

JOURNAL BROADCAST GROUP-PALM SPRINGS OPERATIONS
KMIR-TV, KPSE-TV

Annual EEO Public File Report
August 1, 2009 – July 31, 2010

The purpose of this EEO Public File Report (“Report”) is to comply 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 and is required to be placed in the public inspection files of the station and posted on the station’s websites, if they have websites.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Account Executive (5 Hired From Posting)

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		3	<input type="checkbox"/>
Other	Previous Employee	1	<input checked="" type="checkbox"/>
Other	Previous Employee	1	<input type="checkbox"/>
Unsolicited		1	<input type="checkbox"/>
Word of mouth	Client	1	<input checked="" type="checkbox"/>
Word of mouth	Client	1	<input type="checkbox"/>
Word of mouth	Industry/Market	1	<input checked="" type="checkbox"/>
Word of mouth	Industry/Market	4	<input type="checkbox"/>
Number of Applicants Interviewed		15	

Business Development Specialist

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		2	<input type="checkbox"/>
Other	SpotsNDots.com	1	<input type="checkbox"/>
Other	TVJobs.com	1	<input type="checkbox"/>
Number of Applicants Interviewed		5	

General Sales Manager

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input type="checkbox"/>
Internal Candidate		1	<input checked="" type="checkbox"/>
Internal Candidate		1	<input type="checkbox"/>
Journal Broadcast Group website		5	<input type="checkbox"/>

Other	SpotsNDots.com	1	<input type="checkbox"/>
Word of mouth	Industry/Market	7	<input type="checkbox"/>
Number of Applicants Interviewed		16	

Local Sales Manager

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input type="checkbox"/>
Internal Candidate		1	<input checked="" type="checkbox"/>
Internal Candidate		2	<input type="checkbox"/>
Other	SpotsNDots	2	<input type="checkbox"/>
Word of mouth	Industry/Market	2	<input type="checkbox"/>
Number of Applicants Interviewed		8	

Master Control Operator 1

Referral Source		Number of Applicants Interviewed	Hired?
Internal Candidate		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		4	<input type="checkbox"/>
Other	EDD.CA.Gov	1	<input type="checkbox"/>
Number of Applicants Interviewed		6	

Master Control Operator 2

Referral Source		Number of Applicants Interviewed	Hired?
Employee Referral		1	<input type="checkbox"/>
Internal Candidate		1	<input checked="" type="checkbox"/>
Journal Broadcast Group website		2	<input type="checkbox"/>
Other	Applicant Unsure	1	<input type="checkbox"/>
Other	Rivcojobs.com	1	<input type="checkbox"/>
Number of Applicants Interviewed		6	

News Director

Referral Source		Number of Applicants Interviewed	Hired?
Other	TVJobs.com	1	<input checked="" type="checkbox"/>
Other	TVJobs.com	7	<input type="checkbox"/>

Word of mouth	Industry/Market	1	<input type="checkbox"/>
Number of Applicants Interviewed		9	

Producer

Referral Source		Number of Applicants Interviewed	Hired?
Internal Candidate		1	<input type="checkbox"/>
Journal Broadcast Group website		2	<input type="checkbox"/>
Other	Previous Employee	1	<input checked="" type="checkbox"/>
Other	TVJobs.com	6	<input type="checkbox"/>
Number of Applicants Interviewed		10	

Production Specialist (Part Time)

Referral Source		Number of Applicants Interviewed	Hired?
Journal Broadcast Group website		3	<input type="checkbox"/>
Other	Current Intern	1	<input type="checkbox"/>
Other	Previous Employee	1	<input checked="" type="checkbox"/>
Other	Previous Intern	1	<input type="checkbox"/>
Other	TVJobs.com	5	<input type="checkbox"/>
Number of Applicants Interviewed		11	

Video Journalist

Referral Source		Number of Applicants Interviewed	Hired?
Journal Broadcast Group website		3	<input type="checkbox"/>
Other	TVJobs.com	2	<input checked="" type="checkbox"/>
Other	TVJobs.com	9	<input type="checkbox"/>
Unsolicited		1	<input type="checkbox"/>
Number of Applicants Interviewed		15	

Weekend Anchor/VJ/Producer

Referral Source		Number of Applicants Interviewed	Hired?
Internal Candidate		1	<input checked="" type="checkbox"/>
Other	TVJobs.com	6	<input type="checkbox"/>
Number of Applicants Interviewed		7	

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Recruitment Sources Utilized During Reporting Period

Organization	Address	City, State, Zip Code	Phone	Fax	Email/website	Contact	Positions
ACAP Center **Added 8/29/07**		Fort Rucker, AL	(334) 255-2558		kelly_osmond@us.army.mil **new contact 2/14/08 katrina.surratt1@us.army.mil Eff. 5/26/09:rebecca.chandler@uw.army.mil"	Kelly Osmond Katrina Surratt Rebecca Chandler (5/26/09)	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Bates Technical College XXX Requested to be added 5/17/05	2320 South 19th Street	Tacoma, WA 98405	253-680-7752		ahunton@bates.ctc.edu changed 4-8-09 to: skmiller@bates.ctc.edu	Al Hunton	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Black Journalist Assoc. of Southern California	PO. Box 75129	Los Angeles, CA 90075	213-427-8246		info@bjasc.org		Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Brown College XXX Requested to be added 12/21/04	1440 Northland Drive	Mendota Heights, MN 55120	651-905-3465		rewanga@browncollege.edu, baumeister@browncollege.edu: post online: http://placement.browncollege.edu:https://my.browncollege.edu/mycampus/employer/ (eff 6/30/05); eff. 8/5/09: https://browncollege.optimalresume.com/employers/login.php	Rebecca Ewanga (TV Production) Karol Baumeister (Radio)	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
California Broadcasters Association	915 "L" Street, Suite 1150	Sacramento, CA 95814	916-444-2237		cbaberry@aol.com	Joe Berry	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
California Chicano New Media Assoc.	3502 Watt Way ASC G10 3800 So. Figueroa	Los Angeles, CA 90089	213-743-4960		ccnmainfo@ccnma.org	Sylvia Wells	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
California Employment Development Center- EDD.CA.GOV- (Includes job boards from California counties such as Rivcojobs.com for Riverside Cty.)	44-199 Monroe Street, Suite B	Indio, CA 92201	760-863-2600 Main Line; 760-863-2612 Contact's Line		elisamitchell@edd.ca.gov (New email address as of 8/17/2006) emitchell@ca.gov (10/10/06 emitchel@ca.gov), website: edd.ca.gov	Elisa Mitchell	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Central Michigan University XXX - requested to be added 5-15-06	340 Moore Hall	Mount Pleasant, MI 48859	989-774-3851	989-774-2426	orlik1pb@cmich.edu	Peter B. Orlik, PH.D.	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
East LA Community Union	5400 East Olympic Blvd. Suite 300	Los Angeles, CA 90022	323-721-1655	323-724-1143		Jess Gill	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Emerson College XXX-requested to be added 5-15-06	113 Gray St.	Arlington, MA 2476	781-646-1077		mdgrnda@yahoo.com and m_dgiustina@emerson.edu, matthew_cardin@emerson.edu	Dr. Marsha Della-Guistina	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Japanese-American Civic League	244 South San Pedro, Room 507	Los Angeles, CA 90012	213-626-4471		psw@jacl.org	Carol Saito	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Journal Broadcast Group-Corporate	720 E. Capitol Drive	Milwaukee, WI 53212	414-967-5301		sspankowski@journalbroadcastgroup.com ; www.journalbroadcastgroup.com	Corporate HR	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Latin Business Association	120 S. San Pedro Street	Los Angeles, CA 90012	213-328-8510	213-628-8519		Noah Berlow	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Mexican American Opportunity Foundation	401 N. Garfield Ave.	Montebello, CA 90640	323-890-9600	323-890-9632		Janet Villareal	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist

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Recruitment Sources Utilized During Reporting Period

Organization	Address	City, State, Zip Code	Phone	Fax	Email/website	Contact	Positions
Mississippi State University XXX Requested to be added 5/17/05	PO Box PF/130 McComas Hall	Mississippi State, MS 39762	662-325-7952		kbrown@comm.msstate.edu	Karyn Brown	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
NAACP - Black Voice News	3585 Main Street, Suite 201	Riverside, CA 92501	909-888-5040		pressrelease@blackvoicenews.com	Regina Brown	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
NAACP Beverly Hills	Box 2349 2nd Address 6269 Selma Ave. Suite 6 Hollywood, CA 90028	Hollywood, CA 90078	323-464-7616	323-464-1927	naacpbhwd@sbcglobal.net		Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
NATAS(National Academy of Television Arts & Sciences) XXX Requested to be added on 2/14/06	NATAS Pacific Southwest Chapter PO Box 80255	San Diego, CA 92138	619-269-9803	206-202-4121	nataspsw@cox.net	Jeanne Phillips	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Ohio & Illinois Center for Broadcasting XXX-Requested to be added 4/2/04	9885 Rockside Rd., Ste 160	Cleveland, OH 44125	216-503-5900X1104 (Cleveland) 513-271-6060 (Cincinnati) 630-916-1700 (Lombard, IL)		gary@beonair.com(added 5/10/05) 6/4/10 added: placement.lombard@beonair.com	Gary James (OH) or Dave Cogozzo (IL)	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
San Bernardino Valley College Career Center	701 S. Mount Vernon Ave.	San Bernardino, CA 92410	909-888-6511	909-885-6699	scorella@valleycollege.edu (Added 8/6/08)	Regina Ross	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
The Leadership Institute	1101 N. Highland Street	Arlington, VA 22201-2854	703-247-2000		jcromwell@lirmail.us lead@leadershipinstitute.org; www.conservativejobs.com, (new method of contact as of 10/14/04)	James Cromwell	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
Tvjobs.com	P.O. Box 4116	Oceanside, CA 92026	(760) 754-8177		www.tvjobs.com	Mark C. Holloway	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
United States Marine Corps. XXX- Requested to be added 9/23/03	P.O. Box 788150	Twentynine Palms, CA 92278- 8150	760-830-4242		williamsyp@usmc-mccs.org fordp@usmc-mccs.org Current 8/6/08: fordp@usmc.mil:		Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
University of Colorado at Boulder School of Journalism XXX Requested to be added 4/20/04	1511 University Ave. 478 UCB	Boulder, CO 80309-0478	303-492-0460		elizabeth.gaeddert@colorado.edu	Beth Gaeddert (Director of Career Services)	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
University of Iowa Career Center XXX Requested to be added 5/27/03 NOTE: requested notification only of those vacancies that require a college degree	24 Phillips Hall Iowa City, IA 52242		319-335-1029		sherry-hingtgen@uiowa.edu ; https://www.myinterfase.com/uiowa/employer/ (New method of contact as of 9/14/04)	Chris Wells	Account Executive, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 2, News Director
University of North Texas XXX Requested to be added 5/17/05	PO Box 310589	Denton, TX 76203	940-565-2562		Slocum@unt.edu	Phyllis Slocum	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist
University of Wisconsin-School of Radio, TV & Film Oshkosh XXX- Requested to be added 11/30/04	800 Algoma Blvd.	Oshkosh, WI 54901	920-424-3133		11-18-08: New e-mail contact: stokesj@uwosh.edu folker@uwosh.edu	11-18-08: New contact is Justine Stokes Al Folker	Account Executive, Weekend Anchor/VJ/Producer, Business Development Specialist, General Sales Manager, Local Sales Manager, Master Control Operator 1, Master Control Operator 2, News Director, Producer, Production Specialist (PT), Video Journalist

These sources were utilized in addition for the following job positions during this reporting period

<u>Organization</u>	<u>Method</u>	<u>Address</u>	<u>Phone</u>	<u>Email/Website</u>	<u>Contact</u>	<u>Jobs</u>
SpotNDots.com	email	1635 Old Highway 41 NW, Suite 112-338 Kennesaw GA 30152	888-884-2630	www.spotsndots.com; sales@spotsndots.com		Account Executive, General Sales Manager, Local Sales Manager

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: KMIR

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) 10/26/09

Participating employees: Manuel DelaRosa

Host/Sponsor of activity: Thomas Jefferson Middle School

Brief description of activity and station participation: Spoke two hours with Mr. Dougherty's Liberal Arts class. This is an advanced class for students who have expressed an interested in learning about the television industry. The students set up mock-press interviews with Manuel in order to learn how press interviews are properly conducted. Manual spoke to the students and provided them guidance on the industry of journalism, television, jobs in this industry and proper schooling.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: KMIR

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) 11/10/2009

Participating employees: Manuel DelaRosa

Host/Sponsor of activity: John Glenn Middle School

Brief description of activity and station participation: Manuel spoke to students during this career day at the school about the broadcast industry and the different areas of journalism. He also shared with students information about his own career path, schooling, job experiences and what scholarships are available. He also answered questions for students.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: KMIR

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) 2/2/10

Participating employees: Manuel DelaRosa

Host/Sponsor of activity: College of the Desert

Brief description of activity and station participation: Spoke to students in the Intro to Public Relations class about the television broadcast industry as well as internships available at KMIR. Manuel specifically discussed the different ways of putting a show together and the many aspects and job duties involved. He also discussed specifically what his role is at KMIR and how his career got him to where he is today.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: KMIR

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) 3/2/10

Participating employees: Lyle R. Schulze

Host/Sponsor of activity: Hoover Elementary

Brief description of activity and station participation: Read Across America, to the children and spoke to them about the importance of education and reading now, in preparation for a profession in broadcast journalism.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: KMIR

Type of activity listed under Outreach Initiative worksheet: 10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Date of station participation: (on date; from date to date) 3/28/10

Participating employees: Manuel DelaRosa, Brandon Behle and Christina Pascucci

Host/Sponsor of activity: Palm Desert High School

Brief description of activity and station participation: Manuel spoke to the children about marketing in the broadcast field, Brandon and Christina spoke about their individual experiences leading to their careers as news reporters and now news anchors. Topics included how long, what and where they were educated, special licensing, career expectations, challenges, day to day items, pathways to the profession, skills needed, the industry itself, benefits, best/worst part of job and how are morals, values and ethics embedded in their professions.

Outreach Initiative Record Keeping Worksheet

Station(s) Claiming Credit: KMIR

Type of activity listed under Outreach Initiative worksheet: 5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Date of station participation: (on date; from date to date) Aug 1 2009, July 31, 2010

Participating employees: 11 INTERNS

Host/Sponsor of activity: KMIR6 (CREATIVE SERVICES AND NEWS DEPARTMENTS)

Brief description of activity and station participation:

Interns for News—Students Learn Basic Intricacies of Working in the news department from news gathering (Photog and assignment desk) to news reporting (reporters and anchors) to news producing (producers)

Interns for Creative Services Department – Students learn the basic functions of the Creative Services Department from shooting (commercials and topical) to Editing (Using our Edius System to Graphics (Using Photoshop and Aftereffects software). Students also learn how to be on camera talent for commercials and news image campaign

Fall 09

2 interns for News and Creative Services from College of the Desert

1 intern for News from Cal State San Bernardino

4 interns for News from College of the Desert

Spring 2010

1 intern for News from College of the Desert

Summer 2010

3 interns for Creative Services from College of the Desert