activity/Description	Date	Staff Participant	Sponsor
<u>University of San Diego Internship Fair:</u> Research Director, Kim Marshall and Scot Linden, National Sales Manager, represented our station for this annual internship fair; discussed broadcast career opportunities and internship positions with attendees. Recruited actively for Fall 2007 Interns.	9/18/07	Kim Marshall <i>Research Director, KSWB</i> Scott Linden <i>National Sls Mgr., KSWB</i>	University of San Diego,Career Services
<u>California State University, San Marcos Internship Fair:</u> Dan Mitrovich, Controller attended annual internship fair; discussed career opportunities and internship program with attendees. Recruited actively for Summer 2007 interns.Recruit at Cal State San Marcos	1/16/08	Dan Mitrovich <i>Controller</i>	Cal State San Marcos,Career Center,Brenda Dumas
<u>Alliant University Career Fair:</u> Mr. Martin attended the Recognition, Opening Event and Career Day at Alliant University where he met with several students and prospective students discussing broadcast career opportunities, specifically Sales oriented positions and internship positions. Recruited actively for Local Marketing Consultants and Fall 2008 Interns.	3/21/08	Mike Martin <i>Local Sales Manager</i>	Alliant International University, President, Geoffrey Cox
UNITY-Journalist of Color, Convention-Chicago, IL: This event occurs every four years and is the largest Media Showcase and Career Expo in the Industry. The Asian American Journalist Association (AAJA), National Association of Hispanic Journalists (NAHJ), National Association of Black Journalists (NABJ) and the Native American Journalist Association (NAJA) come together for professional development workshops and a career fair. Tribune Broadcasting Company's VP of Human Resources attended the conference, collected resumes, reviewed and critiqued participant demo reels and soft screened candidates interested in broadcast journalism careers with Tribune.	7/23-7/27/2008	Myrna Ramirez,VP Human Resources, Tribune Broadcasting Company	AAJA,NAHJ,NABJ,NAJA
<u>Internship Program:</u> College students spend a semester in a position that gives them hands-on experience in their career field. This position is part-time, usually 20 hours per week. 10 to 12 interns per year. KSWB had (2) Interns during this term. Our Creative Services department provided an excellent opportunity for a student attending the University of San Diego and the other from the University of California, San Diego. These individuals gained hands on experience in TV Editing and creating 30 second promotional commercial spots. One also observed the taping of our Local News program Take 5, which he states on his evaluation, gave him a small sense of what goes into taping a show. The other notes that she was able to write a couple of news releases and help out with a promotional project. Both stated they would recommend this internship to others.	Ongoing	Will Givens <i>Creative Services Director</i>	Station-KSWB
<u>Diversity Works Program-Student Graduation:</u> 30 people in attendance t graduation event, in which Dan Mitrovich, Station Controller was a guest speaker. Diversity Works is a program offered by the Urban League to assist people in developing marketable job skills and attitude, followed by exposure to local companies. Discussed was general KSWB information, careers in broadcasting and strategies to develop skills in order to obtain a job in the broadcasting field. After the formal graduation ceremony, Dan Mitrovich met one-on-one with graduates, discussing broadcast careers. He also met with the Urban League's Executive VP, Maurice Wilson where changes at both the Urban League and KSWB were discussed.	7/18/08	Dan Mitrovich <i>Controller</i>	Urban League
<u>San Diego Advertising Club Annual Christmas Function:</u> This is a well known and widely attended annual event in San Diego. Our station was represented by Mike Martin, Local Sales Mgr, KSWB. He met with several seasoned Account Executives from other local TV and Radio stations. Conversations with professionals from Clear Channel Radio, led to an interview with an experienced salesperson for an open position at our station, also met with the New Business Manager of a major Local Network Affiliate, where upcoming positions were discussed.	12/4/07	Mike Martin <i>Local Sales Manager</i> Will Givens <i>Director of Creative Services</i>	San Diego Ad Club

S.A.F.E.: San Diego Advertising Fund for Emergencies: This is a non-profit organization founded in order to provide financial aid in life crisis situations to members of the San Diego County advertising industry, including its affiliated businesses and family members. Each year an event is held in support of their efforts and success in the community. Career opportunities are discussed through networking relationships. Open positions at our station were presented and discussed with several attendees. Mike Martin, Local Sales Manager, represented KSWB at this event.

3/6/07

Mike Martin
Local Sales Manager

S.A.F.E.