

## EEO PUBLIC FILE REPORT

This report covers full-time vacancy requirement data for the period August 1, 2012 to July 15, 2013.

- 1) Employment Unit Location/Name: **EMPIRE BROADCASTING – SAN JOSE & LOS GATOS, CA**
- 2) Unit Members (List all station call signs and communities of license:  
 KLIV, San Jose, CA  
 KRTY(FM), Los Gatos, CA
- 3) EEO Contact Information for Employment Unit:

Mailing Address:  KRTY/KLIV Radio 750 Story Road San Jose, CA 95122	Telephone Number: 408-293-8030
	Contact Person: Debbie Horita
	Email Address: dhorita@empirebroadcasting.com

- 4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Successful Applicant
1) Account Executive – August 2012	Radio Campaign
2) Account Executive – February 2013	Radio Campaign
3) Account Executive – February 2013	Radio Campaign
4) Full-Time News Position	Internal Promotion

Referral Source(s) of Hiree:  
Radio Campaign (1-3);

### 5) Job Title: Account Executive (1-3)

(i) Name of Organization Notified of Job Vacancy	Contact Person	Address:	Telephone Number:	Did Recruitment Source Request Notification? (Yes of No)
National Association for the Advancement of Colored People San Jose Branch		304 N/ Sixth Street San Jose, CA 95112	408-295-3394	Yes
Young Women’s Christian Association of Santa Clara Valley	Keri Proconier Mclain	375 S. Third Street San Jose, CA 95112	408-295-4011	Yes
Ohlone College Job Placement	Mary Varnoord	43600 Mission Blvd Fremont, CA 94539	510-659-6000	Yes
De Anza College Career Planning & Placement	Blanche Monary	21250 Stevens Creek Blvd Cupertino, CA 95014	Fax: 408-864-5607	Yes
Hispanic Chamber of Commerce	Dennis King	100 E Santa Clara St. San Jose, CA 95113	408-213-0320	Yes
Caljobs.ca.gov	Pam Kinney	2450 S. Bascom Ave Campbell, CA 95008	408-369-3600	Yes
National Hispanic University	Rachel Rosas	14271 Story Road San Jose, CA 95127	408-926-6246	Yes

All Access Music Group	Customer Service	28955 Pacific Coast Highway Suite 210 Malibu, CA 90265	310-457-6616	No
KRTY/KLIV On-Air Advertisement	Tina Ferguson	750 Story Road San Jose, CA 95122	408-293-8030	Yes
KRTY.com KLIV.com	Tina Ferguson	750 Story Road San Jose, CA 95122	408-293-8030	Yes
Bay Area Star	Karie Yost	855 Battery Street San Francisco, CA 94111	415-765-8702	Yes
Santa Clara University Service Career Center	Kathey Potter	500 El Camino Real Santa Clara, CA 95053	408-554-4859	Yes
San Jose City College Career Center	Jennette D'Anna	2100 Moorpark Avenue San Jose, CA 95128	408-288-3794	Yes
San Jose State University Career Planning and Placement	Irene Peck	1 Washington Square San Jose, CA 95192	408-924-6033	Yes
Craigslist.org	Customer Service	PO BOX 225159 San Francisco, CA 94112	415-566-6394	No
Linked In	LinkedIn.Com	2029 Stierlin Ct Mountain View, CA 94043	650-687-0505	No

**5) Job Title: Full Time News Position (4)**

Referral Source(s) of Hiree:  
Inside Promotion (4)

(i) Name of Organization Notified of Job Vacancy	Contact Person	Address:	Telephone Number:	Did Recruitment Source Request Notification? (Yes of No)
National Association for the Advancement of Colored People San Jose Branch		304 N/ Sixth Street San Jose, CA 95112	408-295-3394	Yes
Young Women's Christian Association of Santa Clara Valley	Keri Proconier Mclain	375 S. Third Street San Jose, CA 95112	408-295-4011	Yes
Ohlone College Job Placement	Mary Varnoord	43600 Mission Blvd Fremont, CA 94539	510-659-6000	Yes
De Anza College Career Planning & Placement	Blanche Monary	21250 Stevens Creek Blvd Cupertino, CA 95014	Fax: 408-864-5607	Yes
Hispanic Chamber of Commerce	Dennis King	100 E Santa Clara St. San Jose, CA 95113	408-213-0320	Yes
Caljobs.ca.gov	Pam Kinney	2450 S. Bascom Ave Campbell, CA 95008	408-369-3600	Yes
National Hispanic University	Rachel Rosas	14271 Story Road San Jose, CA 95127	408-926-6246	Yes

Asian Week	Danny Chou	809 Sacramento Street San Francisco, CA 94108	415-397-0220	Yes
KRTY/KLIV On-Air Advertisement	Tina Ferguson	750 Story Road San Jose, CA 95122	408-293-8030	Yes
KRTY.com KLIV.com	Tina Ferguson	750 Story Road San Jose, CA 95122	408-293-8030	Yes
Bay Area Star	Karie Yost	855 Battery Street San Francisco, CA 94111	415-765-8702	Yes
Santa Clara University Service Career Center	Kathey Potter	500 El Camino Real Santa Clara, CA 95053	408-554-4859	Yes
San Jose City College Career Center	Jennette D'Anna	2100 Moorpark Avenue San Jose, CA 95128	408-288-3794	Yes
San Jose State University Career Planning and Placement	Irene Peck	1 Washington Square San Jose, CA 95192	408-924-6033	Yes
Craigslist.org	Customer Service	PO BOX 225159 San Francisco, CA 94112	415-566-6394	No
Linked In	LinkedIn.Com	2029 Stierlin Ct Mountain View, CA 94043	650-687-0505	No

**6) Total Number of Interviewees Referred by each source:** For the period from August 1, 2012 to July 15, 2013, this Employment Unit interviews 18 Interviewees for full time job vacancies from 45 resumes. These Interviewees were referred by the following sources:

<b>Recruitment Source</b>	<b>Total Number of Interviewees Referred</b>
(1) KRTY/KLIV Radio Campaign	11
(2) KRTY.com/KLIV.com	3
(3) Employee Referral	4

## 7) Supplemental Recruitment Measures

### (a) Job Fairs

Description of Supplemental Recruitment Measure	Date:	Personnel Involved: (Position)
1. Santa Clara University 2013 Spring Career Fair* Employment unit promoted and participated in event.	April 10, 2013	KLIV News Director
2. Diversity Employment Job Fair, Milpitas* Employment unit promoted and participated in event.	June 11, 2013	KLIV News Director

\*KRTY/KLIV personnel participated in the Job Fair by distributing information regarding current job openings, accepting resumes and answering questions regarding station employment, internships and careers in broadcasting.

**(b) General Outreach Efforts**

Description of Supplemental Recruitment Measure	Date:	Personnel Involved: (Position)
1. KRTY-FM/KLIV-AM have made significant contributions to the radio career website (KRTY.com / KLIV.com) which contain information designed to inform the general public of the numerous and varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them	Ongoing	HR Manager
2. PSA's: Public Service Announcements to inform the public that we were an Equal Opportunity Employer dedicated to providing broad outreach regarding job vacancies at the stations. We seek the help of local community organizations in referring qualified applicants to our stations.	Ongoing	P.S.A Director

**(c) Participation in Events**

Description of Supplemental Recruitment Measure	Date:	Personnel Involved: (Position)
From February-November 2012, and January-March 2013 KRTY/KLIV offered tours of the facilities to various scout groups in San Jose about radio station operations.	11/16/12; 1/7/13; 2/13/13; 2/21/13; 3/19/13; 3/26/13	Traffic Manager, Research Director, On-Air Personality
San Jose City College tour at stations. Students observed commercial radio station systems, and witnessed commercial production within a professional studio environment.	February 27, 2013	Chief Engineer and On-Air Personality
Afghani Broadcasters via San Jose State University. Broadcasters from Afghanistan visited the stations and were given a tour about radio station operations and programming on both stations.	March 22, 2013	President, Chief Engineer, KLIV Program Director

2012-2013 Recruitment Efforts  
Station KLIV, San Jose, California  
Station KRTY(FM), Los Gatos, California

**I. Full Time Hires.** From August 1, 2012 through July 15, 2013 there were four full-time positions filled at the Stations.

1. Account Executive.

Ken Sorenson was recruited as an Account Executive after learning about the opening from an announcement on of the Stations. To fill this opening, we notified all of our recruitment, posted the opportunity on our websites, Facebook and Twitter pages, and an on-air radio campaign on both stations.

# of People Interviewed: 18\*

Successful Recruitment Source: Radio Campaign

2. Account Executive.

Laura Nenada was recruited as an Account Executive after learning about the opening from an announcement on one of the stations. To fill this opening, we notified all of our recruitment sources, posted the opportunity on our website, and through an on-air radio campaign on both stations.

# of People Interviewed: 18\*

Successful Recruitment Source: Radio Campaign

3. Account Executive.

James Scherer was recruited as an Account Executive after learning about the opening from an announcement on one of the stations. To fill this opening, we notified all of our recruitment sources, posted the opportunity on our website, and through an on-air radio campaign on both stations.

# of People Interviewed: 18\*

Successful Recruitment Source: Radio Campaign

4. Reporter/Editor/Announcer.

Matt Burrows was promoted to Reporter/Editor/Announcer after learning about the opening from the KLIV News Director, as Matt was previously a part-time employee. Though recruitment efforts were not required because this was a promotion, to fill this opening, we notified all of our recruitment sources, posted the opportunity on our website, and through an on-air radio campaign on KLIV.

# of People Interviewed: 18\*

Successful Recruitment Source: Radio Campaign

\*This number reflects the number of people interviewed for all full time positions during the reporting period.

In total, 11 applicants were referred from our radio campaign. 3 were referred from postings on KLIV.com/KRTY.com. While 4 were referred through internal referrals.

## **II. Outreach Efforts**

- a) The Stations' websites are a 24/7 source, which regularly encourage qualified individuals to apply for employment.
- b) The Stations regularly provide on-air announcements encouraging qualified applicants to apply for employment opportunities. This is especially true with respect to openings within our sales team. During this reporting period several people were successfully recruited via on-air announcements during a radio campaign.
- c) On March 22, 2013 students from San Jose City College were given a tour of the Stations by the Chief Engineer. Students observed commercial radio station systems, and witnessed commercial production within a professional studio environment.
- d) The Stations were present at Santa Clara University 2013 Spring Career Fair on April 10, 2013, as well as the Diversity Employment Job Fair in Milpitas on June 11, 2013. KLIV News Director George Sampson attended both events and spoke to many prospects about employment opportunities within the Stations.
- e) The Stations also have an internship program. Most recently, KRTY Program Director Julie Stevens was asked to be shadowed by a U.C. Davis graduate. Stevens was so taken by her, she was offered an internship at KRTY.
- f) We have provided training to news department employees in the use of broadcast equipment, news writing, website production, reporting, etc., in hopes of advancing their careers and giving us a better work force. Additionally, life coach/sales trainer Gary Michels meets with sales staff on a monthly basis to encourage new sales tactics.
- g) Each full time opening was publicized to each of the organizations listed on the attached sheets, many of whom include substantial participation of women and minorities.
- h) At most KRTY events – and there are many offsite events every month – people ask about employment possibilities – especially possibilities having to do with the Stations promotions department.
- i) With the exception of sales staff, we experience very little employee turnover. Our employees have long tenures. As you can see, we had no need to hire any air personnel, and only one office staff member. Our recruitment efforts are geared toward our need: salespeople and we do our best to make this widely known.
- j) Outreach efforts can sometimes be carried on with very long-range expectations. Thus, at least once a month, members of the staff give tours of the radio stations to Scout packs. The young people not only see the inside of a radio station; they also ask questions about career opportunities.