

EEO Public File Report

KGTV & KZSD - San Diego California

March 14, 2013 - July 31, 2013

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source	Number Interviewed	Number Hired
1	Associate Producer - 6129	3/11/2013	3/25/2013	America's job exchange Broadcast Employment Services - TV Jobs Business referral Employee referral gradspring.com indeed.com job.com job.com juju.com media bistro National Association of Black Journalists National Association of Hispanic Journalists Career Center oodle.com Scripps.com/Scripps Career Center Trovit U.S. tweetmyjobs.com vefjobs.com	1	1
2	Producer, Digital - 5735	12/4/2012	4/1/2013	602 communications adweek.com America's job exchange Broadcast Employment Services - TV Jobs Business referral diversityclassifieds Employee referral gradspring.com indeed.com Internal transfer job.com journalismjobs.com juju.com media bistro mediaweek.com oodle.com Scripps.com/Scripps Career Center	1 2 1 2 1 1 1 2 1 3	1 1 1 2 1 1 1 2 1 3

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				simplyhired.com	
				Trovit U.S.	
				tweetmyjobs-veterans.com	
				vetjobs.com	
3	Specialty Multimedia Journalist - 6317	4/19/2013	5/9/2013	Business referral Employee Referral indeed.com Scripps.com/Scripps Career Center.com The Lawton Group Staffing	1 1 1
4	Producer, Creative - 5736	12/4/2012	5/20/2013	602 Communications Adweek.com America's job exchange Broadcast Employment Services - TV Jobs Business referral Diversity Classifieds Employee referral gradspring.com indeed.com Internal Transfer job.com juju.com justjobs.com LinkedIn Meda Bistro mediaweek.com oodle.com Scripps.com/Scripps Career Center simplyhired.com Trovit U.S. vetjobs.com	1 1 1 1 1 1 1 1
5	Intern - 6186	3/22/2013	5/24/2013	Scripps Howard Foundation	2
6	Associate Producer - 6379	5/6/2013	6/3/2013	America's job exchange Arizona State University	

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			Asian American Journalists Association		
			Broadcast Employment Services - TV Jobs		
			broadcastingmvp.com		
			broadcastingrecruiter.com		
			Business referral		
			Diversity Classifieds		
			Employee referral		
			gradspring.com		
			hero 2 hired		
			hire a hero		
			indeed.com		
			Internal Transfer	1	1
			job.com		
			juju.com		
			Media Bistro		
			National Association of Black Journalists		
			referral		
			Scripps.com/Scripps Career Center		
			Second Chance		
			simplyhired.com		
			tweetmyjobs.com		
			University of San Diego		
			Urban League of San Diego		
7	Producer - 6378	5/6/2013	6/13/2013		
			America's job exchange		
			Asian American Journalists Association		
			Broadcast Employment Services - TV Jobs	1	1
			Business referral	1	
			Craigs list		
			Diversity Classifieds		
			Employee referral		
			gradspring.com		
			hero 2 hired		
			indeed.com		
			job.com		
			juju.com		
			LinkedIn		
			Monster		
			monster		

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				National Association of Black Journalists	
				National Association of Hispanic Journalists Association	
				oodle.com	
				referral	
				scripps.com/Scripps Career Center	1
				Second Chance	
				simplyhired.com	
				Trovit U.S.	
				tweetmyjobs-veterans.com.com	
				University of San Diego	
				Urban League of San Diego	
8	Associate Producer - 6515	6/5/2013	7/22/2013	Asian American Journalists Association	
				Broadcast Employment Services - TV Jobs	
				Business referral	
				Employee referral	1
				indeed.com	1
				juju.com	
				scripps.com/Scripps Career Center	2
				Second Chance	
				University of San Diego	
				Urban League of San Diego	
9	Digital Sales Assistant - 6385	5/6/2013	7/24/2013	Asian American Journalists Association	
				Business referral	1
				Employee referral	
				indeed.com	1
				Internal Transfer	1
				LinkedIn	2
				Monster	5
				scripps.com/Scripps Career Center	4
				Second Chance	1
				University of San Diego	
				Urban League of San Diego	
10	Sales Support Associate - 6174	3/20/2013	7/31/2013	America's job exchange	
				Business referral	1
				Diversity Classifieds	

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Full-Time Positions Filled

			Employee referral		
			hero 2 hired		1
			indeed.com		
			job.com		
			juju.com		
			Media Bistro		
			oodle.com		
			salessclassifieds.com		
			Saludos Hispanos		
			scripps.com/Scripps Career Center	2	1
			Second Chance		
			simplyhired.com		
			Trovit U.S.		
			Broadcast Employment Services - TV Jobs		
			University of San Diego		
			vetjobs.com		
11	Digital Account Executive - 6391 (two positions)	5/6/2013	Asian American Journalists Association Business referral		5
			Employee Referral		
			indeed.com		1
			job.com		
			LinkedIn	7	1
			Manpower Staffing		
			Monster	6	1
			scripps.com/Scripps Career Center		
			Second Chance		3
			University of San Diego		
			Urban League of San Diego		
SUMMARY OF HIRES BY SOURCE				Interviewed	Hired
			602 Communications	1	
			adweek.com		
			America's job exchange		
			Asian American Journalists Association		
			Broadcast Employment Services - TV Jobs	2	1
			broadcastingmvp.com		

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Full-Time Positions Filled

broadcastingrecruiter.com			
Business referral	9		1
Craig's list			
Diversity Classifieds			
Employee referral	1		1
gradspring.com			
hero 2 hired			
hire a hero			
indeed.com	5		1
Internal Transfer	5		2
job.com			
journalismjobs.com	1		
juju.com			
just jobs.com			
LinkedIn	9		1
Manpower Staffing			
Meda Bistro			
mediaweek.com			
Monster	11		1
National Association of Black Journalists			
National Association of Hispanic Journalists Career Center			
oodle.com			
Rick Gevers and Associates			
salesclassifieds.com			
Saludos Hispanos			
Scripps.com/Scripps Career Center	18		2
Scripps Howard Foundation	2		1
Second Chance			
simplyhired.com			
Spots n Dots			
The Lawton Group Staffing	1		1
Trovit U.S.			
tweet my jobs.com			
tweet my jobs-veterans.com			

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March 14, 2013 - July 31, 2013

Full-Time Positions Filled

	University of San Diego		
	Urban League of San Diego		
	vetjobs.com		
Total:		65	12

Annual EEO Public File Report-Part 2

KGTV & KZSD

KGTV - San Diego California
KZSD - San Diego California
For the Period: 3/1/13 - 7/31/13
List of Recruitment Sources and Referrals

Identifier	Source	Total Number of
#	(Name, Address, Contact & Phone #)	Interviewees referred
1	University of San Diego Connie Wilson, 619.260.4654 Recruiting Coordinator/Employer Relations USD Career Services 5998 Alcalá Park, HC 110 San Diego, CA 92110 conniew@sandiego.edu	
2	Arizona State University Walter Cronkite School of Journalism and Mass Communication Mark Lodato, 602.496.9415 Assistant Dean and News Director 555. North Central Avenue, Suite 302 Phoenix, AZ 85004 mark.lodato@asu.edu	
3	*Second Chance Paul Aceves, 619.839.0931 Employment Specialist 6145 Imperial Ave. San Diego, CA 92114 paceves@secondchanceprogram.org	
4	* The Urban League Of San Diego Jackie Reed, 619.266.6263 720 Gateway Center Drive San Diego, CA 92102 Jackie.reed@sdul.org	
5	* Asian American Journalists Association Robert Santos, 619.299.3131 350 Camino De La Reina San Diego, CA 92119 Robert.santos@10news.com	

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6	The Lawton Group Staffing	1
	Kimberly, 858.569.6260	
	4747 Viewridge Ave, Suite 210	
	San Diego, CA 92123	
	Kimberly@thelawtongroup.com	
7	Broadcast Employment Services – TV Jobs	2
	Mark Holloway, 760.754.8177	
	PO Box 4116	
	Oceanside, CA 92058	
8	MediaRecruiter.com	
	Art Scott, 303.400.5150	
	9457 So. University Blvd. Suite 303	
	Highlands Ranch, CO 80126	
9	Rick Gevers & Associates,	
	Rick Gevers, 317.769.7900	
	PO Box 577	
	Zionsville, IN 46077	
10	602 Communications	1
	Sandy Lizik, 919.217.4438	
	1011 Lyndhurst Falls Lane	
	Knightdale, NC 27545	
	slizik@602communications.com	
11	Spots 'N Dots	
	Dai Korba, 888.884.2630	
	167 Oakdale Road	
	Johnson City, NY 13790	
12	Media Bistro	
	Through SmartPost in Virtual Edge. Virtual Edge is our applicant tracking system and we can post directly to specified organizations within the system.	
	Melissa Costales, 800.821.9692	
	Client Care Manager, SmartPost	
13	Craig's List, 415.566.6394	
	1381 9 th Avenue	
	San Francisco, CA 94122	

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14	Trovit US, 34-93-2092556	
	Avinguda Diagonal, 601	
	Barcelona, Spain 08028	
15	LinkedIn, 605.687.3600	9
	2029 Stierlin Court	
	Mountain View, CA 94043	
16	JournalismJobs.com, 510.653.1521	1
	72 The Plaza Drive	
	Berkeley, CA 94705	
	info@journalismjobs.com	
17	National Association of Black Journalists (NABJ)	
	Veronique Dodson, 301.405.0248	
	1100 Knight Hall, Suite 3100	
	College Park, Maryland 20742	
18	National Association of Hispanic Journalists (NAHJ)	
	Lisa Goodnight, 202.662.7145	
	1000 National Press Building, 529 14th St NW, Washington, DC 20045	
19	E.W. Scripps Career Center	18
	A centralized clearing house for recruitment company-wide that is wrapped by other recruiting sources.	
	Karen Hite, 513.977.3830	
	Scripps.com/careers	
	PO Box 5380	
	Cincinnati, OH 45201	
20	Scripps Howard Foundation	2
	Tanya Minella, 513.977.3035	
	PO Box 5380	
	Cincinnati, OH 45201	
21	*Manpower Staffing	
	Derek Harrison, 619.699.1240	
	1855 First Avenue, Suite 300	
	San Diego, CA 92101	
99	OTHER	

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KGTV & KZSD

	Internal postings, walk-ins, business referrals, employee referrals, unsolicited resumes, temp to hire (TLG), transfers, previous interns hired	15
100	Internet job posting boards	
	www.10news.com	
	tweetmyjobs-veterans.com	
	Vetjobs.com	
	tweetmyjobs.com	
	simplyhired.com	
	Justjobs.com	
	Juju.com	
	Salesclassifieds.com	
	broadcastingmvp.com	
	broadcastingrecruiter.com	
	Hero2hired	
	Simplyhired.com	
	oodle.com	
	Indeed.com	5
	Mediaweek.com	
	Hireahero.com	
	Diversityclassifieds.com	
	Adweek.com	
	Americasjobexchange.com	
	Saludoshispanos.com	
	Monster.com	11
	TOTAL	65

* Requested Notifications During the Reporting Period

Last Updated on 1/24/14
 By Kathleen Kenney, HR Director
 Email:kathleen.kenney@10news.com

EEO Public File Report
KGTV & KZSD - Bakersfield California
Prong 3 Longer-Term Recruitment & Outreach Initiatives
3/1/13 - 7/31/13

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Public Service Announcement	The station has created a public service announcement which is broadcast on a rotating basis several times per month. The announcement advises the viewing community that interested parties are encouraged to contact the station if they wish their organization to receive notices of job opportunities as they become available.		Jay Maloney and Luke Smith
2	5/3/13	USD Advanced Journalism Station Tour	Provide Journalism students with a real world picture of station operations to further their education and the application of their studies to real life. They are given the opportunity to meet with staff members while learning about the various duties and responsibilities of job positions.	Anchor, Steve Atkinson, provided a behind the scenes tour of KGTV.	Steve Atkinson
3	1/14/13	Eastlake High School	Marie Coronel, reporter, spoke to the Eastlake High School Journalism class about careers in Journalism.		Marie Coronel
4	Ongoing	Station Tours	10News and Azteca America San Diego offers station tours to schools, boy & girl scout troops, and local community organizations free of charge. Community Groups can request a tour by calling the Station at 619-237-1010.	Groups toured during this period included: The American Cancer Society, Vista Community Clinic, The Fashion Institute of Design and Merchandising, Poway Girls Lacrosse Team, Light and Life Christian School, Poway High School, Home Start, the University of Arizona Alumni Association, and an individual with his two granddaughters.	Autumn Doermann, Pat Givans, Paola Hernandez, Lynice Sullivan, & JW August
5	Ongoing	Community Organization Notification Request Form	Form posted online for Community Organizations that want to be notified of Job Openings.	The form is posted on www.10news.com for Community Organizations that want to be notified of job openings. The form can be returned to Human Resources.	Kathleen Kenney

EEO Public File Report KGTV & KZSD - Bakersfield California Prong 3 Longer-Term Recruitment & Outreach Initiatives 3/1/13 - 7/31/13					
No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
6	Ongoing	Speaker's Bureau	On-air talent participates in community outreach events through online requests. These events include fundraisers and guest speaking engagements.	Some of the events attended during this period include: Science Expo Day, 10News Experience Booth at the Earth Fair, Vista Community Clinic fundraiser, March for Babies/March of Dimes walk, Children's Hospital Celebration of Champions, SK Sanctuary Breat Cancer Night, FARE-Food Allergy Research Walk, American Lung Association Fight for Air Stairclimb, Family Health Centers Spirit of the Barrio, Alzheimer's Association auction, Ericson Elementary (read to 3rd & 4th graders), YMCA Health Kids Day, Caminata Por El Agua, CHP 1199 Fundraiser, HOPE Foundation Charity Event, Salvation Army, Club 60 launch senior lunch program, and O of AZ fundraiser.	Paola Hernandez & all 10News reporters and anchors
7	2/16/13 & 6/22/13	Multi-Media Arts	Anchor Bill Griffith gives lectures pertaining to on-camera work to students at the Multi-Media Arts School.	Multi-Media Arts is a San Diego school offering training and career advice for careers in voiceover, film, and TV.	Bill Griffith
8	4/26/2013	College Prep Middle School	Reporter Jennifer Jensen was a job guest and presented to students the intricacies and value of a career in journalism.	Middle School participants	Jennifer Jensen
9	3/11/2013	Michigan State University	Reporter Joe Little was a guest speaker talking to journalism students about journalism careers.		Joe Little
10	3/18/13-3/23/13	University of Oklahoma	Joe Little conducted a workshop for the National Press Photographers Association to increase the skill level of photojournalists and multi-media practitioners.	Joe Little is a member of the faculty and a lecturer at the University of Oklahoma.	Joe Little
11	4/19/2013	University of San Diego	USD Ethics Project	Anchor Steve Atkinson held a Q&A session for journalism students regarding ethics in the broadcasting industry.	Steve Atkinson

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KGTV & KZSD - Bakersfield California
Prong 3 Longer-Term Recruitment & Outreach Initiatives
3/1/13 - 7/31/13

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
12	Ongoing	Internship Program for College Students	<p>KGTV offers a year-round internship program to college juniors, seniors, and graduate students interested in a career in broadcasting.</p> <p>The Scripps Howard Foundation is the charitable foundation of the licensee's parent company, The E. W. Scripps Company. Its mission is to advance the cause of a free press through support of excellence in Journalism, quality journalism education and professional development. The Foundation supports various educational programs, among other services, with a special commitment to the communities in which Scripps does business.</p>	<p>Interns receive college credit for the internship. Internships are paid and last a full semester. Interns must commit 20 hours per week at the station. This program provides on the job training. Approximately 9 interns participate in this program annually in both News and Creative Services. For the spring 2013 session, we had two interns in our News Department from San Diego State University. During our summer 2013 session we hosted two interns from Chapman University and the University of San Diego in our News Department.</p>	<p>Melissa Alexander, Autumn Doermann, Kathleen Kenney</p>
13	Summer Semester 2013	Participation in a scholarship program directed at students desiring to pursue a career in broadcasting.	<p>The Scripps Howard Foundation is the charitable foundation of the licensee's parent company, The E. W. Scripps Company. Its mission is to advance the cause of a free press through support of excellence in Journalism, quality journalism education and professional development. The Foundation supports various educational programs, among other services, with a special commitment to the communities in which Scripps does business.</p>	<p>The Foundation offers a number of scholarships to promising young broadcasting students and KGTV worked with the Foundation during the reporting period to help implement one of these awards. In June of 2013, KGTV hired in its news department a Hampton University college student who is the recipient of a Scripps Howard Internship Scholarship. During her time at the station, she was paid a salary and provided a cash award to assist with housing before returning to school.</p>	<p>Melissa Alexander and Kathleen Kenney</p>
14	6/12/2013	Society of Professional Journalists	San Diego SPJ Bench / Bar / Media event	<p>Steve Fiorina served as a panelist at the Society of Professional Journalists. The intent of this panel was to train current journalists and students aspiring to become journalists in maximizing technology and other resources to report the "big" story. There were three dozen journalism students in attendance in addition to professional journalists.</p>	<p>Steve Fiorina</p>
15	Ongoing	Employee Training Programs	<p>KGTV provides employees with continued training to enable them to acquire the skills necessary for advancement.</p>	<p>Training initiatives during the period included: Online vocational training programs that offer required and voluntary courses. An outside facilitator was hosted in March to improve the writing and storytelling skills of reporters and producers. Mid-level managers attended Scripps Management Training - a three-month long program designed to equip them with the skills necessary for advancement. Team members in supervisory roles were provided with intensive leadership training to improve their skills as leaders. Additionally, leadership training was provided to all KGTV employees during the reporting period.</p>	<p>602 Communications, Kathleen Kenney, Steve Coates, Mary Pater, Mitch Blacher, Alejandro Guajardo</p>