



GULF - CALIFORNIA BROADCAST COMPANY

Gulf California Broadcast Company Annual EEO Public File Report

The purpose of this EEO Public File 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 that is comprised of the following stations: **KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, and KESQ-AM**, and is required to be placed in the public inspection files of these stations, and posted on the station's website.

The information contained in this report covers the time period beginning **August 1, 2010** to and including **July 31, 2011**.

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 and e-mail.
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.
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

**Appendix 1 to
Annual EEO Public File Report**

Covering the period from **August 1, 2010** to **July 31, 2011**

Station(s) Compromising Station Employment Unit:

KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM

Section 1: Vacancy Information

Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total # of interviewees from all sources for this position
Account Executive	Job Fair	6
Account Executive	Walk In	5
Account Executive	Internal Referral	4
Chief Engineer	KESQ Website	4
Controller	KESQ Website	1
Commercial Producer	KESQ Website	4
Commercial Photographer	Internal Referral	5
Director of Sales	Spots N Dots	11
Integrated Web Consultant	Internal Referral	11
News Producer	KESQ Website	5
News Producer	KESQ Website	5
Promotions Producer	Walk In	5
Reporter/Anchor	Internal Referral	1
Reporter – Bilingual	Magid Consultant	2
Sales Manager – Hispanic	Internal Referral	3
Video Editor	Internal Referral	3
Reporter	APTRA	3

Total number of persons interviewed during Applicable Period 83.

**Appendix 2 to
Annual EEO Public File Report**

Covering the period from **August 1, 2010** to **July 31, 2011.**

Station(s) Compromising Station Employment Unit:
KESQ-TV, KUNA-LP, KUNA-FM, KDFX-CA, KESQ-AM

Section 2: Recruitment Source Information

Recruitment Source (name, address, phone, contact person)	Total # of interviewees this source has provided during this period	Full-time positions for which this was utilized
Internal Job Posting-KESQ 42-650 Melanie Place Palm Desert, CA 92211		
KESQ Website hr@kesq.com	16	5
Valley Wide Job Expo	9	1
TV Jobs Employment Bulletin Board www.tvjobs.com	12	0
National Association of Broadcasters www.nab.org		
NPG Corporate jenniferw@npgco.com		
Craigslist Craigslist.org/jobposting	2	0
Spots N Dots	2	1
California Broadcasters Association www.yourcba.com		
Riverside Community College www.rec.edu		
*Radio & TV News Director Assn www.RTNDAs.com Fax 202-223-4007 steve@rtnda.org		
College of the Desert mlielt@collegeofthedesert.edu		

Southern California Broadcasters Association lafern@scba.com		
Chapman University School of Film & TV blair104@chapman.edu		
California State University San Bernardino, Palm Desert lboyd@csusb.edu		
Asian American Journalist Association post@bbala.net		
USC Annenberg School tburgess@usc.edu		
Chicano News Media Association ccnmainro@ccnma.org		
San Bernardino Community College tdvasque@valleycollege.edu		
Los Angeles Urban League lbelt@laul.org		
Mexican American Opportunity Foundation vnavar@maof.org		
NAACP Los Angeles naacpla@sbcglobal.net		
College of the Desert mlielt@collegeofthedesert.edu		
National Hispanic Media Coalition info@nhmc.org		
Rainbow/Push Coalition ggill@rainbowpush.org		
UCLA dmann@tft.ucla.edu		
National Association of Hispanic Journalists kolivas@nahj.org	1	0
Employee Referrals	24	5
Walk In – Unsolicited Applicants	4	2
LinkedN.Com	6	0

Magid Consultants	1	1
602 Communications	4	0
APTRA	2	2



**GULF - CALIFORNIA
BROADCAST COMPANY**

Supplemental Outreach Initiatives

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #1 Participate in at least one job fair by station personnel who have substantial responsibility in making hiring decisions.

Date of station participation: October 21, 2010

Participating employees: Jodie Piel - HR Coordinator, Bob Ruderman - Director of Sales, Bob Smith - News Director

Host/Sponsor of activity: 15th Valley Wide Employment Expo

Brief description of activity and station participation: Hosted booth at the largest annual job fair in the Coachella Valley. Passed out job postings for open positions and talked to a large group of potential candidates. They accepted applications and resumes and discussed jobs in broadcasting and new media, particularly in news and sales. They later hired one applicant for the Sales Department from this event.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Date of station participation: December 4 & 5, 2010

Participating employees: Tim Kiley – Assistant News Director

Host/Sponsor of activity: Associated Press, Television & Radio Association, Malibu California

Brief description of activity and station participation: Our Assistant News Director attended the Associated Press, Television & Radio Association convention and spoke at a meeting of potential news reporters about how to cover breaking news and how to find employment in the broadcast and media business.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Date of station participation: December 7, 2010

Participating employees: Linda Gaston, Community Affairs Coordinator

Host/Sponsor of activity: Staff Sergeant Anderson, Sergeant Marketing Public Affairs Blanchard.

Brief description of activity and station participation: Our Community Affairs Coordinator met with at a Community Leaders Gathering to discuss opportunities in broadcasting for Marines being discharged from the military. She advised them that we offer entry level positions at our stations and also gave them information on financial assistance available to veterans in our area for continuing education.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

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KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Date of station participation: April 16, 2011

Participating employees: Tim Kiley – Assistant News Director.

Host/Sponsor of activity: National Association of Broadcasters, Las Vegas

Brief description of activity and station participation: Our Assistant News Director attended the National Association of Broadcasters Convention and addressed the Associated Press, Television & Radio Association break out session to discuss employment opportunities in the broadcast and media business.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Date of station participation: April, 2011

Participating employees: Tim Kiley – Assistant News Director, Bob Smith – News Director, Bob Allen – General Manager.

Host/Sponsor of activity: National Association of Broadcasters Annual Convention, Las Vegas

Brief description of activity and station participation: Senior management attended the employment expo at the NAB convention to investigate job openings at other stations across the country and share information about job descriptions and staffing needs. They distributed information about openings at our station.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #4 Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Date of station participation: August 2, 2010

Participating employees: Bob Allen, General Manager

Host/Sponsor of activity: Rotary Club of Indian Wells, California

Brief description of activity and station participation: Our General Manager spoke to community leaders about television programming in the Coachella Valley. This included an update on digital programming and the effect this will have on new positions and training issues involved in this transition.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

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: Year round.

Participating employees: Tim Kiley – Assistant News Director, Bob Smith – News Director.

Host/Sponsor of activity: KESQ News Department.

Brief description of activity and station participation: The News Department has actively recruited interns from local colleges using the Internship section of our website and sending notices to colleges and universities.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

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: December, 2010

Participating employees: Greg Lee, Sports Anchor & Reporter

Host/Sponsor of activity: Chapman University, Orange County, California

Brief description of activity and station participation: Our Sports Anchor spoke at the Dodge School of Television and Film, to a newly offered course on broadcast news. He critiqued a one-hour newscast that the students had produced, directed and anchored. He shared his presentation skills that he had learned at KTLA while working as a Producer, as well as his experience as a Sports Anchor and Reporter at KESQ. He conducted a question and answer session to provide as much information to the students about working at a television station.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

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: October, 2010

Participating employees: Greg Lee, Sports Anchor & Reporter

Host/Sponsor of activity: Pepperdine University

Brief description of activity and station participation: Our Sports Anchor spoke to an upper division news class at Pepperdine University, part of the Broadcast School. He spoke to 20 juniors and seniors, most who were about to begin the application process for positions in broadcasting all over the U.S. He advised them on how to send out tapes & resumes, how to best interview, how to network, and how to negotiate contracts.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

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: April 15, 2011

Participating employees: Manny Cervantes, Director of Hispanic Sales

Host/Sponsor of activity: Malabar School, Los Angeles

Brief description of activity and station participation: Our Hispanic Sales Director was a guest speaker at a Career Day where representatives from various businesses and agencies presented information on employment in their industries. Manny spoke for 35 minutes about the importance of higher education in preparing for and qualifying for jobs in media. He spoke about his background as a student from a Hispanic family who worked his way through college, interning at a television station, and working his way up from that to a senior management position in the Hispanic television business.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

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: June 3, 2011

Participating employees: John White, News Anchor

Host/Sponsor of activity: Palm Desert Charter School

Brief description of activity and station participation: Our News Anchor spoke to two classes at career day at Palm Desert Charter School. He discussed his job and background, emphasizing the importance of college and internships for careers in broadcasting. He hosted a question and answer discussion of the various jobs in media and presented a power point demonstration about working in the newsroom at KESQ.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #14 Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Date of station participation: February 9, 2011

Participating employees: All department heads

Host/Sponsor of activity: Human Resource Department

Brief description of activity and station participation: HR provided training to management on how to maintain a workplace free of harassment and discrimination and included information on how to prevent and respond to claims of such actions. It also included a refresher training on EEO hiring rules and the documentation required for each recruitment.

KESQ, KDFX, KCWQ, KUNA FM, KUNA AM

OUTREACH INITIATIVE RECORD KEEPING WORKSHEET

Type of activity listed under Outreach Initiative worksheet: #16 Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Date of station participation: September 6, 2010

Participating employees: Tim Kiley, Assistant News Director

Host/Sponsor of activity: Gulf Broadcasting, Melanie Place, Palm Desert

Brief description of activity and station participation: Our news department hosted an alumni group from the sorority Delta Delta Delta to give them a tour of our stations and discuss the process of breaking into broadcasting, the educational and experience required, as well as the positions we currently had open. They were able to ask questions about what it's like to work in this industry and how one moves up from a small market like ours to larger markets.