

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2008 – July 22, 2009.

Employment Unit Location/Name: Los Angeles/KFWB-AM

Unit Members (List all station call signs and communities of license): KFWB-AM

EEO Contact Information for Employment Unit: Anita Dominguez

Mailing Address:  5670 Wilshire Blvd. #200 Los Angeles, CA 90036	Telephone Number: (323) 930-8732
	Contact Person/Title: Anita Dominguez, Human Resources Representative
	E-mail Address: anita.dominguez@cbsradio.com

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
Account Executive	Unsolicited Inquiry
Account Executive	Industry Referral
Account Executive	Industry Referral
Account Executive	Rehire
Senior Vice President/Market Manager	Internal Promotion
Program Director	Rehire

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**Job Title:** Account Executive (4) **Referral Sources of Hires:** Unsolicited Inquiry • Industry Referral (2) • Rehire

<b>Name of Organization Notified of Job Vacancy</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone Number</b>	<b># of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification? (Yes or No)</b>
Asian American Economic Developmental Enterprises	Van Truong	216 West Garvey, Suite E, Monterey Park, CA 91754	<a href="mailto:info@aaede.org">info@aaede.org</a>	0	No
Center for Language Minority Education & Research	Leticia Collins	1250 Bellflower Boulevard Long Beach CA 90840	(562) 985-5806	0	No
All Access Music Group	Joel Denver	<a href="http://www.allaccess.com">www.allaccess.com</a>	Website	0	No
America's Job Bank	Website	<a href="http://www.ajb.dni.us">www.ajb.dni.us</a>	Website	0	No
American Women in Radio & TV	Maria Brennan	8405 Greensboro Drive, #800, McLean, VA 22102	(703) 506-3290	0	No
Asian American Studies Center	Melany Dela Cruz	3230 Campbell Hall, 405 Hilgard, Los Angeles, CA 90095	(310) 825-2974	0	No
Cal State Northridge Career Center	Job Referral	18111 Nordhoff Street #105 Northridge, CA 91330	(818) 677-2878	0	No
California Broadcasters Association	Website	<a href="http://www.cabroadcasters.com">www.cabroadcasters.com</a>	Website	0	No
California Chicano News Media Association	Julio Moran	USC, 300 Grand Avenue #3950 Los Angeles, CA 90071	(213) 437-4408	0	No
California Jobs	Website	<a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a>	Website	0	No
CBS Radio Employee Referral				2	No
Crenshaw Job Service	Yolanda Dodd-Lyons	5401 Crenshaw Boulevard Los Angeles, CA 9004	(323) 290-5100	0	No
Employment Development Dept – West Los Angeles	Job Desk	4800 Freshman Drive, Culver City, CA 90230	(310) 287-4310	0	No
Experience Unlimited (EDD)	Job Desk	933 S. Glendora West Covina, CA 91790	(626) 814-8291	0	No
Hispanic Americans for Fairness in Media	Esther Renteria	5400 E. Olympic Blvd., #250, Los Angeles, CA 90022	(323) 726-1558	0	No
Industry Referral				4	No
Institute for Women in Trades, Technology & Science	Donna Milgram	1150 Ballena Blvd., #102, Alameda, CA 4501	(510) 749-0200	0	No
Internal Job Posting	Anita Dominguez	5670 Wilshire Blvd. Los Angeles 5901 Venice Blvd. Los Angeles	(323) 930-8732	0	No
Leadership Education For Asian Pacifics, Inc.	Job Desk	327 E. Second Street, #226 Los Angeles, CA 90012	(213) 485-1422	0	No

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Los Angeles Urban League	Don Griffin	3450 Mt. Vernon Drive, Los Angeles, CA 90008	(323) 299-9660	0	No
Mexican American Opportunity Foundation	Claudia Rufino	401 N. Garfield Avenue, Montebello, CA 90640	(323) 278-3690	0	No
NAACP – Beverly Hills/Hollywood	Job Desk	P.O. Box 2349, Hollywood, CA 90078-2349	(323) 464-7616	0	No
NAACP – Los Angeles	Vacie Thomas	3910 MLK Boulevard, #202 Los Angeles, CA 90028	(323) 296-2630	0	No
NAACP New Careers Training Institute	Pamela Burton	4324 W. Jefferson Boulevard Los Angeles, CA 90016	(213) 735-8211	0	No
NABEF Career Center	Job Desk	1771 North Street N.W., Washington, DC 10036	(202) 429-5498	0	No
North San Fernando Valley Job Service	Chris Brager	11623 Glen Oaks Boulevard Pacoima, CA 91331-1050	(310) 287-4310	0	No
Southern California Broadcasters Association	LaFern Watkins	<a href="http://www.scba.com">www.scba.com</a>	<a href="mailto:lafern@scba.com">lafern@scba.com</a>	4	Yes
Southern California Indian Center	Frank Lucero	10175 Slater Avenue, Fountain Valley, CA 92708	(714) 962-6673	0	No
Station On Air Notification	Jennifer Baker	5670 Wilshire Blvd. #200 Los Angeles, CA 90069	(323) 930-5271	0	No
Station Website	Website		Website	0	No
Unsolicited Inquiry				1	No
West Hollywood Career Center	Job Desk	8300 Santa Monica Blvd. West Hollywood, CA 90069	(323) 848-6400	0	No
Women at Work	Cecile Goodwin	50 North Hill Avenue, #300, Pasadena, CA 91106	(626) 796-6870	0	No

**Job Title:** Senior Vice President/Market Manager

**Referral Source(s) of Hiree:** Internal Promotion

This full-time position was filled through an internal promotion, and in compliance with the Commission's EEO rules, recruitment was not conducted.

**Job Title:** Program Director

**Referral Source(s) of Hiree:** Rehire

Due to exigent circumstances, no recruitment was conducted for this vacancy.

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**Total # of Interviewees Referred:** For the period from July 23, 2008, through July 22, 2009, this Employment Unit interviewed 11 interviewees for full-time job vacancies.

## Supplemental Recruitment Measures

### Co-Sponsoring of Job Fairs

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved:
1. The CBS Radio Los Angeles Stations co-sponsored the California Chicano News Mediation Association Journalism Opportunities Conference. This event offered awareness and information designed to inform students and the general public of the varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them. Personnel present accepted resumes and also had the authority to hire.	October 10, 2008	LA Market Automotive Sales Manager KFWB/KNX Human Resources Representative KAMP/KRTH/KTWV Human Resources Representative KROQ Assistant Program Director KRTH/KTWV Promotions Director KTWV Music Director
2. The CBS Radio Los Angeles Stations co-sponsored the Latinos for Hire Career Fair. This event offered awareness and information designed to inform the general public of the varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them. Personnel present accepted resumes and also had the authority to hire.	April 2, 2009	LA Market Human Resources Administrator KCBS Promotions Manager KFWB/KNX Promotions Director KAMP/KRTH/KTWV Human Resources Representative KROQ General Sales Manager

### Participation in Events Sponsored by Groups Interested in Broadcast Employment Issues

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved:
1. Southern California Broadcasting Association – Taught a class in Interactive Sales.	February 17, 2009	LA Director of Digital Sales

### Internships

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved:
<p>Internship Program offers students school credit and opportunity to learn about programming and promotional elements of radio station. 10-15 interns participated per year from the following schools:</p> <ul style="list-style-type: none"> <li>• Santa Monica College</li> <li>• University of Western Ontario</li> <li>• Saginaw Valley State University</li> </ul>	Fall 08 & Spring/ Summer 09 Semesters	News Director General Sales Manager

### Training of Management-Level Personnel

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved:
1. CBS Radio and outside counsel provided EEO & Anti-Discrimination training to all management personnel.	July 15, 2009	All Los Angeles Market (KCBS, KFVB, KAMP, KNX, KROQ, KRTH, KTUV) management personnel including General Managers, General Sales Managers, Local Sales Managers, National Sales Managers, Promotions Directors, Programming Directors, Engineers, Controllers, and Human Resources/EEO Coordinators.

### Participation in Career Events Sponsored by Educational Institutions

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved:
1. University LaVerne – Personnel conducted question and answer session regarding radio broadcasting/digital sales	November 16, 2008	LA Director of Digital Sales
2. University of Southern California - Personnel served as panelist who participated in question and answer session regarding current radio opportunities during USC's Career Week.	February 25, 2009	LA Vice President, Sports
3. Mt. Saint Mary's College - Personnel served as workshop participant, and conducted question and answer session regarding current radio-related opportunities	November 11, 2008	LA Vice President, Sports
4. University of California – Los Angeles - Personnel served as panelist who participated in question and answer session regarding current radio-related internship opportunities	November 20, 2008	LA Vice President, Sports

### Participation in General Outreach Efforts Using Job Banks or Internet Programs

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved:
1. KFVB has made significant contributions to the CBS Radio career website ( <a href="http://www.cbsradio.com">www.cbsradio.com</a> ) which contains information designed to inform the general public of numerous and varied career opportunities available in the broadcasting industry and of the job skills necessary to compete for them.	Continual Posting	KFVB Human Resources Representative

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2. KFVB has included language on its station website (www.kfwb.com) which contains information designed to inform the general public of broadcasting career opportunities available from the station.	Continual Posting	KFVB Human Resources Representative
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