

**KSON(FM), KSOQ-FM, KIFM(FM), KBZT(FM)<sup>1</sup>**  
**EEO PUBLIC FILE REPORT**  
**August 1, 2008 – July 31, 2009<sup>2</sup>**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive (KSON)	1-40, 46, 50, 52, 53, 56	56
NTR/Interactive Account Manager	1-40, 42, 44, 46, 52, 53, 56, 57	57
Account Executive (KBZT)	1-40, 46, 50, 52-54, 56	56
Promotions Coordinator (KIFM)	1-40, 42, 44, 46, 52, 53, 55, 56	52

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<sup>1</sup> Until May 1, 2009, this station employment unit also included KNSN(AM) (formerly KSON(AM)).

<sup>2</sup> This report provides recruitment data collected from July 23, 2008 to July 22, 2009.

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS#</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification?</b>	<b>Number of Interviewees Referred by RS for the Full-Time Vacancy</b>
1	CalJobs.com www.caljobs.gov (800) 758-0398	No	0
2	California Chicano News Media Association USC School of Journalism Sylvia Wells/Job Posting Department 300 S. Grand Ave., Ste. 3950 Los Angeles, CA 90071 (213) 437-4408 Fax: (213) 437-4423	Yes  (journalism openings only)	0
3	California Chicano News Media Association Noe Gonzalez PO Box 370603 San Diego, CA 92137 (619) 303-6892	Yes	0
4	Career Resource Center Ben Angeles MCCS-MCAS Miramar; Lifelong Learning Center; BLDG 5305 PO Box 452008 San Diego, CA 92145-2008 (858) 577-6710 Fax: (858) 577-6709	Yes	0
5	Catholic Charities Human Resources 349 Cedar St., San Diego, CA 92101 (619) 231-2828	No	0
6	Center for Community Solutions Paula Hermanson 4508 Mission Bay Dr. San Diego, CA 92109 (858) 272-1767	No	0
7	Center for Employment Training Hilario Torres 3925 Market St. San Diego, CA 92102 (619) 233-6829	Yes	0

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8	Centro Cultural De La Raza Nancy Rodriguez 2004 Park Blvd. San Diego, CA 92101 (619) 235-6135 Fax: (619) 595-0034	No	0
9	Coalition of Hispanic Professionals 1420 Kettner Blvd., Suite 600 San Diego, CA 92101 (619) 531-0123 Fax: (619) 544-0056	No	0
10	Community Action Partnership 1255 Imperial Ave., Suite 751 San Diego, CA 92101 (619) 338-2878 Fax: (619) 338-2108	No	0
11	CRASH, Inc. Employment Director 4161 Marlborough Ave. San Diego, CA 92105 (619) 282-7274 Fax: (619) 282-7496	Yes	0
12	East County Career Center Business Services 924 East Main St. El Cajon, CA 92021 (619) 590-3900 ext. 3038	Yes	0
13	Employment Resource Center Ignacio Jimenez 1102 Cesar E. Chavez Parkway San Diego, CA 92113 ijimenez@maacproject.org (619) 255-7284	Yes	0
14	Goodwill Industries of San Diego Hilda Mendoza 3663 Rosecrans San Diego, CA 92110 hmendoza@sdgoodwill.org (619) 225-2200 ext. 537	Yes	0
15	Grossmont Community College Pamela Abuka 8800 Grossmont College Dr. El Cajon, CA 92020 <a href="http://www.collegecentral.com/grossmont">http://www.collegecentral.com/grossmont</a> (619) 644-7611	No	0

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16	Indian Human Resource Center Connie Greybull 4265 Fairmount Ave., Suite 140 San Diego, CA 92105-6401 (619) 281-5964	No	0
17	Latter Day Saints Employment Resource Services Kirk Draper 4722 Mercury St. San Diego, CA 92111 (858) 279-2338 Fax: (858) 279-2527	Yes	0
18	MAAC Project Rebecca Bustamante 2345 East 8 <sup>th</sup> St. National City, CA 91950 (619) 472-2900	Yes	0
19	Metro Career Center Stephanie Murphy 3910 University Ave. San Diego, CA 92105 (619) 516-2216	No	0
20	N.O.W. Job Bank PO Box 80292 San Diego, CA 92138 (619) 238-1824	No	0
21	NAACP Maggie Allington PO Box 152086 San Diego, CA 92195 sdnaacp@cox.net (619) 263-7823 Fax: (619) 263-7851	Yes	0
22	NAB Employment Clearing House Karen Hunter 1771 N. Street, NW Washington, DC 20036 (202) 429-5368	No	0
23	National Hispanic Media Coalition Claudia Flores 55 S. Grand Ave. Pasadena, CA 91105 (213) 534-3026	Yes	0

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24	North County Coastal Career Center 1949 Avenida Del Oro Oceanside, CA 92056 (760) 631-6150	No	0
25	North County Inland Career Center Frank Berry 463 North Midway Dr., #100B Escondido, CA 92027 (760) 871-1962	Yes	0
26	Ohio/Illinois Centers for Broadcasting Gary James, National Director of Placement 9000 Sweet Valley Dr. Valley View, OH 44125 gary@beonair.com (216) 447-9117	Yes	0
27	Regional Occupational Program Human Resources 1355 2nd Ave. Chula Vista, CA 91911 (619) 691-5611	No	0
28	San Diego Chinese Center Chew-Fun Luen 428 3rd Ave. San Diego, CA 92101 (619) 234-4447	Yes	0
29	San Diego Christian College Debbie Hedberg 2100 Greenfield Dr. El Cajon, CA 92019 (619) 590-1789	Yes	0
30	San Diego County Hispanic Chamber of Commerce Esperanza Daniel 3443 Camino Del Rio South, #101 San Diego, CA 92108 (619) 702-0790	Yes	0
31	San Diego Job Corps Center Francesca Whitehead 1325 Iris Ave. Imperial Beach, CA 91932 Whitehead.francesca@jobcorps.org (619) 429-8500 ext. 241 Fax: (619) 423-7631	Yes	0

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32	San Diego Regional African American Chamber of Commerce Chida Warres 1727 Euclid Ave. San Diego, CA 92105 (619) 262-2121	No	0
33	San Diego Urban League/Employment Training Department Maurice Wilson 720 Gateway Center Dr. San Diego, CA 92102 (619) 263-3115	No	0
34	South County Career Center Leo Alarcon 1111 Bay Blvd., Suite E Chula Vista, CA 91911 Leonardo@workforce.org (619) 628-0321 Fax: (619) 429-0367	Yes	0
35	South Metro Career Center Rhonda Wooten-Savino 4389 Imperial Ave. San Diego, CA 92113 rwooten@edd.ca.gov (619) 266-4265 Fax: (619) 266-3668	Yes	0
36	Southern California Broadcasters Association LaFern Watkins 1849 Sawtelle Blvd., Suite 543 Los Angeles, CA 90025 lafren@scba.com (310) 444-1438 Fax: (310) 444-1463	Yes	3
37	Southwestern College Nelson Riley 900 Otay Lakes Rd. Chula Vista, CA 91910 <a href="http://www.swccd.edu/~ses">http://www.swccd.edu/~ses</a> (619) 482-6548	Yes	0

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38	University of La Verne/Communications Department Shane Rodrigues 1950 3 <sup>rd</sup> St. La Verne, CA 91750 srodrigu@ulv.edu (909) 392-2713 Fax: (909) 392-2706	Yes	0
39	Veteran Administration Bldg., Code 20 Felix Mejia 8810 Rio San Diego Dr. San Diego, CA 92108 fmejia@edd.ca.gov (619) 400-5489	Yes	0
40	Allaccess.com www.allaccess.com (619) 457-6616	No	0
41	Asian Journal Eugene De Leon 550 East 8 <sup>th</sup> St., Suite 6 National City, CA 91950 http://www.asianjournal@aol.com (619) 474-0588 Fax: (619) 474-0373	No	0
42	El Latino Newspaper Luz Martines PO Box 120550 San Diego, CA 92112 carlos@ellatino.net	No	0
43	Inside Radio/M Street Publications Gene McKay genemckay@insideradio.com (800) 640-8852	No	0
44	La Prensa San Diego Berenice Cisneros 651 Third Ave., Suite C Chula Vista, CA 91910 laprensa@ix.netcom.com (619) 425-7400 Fax: (619) 425-7402	No	0

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45	Radio & Records Karen Mumaw 10100 Santa Monica Blvd., Third Floor Los Angeles, CA 90067 (310) 788-1622	No	0
46	San Diego Union Tribune/Sign On San Diego Marco Miramontes PO Box 120191 San Diego, CA 92108-4321 Marco.miramontes@uniontrib.com (619) 293-1905	No	1
47	Voice & Viewpoint Vivian Alvar PO Box 120095 San Diego, CA 92112-0095 news@sdvoice.com (619) 266-2233 Fax: (619) 266-0533	No	0
48	Cuyamaca College Career Fairs Cuyamaca Community College Laurie Brown 900 Rancho San Diego Parkway El Cajon, CA 92019 (619) 660-4450	No	0
49	Grossmont College Career Fairs Grossmont Community College Nancy Davis 8800 Grossmont College Dr. El Cajon, CA 92020	No	0
50	Jobing.com Job Fairs Keith Flynn San Diego Convention Center 111 West Harbor Dr. San Diego, CA 92101 (619) 297-3232	No	1
51	Southwestern College Career Fairs Southwestern Community College 900 Otay Lakes Rd. Chula Vista, CA 91910 (619) 482-6356 Fax: (619) 482-6444	No	0

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52	Internal Posting / Candidate	No	5
53	Lincoln Financial Media Website: lincolnfinancialmedia.com	No	2
54	Secondary Internet Referrals (candidate referred by internet website to which SEU did not directly post)	No	1
55	Walk-In	No	0
56	Word-of-mouth referrals	No	11
57	MediaPost.com 1140 Broadway, 4 <sup>th</sup> Floor New York, NY 10001 (212) 204-2038	No	2
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD:</b>			<b>26</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
1	Participate in job fair	August 29, 2008: San Diego Job Fair sponsored by Jobing.com. Passed out information on careers in radio in addition to discussing job opportunities and current openings with attendees. Station participants included KBZT Account Executive and Director of Human Resources.
2	Participate in job fair	October 22, 2008: Miramar Community College Job Fair. Event introduces students to various San Diego employers and allows students to explore job opportunities. Information regarding careers in radio and current opportunities at Lincoln Financial Media was handed out to students. Station participants included KIFM and KBZT Promotions Coordinators.
3	Participate in job fair	November 5, 2008: San Diego Job Fair sponsored by Jobing.com. Passed out information on careers in radio in addition to discussing job opportunities and current openings with attendees. Station participants included KBZT Account Executive, Director of Human Resources, and KBZT Sales Assistant.
4	Participate in job fair	November 19, 2008: Grossmont College Career Expo. Event introduces students to various San Diego employers and allows students to explore job opportunities. Information regarding careers in radio and current opportunities at Lincoln Financial Media was handed out to students. Station participants included Director of Human Resources.

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	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
5	Participate in job fair	May 5, 2009: Cuyamaca College Career Fair. Event introduces students to various San Diego employers and allows students to explore job opportunities. Information regarding careers in radio and current opportunities at Lincoln Financial Media was handed out to students. Station participants included KBZT Promotions Coordinator and the Director of Human Resources.
6	List each upper-level category opening in media trade job bank with membership including substantial participation of women and minorities	Ongoing: Participation in the Southern California Broadcasters Association (SCBA) job bank. The job bank receives information on all of the full-time job openings in the San Diego division. SCBA sends these notices to over 200 businesses; professional, community, and educational organizations throughout Southern California, many of which are minority and women's organizations.
7	Management EEO training	On June 26, 2009: All station managers attended training seminar covering the prevention of workplace harassment, providing a discrimination-free workplace, and employment laws impacting recruitment, placement, promotion and termination. Training was provided by a labor attorney and sponsored by the California Broadcasters Association.