

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: **July 23, 2010 – July 22, 2011.**

1) **Employment Unit: Lincoln Financial Media – San Diego, CA**

2) **Unit Members (Stations and Communities of License):**

**KSON(FM), San Diego, CA
KSOQ-FM, Escondido, CA
KIFM(FM), San Diego, CA
KBZT(FM), San Diego, CA**

3) **EEO Contact Information for Employment Unit:**

| | |
|---|--|
| Mailing Address: Lincoln Financial Media 1615 Murray Canyon Rd. Suite 710 San Diego, CA 92108 | Telephone Number: 619-291-9797 |
| | Contact Person/Title: Michelle Winkler/Dir. of Human Resources |
| | E-mail Address: michelle.winkler@lincolnfinancialmedia.com |

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

| Job Title | Recruitment Source Referring Hiree |
|---------------------------------------|---|
| Promotions Director (KBZT) | Referral (RS No. 54) |
| Traffic/Continuity Coordinator (KBZT) | Referral (RS No. 54) |
| Morning Show Talent (KSON) | All Access (RS No. 38) |
| Morning Show Producer (KSON) | Referral (RS No. 54) |
| Account Executive (KSON, KIFM, KBZT) | All Access (RS No. 38) |
| Programming Director (KSON) | Referral (RS No. 54) |
| Account Executive (KSON, KIFM, KBZT) | Referral (RS No. 54) |

**KSON(FM), KSOQ-FM, KIFM(FM), KBZT(FM)
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I. VACANCY LIST

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

| Job Title | Recruitment Sources (“RS”) Used to Fill Vacancy | RS Referring Hiree |
|---------------------------------------|---|--------------------|
| Promotions Director (KBZT) | 2-37, 38, 46-47, 50-56 | 54 |
| Traffic/Continuity Coordinator (KBZT) | 2-37, 48-49, 50-56 | 54 |
| Morning Show Talent (KSON) | 2-37, 38, 50-54 | 38 |
| Morning Show Producer (KSON) | 2-37, 38, 50-54 | 54 |
| Account Executive (KSON, KIFM, KBZT) | 2-37, 38, 46-47, 50-56 | 38 |
| Programming Director (KSON) | 2-37, 45, 38, 46-47, 50-56 | 54 |
| Account Executive (KSON, KIFM, KBZT) | 1-39, 45, 38, 46-47, 50-56 | 54 |

KSON-FM, KIFM (FM), KBZT (FM), KSON (AM)
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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

| RS Number | RS Information | RS Contact Name | RS Full Mailing Address | RS Telephone Number | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over reporting period |
|-----------|--|--|---|---------------------------------------|---|--|
| 1 | CalJobs.com | Sylvia | www.caljobs.gov | (800) 758-0398 | No | 0 |
| 2 | California Chicano News Media Assoc./USCSchool of Journalism | Sylvia Wells Job Posting Dept. | 300 S. Grand Ave., Ste. 3950, Los Angeles, CA 90071 ccnmainfo@ccnma.org | (213) 437-4408 Fax: (213) 437-4423 | Yes (journalism openings only) | 0 |
| 3 | California Chicano News Media Association | Noe Gonzalez | P.O. 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, SD, CA 92145-2008 | (858) 577-6710 Fax: (858) 577-6709 | Yes | 0 |
| 5 | Catholic Charities | Human Resources | 349 Cedar Street, 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 | 3295 Market Street, San Diego, CA 92102 | (619) 233-6829 | Yes | 0 |
| 8 | Centro Cultural De La Raza | Nancy Rodriguez | 2125 Park Blvd., San Diego, CA 92137 | (619) 235-6135 Fax: (619) 595-0034 | No | 0 |
| 9 | Coalition of Hispanic Professionals | N/A | 1420 Kettner Blvd., Suite 600, San Diego, CA 92101 | (619) 531-0123 Fax: (619) 544-0056 | No | 0 |
| 10 | Community Action Partnership | Sherry Dalton | 1255 Imperial Avenue, 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 Street, El Cajon, CA 92021 | (619) 590-3900 ext. 3038 | Yes | 0 |
| 13 | Goodwill Industries of San Diego | Hilda Mendoza | 3663 Rosecrans, San Diego, CA 92110 hmendoza@sdgoodwill.org | (619) 225-2200 ext. 537 | Yes | 0 |
| 14 | Grossmont Community College | Pamela Abuka | 8800 Grossmont College Dr., El Cajon, CA 92020 http://www.collegecentral.com/grossmont | (619) 644-7611 | No | 0 |
| 15 | Indian Human Resource Center | Connie Greybull | 4265 Fairmount Ave., Suite 140, San Diego, CA 92105-6401 | (619) 281-5964 | No | 0 |
| 16 | Latter Day Saints Employment Resource Services | Kirk Draper | 4722 Mercury St., San Diego, CA 92111 | (858) 279-2338 Fax: (858) 279-2527 | Yes | 0 |
| 17 | MAAC Project | Anita Corona | 450 East 8th St., #D, National City, CA 91950 | (619) 472-2900 Fax: (619) 472-2028 | Yes | 0 |
| 18 | Metro Career Center | Stephanie Murphy | 3910 University Ave., San Diego, CA 92105 | (619) 516-2216 | No | 0 |
| 19 | N.O.W. Job Bank | | P.O. Box 80292, San Diego, CA 92138 | (619) 238-1824 | No | 0 |
| 20 | NAACP | Maggie Allington | P.O. Box 152086, San Diego, CA 92195 sdnaacp@cox.net | (619) 263-7823 Fax: (619) 263-7851 | Yes | 0 |
| 21 | NAB Employment Clearing House | Karen Hunter | 1771 N. Street, NW Washington DC 20036 | (202) 429-5368 | No | 0 |
| 22 | National Hispanic Media Coalition | Claudia Flores | 55 S. Grand Ave., Pasadena, CA 91105 email notification to brivas@nhmc.org | (213) 534-3026 | Yes | 0 |
| 23 | North County Coastal Career Center | Kim Traci | 1949 Avenida Del Oro, Oceanside, CA 92056 | (760) 631-6150 | No | 0 |
| 24 | North County Inland Career Center | Frank Berry | 463 North Midway Dr., #100B, Escondido, CA 92027 | (760) 871-1962 | Yes | 0 |
| 25 | 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 |
| 26 | Regional Occupational Program | Human Resources | 1355 2nd Avenue, Chula Vista, CA 91911 | (619) 691-5611 | No | 0 |

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| RS Number | RS Information | RS Contact Name | RS Full Mailing Address | RS Telephone Number | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over reporting period |
|-----------|---|----------------------|--|--|---|--|
| 27 | San Diego Chinese Center | Chew-Fun Luen | 428 3rd Avenue, San Diego, CA 92101 | (619) 234-4447 | Yes | 0 |
| 28 | San Diego Christian College | Debbie Hedberg | 2100 Greenfield Dr., El Cajon, CA 92019 | (619) 590-1789 | Yes | 0 |
| 29 | San Diego County Hispanic Chamber of Commerce | Esperanza Daniel | PO Box 131548, San Diego, CA 92170-1548 | (858) 268-0790 | Yes | 0 |
| 30 | 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 |
| 31 | San Diego Urban League/Employment Training Department | Maurice Wilson | 720 Gateway Center Dr., San Diego, CA 92102 | (619) 263-3115 | No | 0 |
| 32 | South County Career Center | Leo Alarcon | 1111 Bay Blvd., Ste. E, Chula Vista, CA 91911 leonardo@workforce.org | (619) 628-0321 Fax: (619)429-0367 | Yes | 0 |
| 33 | 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 |
| 34 | So. California Broadcasters Assn. | LaFern Watkins | 1849 Sawtelle Blvd., Suite 543, Los Angeles, CA 90025 lafern@scba.com | (310) 444-1438 Fax: (310) 444-1463 | Yes | 0 |
| 35 | Southwestern College | Nelson Riley | 900 Otay Lakes Road, Chula Vista, CA 91910 | (619) 482-6548 | Yes | 0 |
| 36 | University of La Verne/Communications Department | Shane Rodrigues | 1950 3rd Street, La Verne, CA 91750 srodrigu@ulv.edu | (909) 392-2713 Fax: (909) 392-2706 | Yes | 0 |
| 37 | Veteran Administration Bldg., Code 28 | Felix Mejia | 8810 Rio San Diego Drive, San Diego, CA 92108 fmejia@edd.ca.gov | (619) 400-5489 | Yes | 0 |
| 38 | Allaccess.com Website | Internet | www.allaccess.com | (619) 457-6616 | No | 6 |
| 39 | Asian Journal | Eugene De Leon | 550 East 8th Street, Suite 6, National City, CA 91950 http://www.asianjournal@aol.com | (619) 474-0588 Fax: (619) 474-0373 | No | 0 |
| 40 | El Latino Newspaper | Luz Martines | P.O. Box 120550, San Diego, CA 92112 carlos@ellatino.net | | No | 0 |
| 41 | Inside Radio / M Street | Gene McKay | genemckay@insideradio.com | (800) 640-8852 | No | 0 |
| 42 | 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 |
| 43 | Radio & Records | Karen Mumaw | 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 900067 | (310) 788-1622 | No | 0 |
| 44 | San Diego Union Tribune | Daryl Brady | P.O. Box 120191, San Diego, CA 92108-4321 | (619) 293-1905 | No | 0 |
| 45 | Voice & Viewpoint | Vivian Alvar | P.O. Box 120095, San Diego, CA 92112-0095 news@sdvoice.com | (619) 266-2233 Fax: (619) 266-0533 | No | 0 |
| 46 | Cuyamaca College Career Fair | Laurie Brown | 900 Rancho San Diego Parkway, El Cajon, CA 92019 | (619) 660-4450 | no | 0 |
| 47 | Grossmont College Career Fair | Nancy Davis | Grossmont Community College, 8800 Grossmont College Dr., El Cajon, CA 92020 | (619) 644-7000 Fax: (619) 644-7917 | No | 0 |
| 48 | Jobing.com Job Fair | Keith Flynn | San Diego Convention Center, 111 West Harbor Dr., San Diego, CA 92101 | (619) 297-3232 | No | 0 |
| 49 | Southwestern College Job Fair | Gelson G. Riley III | Southwestern Community College, 900 Otay Lakes Rd., Chula Vista, CA 91910 | (619) 482-6356 Fax: (619) 482-6444 | No | 0 |
| 50 | Internal Posting/Candidate | N/A | N/A | | No | 3 |

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| 51 | Lincoln Financial Media Website | N/A | One Julian Price Place, Charlotte, NC 28208 www.lincolnfinancialmedia.com | (704) 374-3603 | No | 4 |
| 52 | Secondary Internet Referrals (candidate referred by internet website to which SEU did not directly post) | N/A | N/A | | No | 4 |
| 53 | Walk-In | N/A | N/A | | No | 2 |
| 54 | Word of Mouth Referrals | Employees, Listeners, etc. | 1615 Murray Canyon Road, Suite 710, SD 92108 | (619) 291-9797 | No | 11 |
| 55 | MediaPost.com | N/A | 1140 Broadway, 4th Floor, New York, NY 10001 www.mediapost.com | (212) 204-2000 Fax: (212) 204-2038 | No | 0 |
| 56 | North County Career Fair | Connie Vasquez, Business Services Coordinator | Escondido Public Library, 239 South Kalmia St., Escondido, CA 92025 | (760) 871-1970 Fax: (760) 871-0346 | No | 0 |

Total Number of Interviewees 30

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III. RECRUITMENT INITIATIVES

| | Type Of Recruitment Initiative (Menu Selection) | Brief Description Of Activity |
|---|--|---|
| 1 | Participate in job fair | September 24, 2010: Southwestern College Job Fair. Event introduces students to various San Diego employers and allows students to explore job opportunities with those employers. Information regarding careers in radio and current job opportunities at Lincoln Financial Media San Diego was available and distributed to students. Station Employment Unit personnel participating included the Promotions & Marketing Coordinator and the Director of Human Resources, each of whom has substantial responsibility in the making of hiring decisions. |
| 2 | 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. Station Employment Unit personnel provide notice of all job vacancies at Lincoln Financial Media San Diego to the job bank. SCBA in turn sends these notices to over 200 businesses; professional, community, and educational organizations throughout Southern California, many of which are minority and women's organizations. |
| 3 | Participate in job fair | October 13, 2010: Grossmont College Job Fair. Event introduces students to various San Diego employers and allows students to explore job opportunities with those employers. Information regarding careers in radio and current job opportunities at Lincoln Financial Media San Diego was available and distributed to students. Station Employment Unit personnel participating included the Director of Human Resources, who has substantial responsibility in the making of hiring decisions. |

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| | Type Of Recruitment Initiative (Menu Selection) | Brief Description Of Activity |
|---|--|--|
| 4 | Participate in job fair | February 25, 2011: Congressmen Hunter Job Resource Fair, Cuyamaca College. Information regarding careers in radio and current job opportunities at Lincoln Financial Media San Diego was available and distributed to students. Station Employment Unit personnel participating included the Director of Human Resources and Director of MIS, each of whom has substantial responsibility in the making of hiring decisions. The Station Employment Unit also ran on-air recruitment ads promoting the job fair. |
| 5 | Internship program | The Station Employment Unit has an ongoing internship program at station KSON that is designed to assist members of the community in acquiring skills needed for broadcast employment. Interns work in several departments including: Programming & Promotions. During the reporting period, the Station Employment Unit had 2 interns. |
| 6 | Participate in job fair | March 24, 2011: Southwestern 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 job opportunities at Lincoln Financial Media San Diego was available and distributed to students. Station Employment Unit personnel participating included the Director of National Sales and the Director of Human Resources, each of whom has substantial responsibility in the making of hiring decisions. |

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| | Type Of Recruitment Initiative (Menu Selection) | Brief Description Of Activity |
|---|--|--|
| 7 | Participate in Job Fair | June 17, 2011: North County Veterans Job Fair Event introduces Veterans to various San Diego employers and allows veterans to explore job opportunities. Information regarding careers in radio and current job opportunities at Lincoln Financial Media San Diego was available and distributed to students. Station Employment Unit personnel participating included the General Sales Manager and the Director of Human Resources, each of whom has substantial responsibility in the making of hiring decisions. |
| 8 | Sexual Harassment Awareness Training | June 30, 2011: California Broadcaster's Association held a two and half hour Sexual Harassment Awareness Training session as required by law at the Double Tree Hotel in San Diego CA from 1pm – 3:30pm. All employees with management/supervisory and/or Lead responsibilities attended. |
| 9 | Training station personnel for higher-level positions | Ongoing: The Station Employment Unit has established a cross-training program to train employees and enable them to acquire skills that could qualify them for higher level positions. Employees train with each other to learn the skills necessary for the other position. During the reporting period, the Receptionist was trained by the Sales Department and the Accounts Receivable Assistant was trained by the Sales Department. |