

EEO Public File Report

Employment Unit Covered:

KSWD-FM

Reporting Period
July 22, 2010 – July 23, 2011

Full Time Vacancies Filled During Reporting Period and Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

Job Title of FT Vacancy	Dated Filled	Hire Source	Recruitment Source
Account Executive/Manager	08/04/2010	Employee Referral	See Recruitment Source List for entries on or before 07/22/2009
Account Executive/Manager	09/15/2010	Employee Referral	See Recruitment Source List for entries on or before 06/25/2010
Marketing/Promotion Coordinator	09/30/2010	www.thesoundla.com	See Recruitment Source List for entries on or before 09/15/2010
Traffic/Continuity Manager	02/25/2011	Employee Referral	See Recruitment Source List for entries on or before 02/08/2011
Local Sales Manager	02/18/2011	Employee Referral	See Recruitment Source List for entries on or before 02/08/2011
Account Executive/Manager	06/27/2011	Employee Referral	See Recruitment Source List for entries on or before 10/13/2010

Total Number of Interviewees For All Full Time Vacancies Filled

During Reporting Period Per Recruitment/Referral Sources:

Recruitment Source:	Number of Interviewees Referred:
Employee Referral	12
Walk-In/Self Referred	1
Market Referral	1
www.thesoundla.com	3
www.allaccess.com	3
www.scba.com	1
Total Interviewed Applicants	21

Performance Initiatives Undertaken

The Unit continues to provide a structured learning environment for members of the community in an established unpaid internship program to assist full-time students. Five (5) interns had the opportunity of acquiring skills needed for employment in the radio broadcasting industry. The length of time per internship is for a semester (approximately 4 months). Students came from University of Puget Sound, Art Institute of Los Angeles, Mt. San Antonio College, UCLA, and Long Beach Community College.

The HR Director, Receptionist and Assistant Music Director conducted twelve educational tours to high school students – Venice High, Hamilton Magnet School for the Arts, Fairfax High, Crenshaw High and Los Angeles High, community colleges – LA Trade Tech, LACC, Santa Monica Community College – Broadcasting Department, East LA Community College, and vocational centers – ITT, Academy of Radio and TV Broadcasting, Musicians Institute. The tours highlighted employment opportunities in the radio broadcasting field.

The Unit's Program Director, HR Director and Public Relations personnel participated in the Southern California Broadcasters Association speaking engagements at established recruiting centers – Urban League, Job Core and WorkSource Centers to discuss employment opportunities.

The Unit also participated in the Mt. San Antonio College Radio Fest and the Los Angeles City College Career Fair, educating and encouraging participants in considering careers in radio broadcasting.

The Unit's management (General Manager, General Sales Manager, Local Sales Manager, Marketing/Promotions Director, Programming Director and Assistant Business Manager) participated in EEO training provided by the HR Director to establish proper job posting procedures and interview techniques in line with EEO guidelines related to employment opportunities and fulfilling those opportunities.

Recruitment Sources List

The following sources have requested notification of job openings.

Start/End Dates:	Recruitment Source:
START: 09/30/2010	All Access Contact: Joel Denver Address: 28955 Pacific Coast Hwy. #210-5, Malibu, CA 90265 Phone: (310) 457-6616
START: 03/27/2008	Alliance for Education Contact: Leslie Rodden Address: 601 North E Street, San Bernardino, CA 92410 Phone: (818) 244-3135
START: 03/27/2008	Antelope Valley College Contact: Anne Steinberg Address: 3041 West Avenue K, Lancaster, CA 93536-5426 Phone: (661) 722-6313
START: 03/27/2008	Asian Rehabilitation Services Contact: Tom Chang/Jesse Omari Address: 1701 E. Washington Blvd., Los Angeles, CA 90021 Phone: (213) 743-9242

START: 03/27/2008	Biola University Contact: Beth Patrick Address: 13800 Biola Avenue, La Mirada, CA 90639 Phone: (562) 903-4875
START: 03/27/2008	Burbank Adult School Contact: Brenda Bell Address: 3811 Allan Avenue, Burbank, CA 91505 Phone: (818) 558-4611
START: 03/27/2008	Cal Jobs Contact: Norma Gallegos Address: 11623 Glenoaks Blvd., Pacoima, CA 91331 Phone: (818) 890-9421
START: 03/27/2008	Cal State University - Fullerton Contact: Karen Kerr (Career Center) Address: 800 North State College Blvd., Fullerton, CA 92831 Phone: (714) 278-2019
START: 03/27/2008	Cal State University - Northridge Contact: Joann Desantis (Journalism Department) Address: 18111 Nordhoff Street, Northridge, CA 91330 Phone: (818) 677-1200
START: 03/27/2008	Cal State University - Bakersfield Contact: Sarah Forbes Address: 43909 30 th Street West, Lancaster, CA 93536 Phone: (661) 952-5000
START: 03/27/2008	California Lutheran University Contact: Cindy Lewis Address: 60 West Olsen Road, Thousand Oaks, CA 91360-2787 Phone: (805) 493-3199
START: 03/27/2008	CA State Poly University Pomona Contact: Dawn Finley Address: Career Center Bldg. 97, Room 1, Pomona, CA 91768-4025 Phone: (909) 869-4048
START: 03/27/2008	Career Planning & Resources Contact: Dawn Gerrado Address: Scripps College, 1030 Columbia, Claremont, CA 91711 Phone: (909) 621-8180
START: 03/27/2008	Career Planning Center Contact: Cecilia Lopez or Andrea Peters Address: 13160 Mindanao Way, Marina Del Rey, CA 90292 Phone: (310) 309-6000 x 218
START: 03/27/2008	Chapman University Contact: Clarlissa Mann Address: One University Drive, Orange, CA 92866 Phone: (714) 997-6942

START: 03/27/2008	Citrus College Student Employment Contact: Tedd Goldstein or Staff Address: 1000 West Foothill Blvd., Glendora, CA 91741 Phone: (626) 914-8596
START: 03/27/2008	City of Burbank Workforce Connection Contact: Mary Hamzoian or Beverly Frome Address: 301 East Olive Avenue Room 200, Burbank, CA 91502 Phone: (818) 238-5627
START: 03/27/2008	Claremont McKenna College Contact: Susanna Mahoney Filback Address: 850 Columbia Avenue, Claremont, CA 91711-6400 Phone: (909) 607-7038
START: 03/27/2008	CSU – Chico/Career Planning & Contact: Megan Odom Address: 400 West First Street, Chico, CA 95929 Phone: (530) 898-5253
START: 03/27/2008	CSU – LA/Career Center Contact: Juanita Arreola or Estella Tor Address: 5151 State University Drive, Los Angeles, CA 90032 Phone: (323) 343-3277
START: 03/27/2008	CSU – LB/Career Development Center Contact: Cynthia Hale, Carol Brown, Rub Address: 1250 Bellflower Blvd., Long Beach, CA 90840 Phone: (562) 985-9251
START: 03/27/2008	CSUN Journalism Department Contact: Vickie Morton Address: 11811 Nordhoff Street, Northridge, CA 91330 Phone: (818) 677-3135
START: 03/27/2008	Concordia University Contact: Marty Schramm Address: 1530 Concorida, Irvine, CA 92612-3299 Phone: (949) 854-8002
START: 03/27/2008	Electronic Media Contact: Tom Gilbert Address: 6500 Wilshire Blvd., Suite 2300, Los Angeles, CA 90048 Phone: (213) 651-3710
START: 03/27/2008	Employment Development Department Contact: Donna Nelson-Netherly or Lela Address: 5401 South Crenshaw Blvd., Los Angeles, CA 90048 Phone: (323) 290-1500
START: 03/27/2008	Glendale Community College Contact: Ophelia Carrasco or Debi Wooto Address: 1122 East Garfield, Glendale, CA 91205 Phone: (818) 240-1000

START: 03/27/2008	Harvey Mudd College Contact: Karen McAndrew Address: 301 East 12 th Street, Claremont, CA 91711-5990 Phone: (909) 621-8091
START: 03/27/2008	Jewish Vocational Services Contact: Shelly Lutter Address: 22622 Vanowen Street, West Hills, CA 91307 Phone: (818) 464-3222
START: 03/27/2008	Jewish Vocational Services LA Contact: Beth Benson or Nava Tomer-Ezra Address: 6505 Wilshire Blvd., Suite 200, Los Angeles, CA 90048 Phone: (323) 761-8888
START: 03/27/2008	Job Placement/YUBA College Contact: Judy Lawhorn Address: 2088 North Beale Road, Marysville, CA 95901 Phone: (530) 741-6790
START: 03/27/2008	KGUR/Cuesta College Contact: Paul Jacobus Address: P.O. Box 8106, San Luis Obispo, CA 93403 Phone: (805) 546-3192
START: 03/27/2008	178 KSAK/Mt. San Antonio College Contact: Carson Smith Address: 1100 North Grand Avenue, Walnut, CA 91789 Phone: (909) 594-5611 x 4678
START: 03/27/2008	LA Trade Technical College Contact: Helen Beaird Address: 400 West Washington Blvd., Los Angeles, CA 90015 Phone: (213) 763-7124
START: 03/27/2008	LA Valley College/Job Resource Contact: Hanna Pettersson Address: 5800 Fulton Avenue, Valley Glen, CA 91401 Phone: (818) 947-2334
START: 03/27/2008	Long Beach City College Contact: Sonia Verduzco (Career Center) Address: 4901 East Carson Street, Long Beach, CA 90808 Phone: (562) 938-4555
START: 03/27/2008	Los Angeles Pierce College Contact: RD Skidmore (Professor, Director) Address: 6201 Winnetka Avenue, Woodland Hills, CA 91371 Phone: (818) 719-6453
START: 03/27/2008	Loyola Marymount University Contact: Bernie Ochoa Address: University Hall, One LMU Drive, Los Angeles, CA 90045 Phone: (310) 338-2700

START: 03/27/2008	<p>www.thesoundla.com Contact: Sharon Kramer Address: 5900 Wilshire Blvd., Los Angeles, CA 90036 Phone: (323) 692-5406</p>
START: 03/27/2008	<p>Hollywood WorkSource Center Contact: Linda Address: 1680 Vine Street, Los Angeles, CA 90028 Phone: (818) 763-1600</p>
START: 03/27/2008	<p>Maxine Waters Employment Center Contact: Linda Martinez Address: 10925 South Central Avenue, Los Angeles, CA 90059 Phone: (323) 564-1431 x 325</p>
START: 03/27/2008	<p>Mexican/American Opportunity Foundation (MAOF) Contact: Elena Castaneda Address: 972 South Goodrich Blvd., Commerce, CA 90022 Phone: (323) 890-1555 x 1632</p>
START: 03/27/2008	<p>Mount St. Mary's College Contact: Monica Lond-LeBlanc Address: 12001 Charlon Road, Los Angeles, CA 90049 Phone: (310) 954-4070</p>
START: 03/27/2008	<p>National Hispanic Media Coalition Contact: Alex Nogales Address: 2514 South Grand Avenue, Los Angeles, CA 90007 Phone: (213) 746-6988</p>
START: 03/27/2008	<p>Northern CA Broadcasting Association Contact: Allison Coburn Address: 50 Francisco St. #450, San Francisco, CA 94133 Phone: (412) 292-5700</p>
START: 03/27/2008	<p>Occidental College Contact: Valerie Savior Address: 1600 Campus Road Coons 109, Los Angeles, CA 90041 Phone: (323) 259-2623</p>
START: 03/27/2008	<p>Pasadena City College Contact: Salpy Mankerian Address: 1570 East Colorado Blvd., Pasadena, CA 91106 Phone: (626) 585-7216</p>
START: 03/27/2008	<p>Pepperdine University Contact: Susan Salas Address: 24255 Pacific Coast Hwy., Malibu, CA 90263 Phone: (310) 506-7422</p>
START: 03/27/2008	<p>Pomona College Contact: Carl Martellino Address: 170 East Sixth St., Suite 148, Claremont, CA 91711-6392 Phone: (909) 621-8144</p>

START: 03/27/2008	Rancho Satiago Community College Contact: Judy Iannoccone Address: 2323 North Broadway #408, Santa Ana, CA 92706-1640 Phone: (714) 480-7503
START: 03/27/2008	Rio Hondo College Contact: Mayra Serrano Address: 3600 Workman Mill Road, Whittier, CA 90601 Phone: (562) 692-0921 x 3100
START: 03/27/2008	San Diego State University Contact: Patricia Nieves Address: 5500 Campanile Drive, San Diego, CA 92182 Phone: (619) 594-6509
START: 03/27/2008	Scripps College Contact: Vicki P Klopsch (Director) Address: 1030 Columbia Avenue, Claremont, CA 91711 Phone: (909) 621-8180
START: 03/27/2008	Society of Hispanic Professionals Contact: Daun White Address: 5400 E. Olympic Blvd. #210, Los Angeles, CA 90022 Phone: (323) 725-3970
START: 03/27/2008	Southern CA Broadcasters Association (SCBA) Contact: Lafern Watkins (Job Alert Bulletin) Address: 1849 Sawtelle Blvd., Suite 543, Los Angeles, CA 90025 Phone: (323) 938-3100
START: 03/27/2008	Soka University Contact: Andy Marcos or Wendy Harder Address: 1 University Drive, Aliso Viejo, CA 92656 Phone: (949) 480-4140
START: 03/27/2008	Southern CA Indian Center Contact: Frank Lucero Address: 10175 Slater Avenue, #150, Fountain Valley, CA 92708 Phone: (714) 962-6673
START: 03/27/2008	State of CA Employment Development Contact: Tessa Adler Address: 13160 Mindanao #105, Marina Del Rey, CA 90292 Phone: (310) 574-6478
START: 03/27/2008	UCLA Career Center Internship Contact: Dario Bravo or Don Spring Address: Rm. 200 Strathmore Bldg., Los Angeles, CA 90095-1573 Phone: (310) 206-9980
START: 03/27/2008	UCLA Career Center Contact: Eunice Cabacungan Address: 308 Westwood Plaza, Los Angeles, CA 90024-1640 Phone: (310) 825-0831

START: 03/27/2008	UCLA/Asian American Studies Center Contact: Meg Thornton Address: 3230 Campbell Hall, Box 951546, Los Angeles, CA 90095 Phone: (310) 825-1006
START: 03/27/2008	University of California Contact: Linda LaTendresse Address: Veitch Student Center, NW Wing, Riverside, CA 92521-0211 Phone: (909) 787-2740
START: 03/27/2008	University of La Verne Contact: Laura S. Kiralla Address: 1950 Third Street, La Verne, CA 91750 Phone: (909) 593-3511 x 4054
START: 03/27/2008	University of Redlands Contact: Cindy Cervantes Address: P.O. Box 3080, Redlands, CA 92373-0999 Phone: (909) 335-4069
START: 03/27/2008	University of San Diego Career Contact: Cindy Covarrubias Address: 5998 Alcalá Park, HC 110, San Diego, CA 92110-2492 Phone: (619) 260-4654
START: 03/27/2008	USC/Annenberg School of Communication & Journalism Contact: Suzanne Alcantara Address: 3502 Watt Way, Los Angeles, CA 900089 Phone: (213) 821-1514
START: 03/27/2008	USC/Career Planning & Placement Contact: Janette Brown or Ruthie Pyles Address: 3601 Trousdale Parkway STU B-1, Los Angeles, CA 90089 Phone: (213) 821-5657
START: 03/27/2008	West Los Angeles College Contact: Darrell Roberson Address: 9000 Overland Avenue A13, Culver City, CA 90230 Phone: (310) 287-4257
START: 03/27/2008	Westwood College Contact: Michael Tapia Address: 3250 Wilshire Blvd. #400, Los Angeles, CA 90010 Phone: (909) 931-7550
START: 03/27/2008	Whittier College Career Services Contact: Aracely Torres Address: P.O. Box 634, Whittier, CA 90608 Phone: (562) 907-4230