

**KUSA/KTVD**  
**EEO PUBLIC FILE REPORT**  
**11/21/07 – 11/20/08**

**I. VACANCY LIST**

**See 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, Sales	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Account Executive, Sales Metromix	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Backpack Journalist (BPJ), Community Relations	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	49
Coordinator, Market and Promotions Metro Mix	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Digital Sales Manager	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Graphic Artist, Electronic	RS 1-7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	6
Local Sales Manager	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	2
Operations Technician	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	2
Operations Technician	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Operations Technician	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Producer	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	49
Producer	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	2
Producer, Colorado and Company	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	2
Producer, Colorado and Company	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Producer, Metromix	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Producer (Associate), Metromix	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	2
Producer, Newscast Promotion	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1

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Reporter, General Assignment	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	46
Sales Associate	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1
Sales Associate	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	2
Traffic Coordinator	RS 1-5, 7, 9-22, 26-28, 30-32, 34-36, 38-42, 44-46, 49-55	1

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

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy? Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
1	9News.com	N	94
2	9News Employee Referral	N	44
3	Alliance of Professional Women Attn: Karen Rosen 10371 Severance Dr. Parker, CO 80134 (303) 368-4747 execdir@apwcolorado.org	N	0
4	American Sportscasters Association Inc. Attn: Lou Schwartz 225 Broadway New York, NY 10007 (212) 227-8080 <a href="mailto:LSchwa8198@aol.com">LSchwa8198@aol.com</a>	N	0
5	Art Institute of Colorado Attn: Nancy Rider, Career Services Ctr. 1200 Lincoln Denver, CO 80203 303-837-0825 ridern@aii.edu	N	1
6	Asian American Journalists Association Attn: Albert Lee 1182 Market Street Suite 320 San Francisco, CA 94102 Phone: 415 346-2051 Fax: 415 346-6343 post@aaja.org	N	0
7	Broadcasting and Cable Magazine <a href="mailto:yatsumi@reedbusiness.com">yatsumi@reedbusiness.com</a> (646) 746-6949 fax (646) 746-6954	N	0

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8	<p>Colorado Black Chamber of Commerce          Attn: Roz Alston          1448 Pennsylvania St.          Denver, CO 80203          (303) 831-0720  <a href="mailto:info@coloradoblackchamber.org">info@coloradoblackchamber.org</a></p>	N	0
9	<p>Colorado Coalition for Persons with Disabilities          Attn: Linda Keenan          303 W. Colfax Ave., #150          Denver, CO 80204          (720) 913-8480</p>	N	0
10	<p>Colorado College Career Center          Attn: Andrea Culp          14 East Cache La Poudre St.          Colorado Springs, CO 80903          (719) 389-6893  <a href="mailto:careercenter@coloradocollege.edu">careercenter@coloradocollege.edu</a></p>	N	0
11	<p>Colorado Division of Vocational Rehabilitation          Attn: Rob Buzogany          2211 W. Evans Ave.          Denver, CO 80223          (303) 866-2500</p>	N	0
12	<p>Colorado State University -Career Center - Ammons Hall          Attn: Diane Kull          711 Oval Drive          Fort Collins, CO 80523-8008          (970) 491-5707  <a href="mailto:jobs@careermail.colostate.edu">jobs@careermail.colostate.edu</a></p>	N	0
13	<p>Colorado State University - Pueblo          Attn: Michelle Gjerde          2200 Bonforte Blvd.          Pueblo, CO 81001  <a href="mailto:michelle.gjerde@colostate-pueblo.edu">michelle.gjerde@colostate-pueblo.edu</a>          (719) 549-2512          fax (719) 549-2289</p>	N	0
14	<p>Colorado Women's Chamber of Commerce          Attn: Allison Langler          2150 W. 29th Ave., Ste. 325          Denver, CO 80211          (303) 458-0220</p>	N	0

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15	Cross Community Coalition Attn: Lorraine Granado 2332 E. 46th Avenue Denver, CO 80216 (303) 292-3203	N	0
16	Denver Indian Center Attn: Dina Yazzie 4407 Morrison Road Denver, CO 80219 (303) 936-2688 dina@denverindiancenter.org	N	0
17	Division of Workforce Development Attn: Sherry Giron 201 W. Colfax Ave. Denver, CO 80202 (720) 913-1648 fax (720) 913-1652 <a href="mailto:jobs.unit@ci.denver.co.us">jobs.unit@ci.denver.co.us</a>	N	0
18	Executive Women International Attn: Tina Montoya (303) 871-1417 <a href="http://www.ewi-denver.org">www.ewi-denver.org</a>	N	0
19	Hispanic Chamber of Commerce Attn: Phil Rodriguez 924 W. Colfax, Ste. 201 Denver, CO 80204 (303) 534-7783	N	0
20	Hispanic Link News Service Attn: Carlos Ericksen-Mendoza 1420 N. St. N.W. Washington, D.C. 20005 (202) 234-0280 <a href="mailto:carlose@hispaniclink.org">carlose@hispaniclink.org</a>	N	0
21	Investigative Reporters and Editors, Inc. Pia Christensen - Web & Publications Coord. 138 Neff Annex Missouri School of Journalism Columbia, MO 65211 573-884-2175 www.ire.org	N	1
	<a href="http://www.journalismjobs.com">www.journalismjobs.com</a> Attn: Dan Rohn		

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22	Tel. 510-524-2007 dan@journalismjobs.com	N	0
23	La Voz Nueva <a href="mailto:classifieds@lavozeolorado.com">classifieds@lavozeolorado.com</a> 303-936-8556 2885 W 3rd Ave. Denver, CO 80219	N	0
24	LARASA Attn: Lorenzo Chavez 1671 Yosemite St. Denver, CO 80220 (303) 377-9076 <a href="mailto:mlchavez@aol.com">mlchavez@aol.com</a>	N	0
25	Leadership Institute (The) Attn: Billy Parker Steve P.J. Wood Bldg. 1101 North Highland St. Arlington, VA 22201 (703) 247-2000 <a href="mailto:bparker@limail.us">bparker@limail.us</a>	N	0
26	MediaLine Attn: Mark Shilstone P.O. Box 51909 Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com mark@medialine.com	N	0
27	MediaRecruiter.com 20456 E. Orchard Place Centennial, CO 80016 303-400-5150 - office 303-400-5063 - fax <a href="mailto:jim@mediarecruiter.com">jim@mediarecruiter.com</a>	N	0
28	MiCasa Women's Resources Center Attn: Teri Redl 360 Acoma St. Denver, CO 80223-1167 (303) 539-5597 tredl@micasa.org	N	0
29	NATAS Heartland Chapter Attn: Audra Elling 1255 W. Virginia Ave. Denver, CO 80223	N	0

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	303-722-0916		
30	National Association of Black Journalists Attn: Warren Paul 8701-A Delphi Road Delphi, MD 20783-1716 (301) 445-7100 x108	N	0
31	National Association of Broadcasters 1771 N Street, NW Washington, D.C. 20036 <a href="http://www.nab.org">www.nab.org</a> 202-429-5300 Fax: 202-429-4199	N	0
32	National Association of Hispanic Journalists Attn: Leticia Salazar 1000 National Press Building 529 14th St., NW Washington, D.C. 20045-2001 (202) 662-7145 jobbank@nahj.org	N	0
33	National Hispanic Media Coalition Attn: Alex Nogales 2514 S. Grand Ave. Los Angeles, CA 90007 (213) 746-6988	N	0
34	National Lesbian and Gay Journalists Attn: Jason Clement 1420 K Street, NW Suite 910 Washington, DC 20005 (202) 588-9888 jlclement@nlgja.org	N	0
35	National Press Photographers Association Roger Hamer WOWT - JIB Chairman <a href="mailto:rlhamer@hotmail.com">rlhamer@hotmail.com</a> (402) 346-6666 x7273 (402) 233-7888 (fax)	N	0
36	Native American Journalists Association Attn: Ron Walters – Executive Director 555 Dakota St. Al Neuharth Media Center Vermillion, SD 57069 (605) 677-5282 ron@naja.com	N	0

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37	Outside Referrals (Vendors and Advertisers)	N	4
38	Northeast Women's Center Ms. Hazel Whitsett 4821 East 38th Ave. Denver, CO 80207 (303) 355-8436	N	0
39	Ohio Center for Broadcasting Attn: William Homann 1310 Wadsworth, Ste. 1000 Lakewood, CO 80214 placement.Denver@beonair.com	N	0
40	Organization of Chinese Americans 1001 Connecticut Ave., N.W. Suite 707 Washington, D.C. 20036 (202) 223-5500	N	0
41	Radio-Television News Directors Association Attn: Nicole Newsome - Awards & Product Mgr. 1600 K Street, NW, Suite 700 Washington, DC 20006-2838 (202) 467-5208--direct line (800) 80-RTNDA--toll free Website: www.rtnda.org	N	0
42	Red Rocks Community College Attn: Nancy Carlson 13300 W. 6th Ave. Box 10 Lakewood, CO 80228-1255 (303) 914-6389 nancy.Carlson@rrcc.edu	N	0
43	Regis College Attn: Jeremy Lee 3333 Regis Blvd. F-12 Denver, CO 80221 www.regis.edu/careerservices jobs@regis.edu	N	0
44	Talent Agency Referral	N	4
45	TelevisionWeek Attn: Erick Chasko (323) 370-2415 fax (323) 658-6174 <a href="mailto:echasko@crain.com">echasko@crain.com</a>	N	0
	TVSpy.com		

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46	Attn: Steebo Varghese-Sales & Marketing Associate 212-242-8688 www.tvspy.com svarghese@tvspy.com	N	0
47	Tvjobs.com Attn: Mark C. Holliday Broadcast Employment Services, P.O. Box 4116 Oceanside, CA 92052 760-754-8177 fax 760-754-2115 admin@tvjobs.com	N	3
48	University of Colorado @ Boulder Career Services Attn: Colin Kruger 133 UCB Boulder, CO 80309-0133 (303) 492-6541 (303) 492-5723 fax <a href="mailto:hirecu@colorado.edu">hirecu@colorado.edu</a>	N	0
49	University of Colorado @ Denver Career Services Center Attn: Alfonso Valdez Tivoli Student Union, Ste 260 PO Box 173364 Campus Box 138 Denver, CO 80217 (303) 556-2250 (303) 556-4728 fax <a href="mailto:alfonso.valdez@cudenver.edu">alfonso.valdez@cudenver.edu</a>	N	0
50	University of Denver Career Center Attn: Jenna Wilson 2050 E. Evans Ave., Ste. 30 Denver, CO 80208 (303) 871-2150 <a href="http://career.du.edu">career.du.edu</a>	N	0
51	University of Northern Colorado Career Services Attn: Matt Leland Campus Box 58 Greeley, CO 80639 (970) 351-2127 <a href="mailto:matt.leland@unco.edu">matt.leland@unco.edu</a>	N	0
52	Unsolicited - Phone Call, Resume or Application	N	0
53	Urban League Attn: Rod Cowherd 5900 E. 39th Avenue Denver, CO 80207 (303) 388-5861 <a href="mailto:rcowherd@denverurbanleague.org">rcowherd@denverurbanleague.org</a>	N	0
	Women in Cable & Telecommunications (WICT)		

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54	Attn: Robin Burke Zahory 14555 Avion Parkway, Suite 250 Chantilly, VA 20151 703.234.9811 fax: 703.817.1595 <a href="http://www.witc.org">www.witc.org</a>	N	0
55	Women in Film and Video Attn: Meghann Devine 1233 20th St. NW Ste. 401 Washington, D.C. 20036 wifv@hers.com	N	0
	<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>		<b>151</b>

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**III. RECRUITMENT INITIATIVES**

	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
<b>1</b>	<b>Internship Programs</b>	<p>We offer one-semester student internships, for credit, in News, Weather, Sports, Promotions, Community Relations and Sales. Interns gain first-hand experience in a professional broadcast organization and develop the skills needed to obtain employment in the broadcast industry. Selection is based on an application, coursework, experience and references. During the reporting period, 16 students served as interns. They represented both local universities and out of state universities, including: University of Colorado, University of Denver, University of Northern Colorado, Metropolitan State University, and Colorado State University.</p> <p>We offer a paid internship in partnership with the University of Colorado. Selection is based on an application, coursework, experience and references. This internship is a learning opportunity for a student member of a group that is under-represented in television newsrooms. This internship offers a similar experience to the unpaid internship program, but provides a mentoring component. Participants gain a broader experience in how the station operates.</p>
<b>2</b>	<b>Staff Training Programs</b> -Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.	<p>We offer a broad range of training programs to help its staff improve job skills and qualify for higher-level positions. During the reporting period, these programs included the following areas:</p> <p><u>January</u></p> <p>Creativity Series – How to inspire creativity in your job everyday. (Ten Participants)</p> <p>Communication in the Workplace and How to</p>

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	<p>Deal with Difficult People (Two Participants)</p> <p>Avid Editing (70 Participants)</p> <p>Learning PowerPoint (One Participant)</p> <p><u>February</u></p> <p>Creativity Part II – How to inspire creativity in your job each day. (Ten Participants)</p> <p>Sales Turning Prospects into Clients (Ten Participants)</p> <p>Learning the Basics of Live Shots (Ten Participants)</p> <p><u>March</u></p> <p>Creativity Part III – How to inspire creativity in your job each day. (Ten Participants)</p> <p>Legal Risks and Writing for the Web (Ten Participants)</p> <p><u>April</u></p> <p>National Association of Broadcasters Convention (One Participant)</p> <p>Leadership Basics for Operations Management (Ten Participants)</p> <p>Star Sales Training (Two Participants)</p> <p>Promotional Tease Writing Seminar (20 Participants)</p> <p>Sales – What Customers Want You to Know (20 Participants)</p> <p><u>May</u></p> <p>Strategies for On-line Leadership (One Participant)</p> <p><u>June</u></p> <p>Investigative Reporting (One Participant)</p> <p>Winning in News (One Participant)</p> <p><u>July</u></p> <p>Selling Against Cable (One Participant)</p>
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		<p>One Minute Manager (One Participant)  Writing for the Web (Ten Participants)  Unity Conference (One Participant)</p> <p><u>August</u></p> <p>Organization and Time Management (One Participant)  Star Sales Training (30 Participants)</p> <p><u>September</u></p> <p>Backpack Journalist Skills Training (Two Participants)  Axis Graphics (Thirty Participants)  PowerCD Transmitter Training (One Participant)</p> <p><u>October</u></p> <p>Leadership Development (One Participant)  Leading Effectively (Two Participants)  Video Graphics (One Participant)</p>
3	<b>EEO Training</b>	<p>Human Resource Manager conducted many sessions on, hiring, performance management, discrimination issues and employment law. During the reporting period, 20 managers participated in these various sessions.</p>
4	<b>Participation in Programs Relating to Careers in Broadcasting</b>	<p>VP/News Director serves on the CU Journalism Advisory board.</p> <p>VP/News Director hosted 30 students from Lakewood High school Journalism class to discuss careers in broadcasting.</p> <p>VP Community Relations Director spoke in April to 16 University of Denver students about careers in Media.</p> <p>VP Community Relations Director spoke in February to 20 University of Colorado at Denver students about careers in Broadcasting.</p>

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		<p>Assistant News Director spoke in June to students in the Metro State Journalism class.</p> <p>Executive Producer spoke to and provided a tour to women from the PEO about careers in broadcasting.</p>
<p><b>5</b></p>	<p><b>Job Fairs and Career Days</b></p>	<p>June 2008 – VP/News Director spoke to over 300 participants about careers in broadcasting at the Unity conference.</p> <p>June 2008 – VP/Director Community Relations spoke to over 300 participants about careers in broadcasting at the Unity conference.</p> <p>November 2008 – Station hosted “Get Colorado Working” a virtual job fair.</p>
<p><b>6</b></p>	<p><b>Recruitment Outreach to Diverse Populations -</b>  Organizations who we contact regarding upper-level job openings whose membership includes substantial participation of women and minorities.</p>	<p>KUSA/KTVD advertises all upper-level category openings with organizations and websites that focus on minorities and women. They include: Colorado Black Chamber of Commerce, Asian American Journalist Association, Colorado Women’s Chamber of Commerce, Denver Indian Center, Executive Women International, Hispanic Chamber of Commerce, Larasa, MiCasa Women’s Resources Center, National Association of Black Journalists, National Association of Hispanic Journalists, National Hispanic Media Coalition, Native American Journalists Association, Northeast Women’s Center, Organization of Chinese Americans, Women in Cable and Telecommunications, Women in Film and Video For a complete list of organizations that focus on women and minorities please see our Master Recruitment Source List (MRSL).</p>
<p><b>7</b></p>	<p><b>Scholarship Programs –</b>  Participate in scholarship programs designed to assist students interested in pursuing careers in broadcasting.</p>	<p>As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, KUSA/KTVD supports the Emma Bowen Foundation as part of our commitment to grow the next generation of broadcasters and our commitment to creating a diverse workforce. The</p>

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		<p>Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students. The Foundation's program is unlike other intern programs in that students work for a partner company during summers and school breaks from the end of their junior year in high school until they graduate from college. During that five-year period, students learn many aspects of corporate operations and develop company-specific skills. Corporations guide and develop minority students with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as matching compensation to help pay for college tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program.</p>
<p><b>8</b></p>	<p><b>Other Station Efforts –</b>   Encourage individuals to join the broadcast journalism industry.</p>	<p>The KUSA Community Relations Department conducts weekly tours of the station to inform the community of our operations and to offer students the opportunity to learn more about jobs in broadcast journalism. In 2008, we hosted over 100 tours with approximately 20 participants in each group. Groups came from local schools and organizations such as: Rangeview High School, leadership Challenge, Front Range Community College, Cherry Creek High School, Broadcast Professionals, South High School, Ohio Center for Broadcasting, University of Northern Colorado, University of Denver Business School, Arapahoe Community College, CU Journalism School, and Teikyo Loretto Heights University.</p> <p>VP Community Relations Director serves as chair of the Diversity Committee for the Gannett Leadership and Diversity Council</p>