

KBAK/KBFX TV

2010-2011 ANNUAL EEO PUBLIC FILE REPORT

The purpose of this EEO Public File Report (“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 Human Resources Unit that is comprised of the following stations: KBAK/KBFX TV and is required to be placed in the public inspection files of these stations, and posted on their Websites.

The information contained in this Report covers the time period beginning August 1, 2010 to July 31, 2011 (the “Applicable Period”).

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 Stations 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 telephone number;
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; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

ANNUAL PUBLIC FILE REPORT
COVERING THE PERIOD August 1, 2010 - July 31, 2011

Station(s): KBAK and KBFX - TV
 Section I: Vacancy Information

	Full-time Vacancies Filled	Recruitment Source of Hire	Date Position Opened	Date Position Closed	Total # of Interviews for this Vacancy
1	Multi-Media Journalist	Tvjobs.com	7/31/2010	9/16/2010	5
2	Reporter	Employee Referral	7/22/2010	10/4/2010	5
3	Photojournalist	Employee Referral	8/17/2010	10/4/2010	5
4	Photojournalist	Employee Referral	8/17/2010	10/4/2010	5
5	Traffic Assistant	Employee Referral	9/27/2010	10/18/2010	5
6	Account Executive	Employee Referral	8/1/2010	10/18/2010	6
7	Account Executive	Client Referral	8/12/2010	11/15/2010	5
8	Photojournalist	Tvjobs.com	10/28/2010	11/17/2010	5
9	Producer	Tvjobs.com	11/11/2010	12/6/2010	6
10	Producer	Tvjobs.com	1/3/2011	1/18/2010	5
11	Sales Assistant	Business Referral	10/11/2010	1/24/2011	3
12	Production Specialist - Senior	Fisher Website	1/7/2011	2/28/2011	7
13	Anchor/Reporter	Station Website	3/14/2011	4/18/2011	4
14	Account Executive	Employee Referral	2/22/2011	5/31/2011	5
15	Promotions Producer	Internal Candidate	2/24/2011	7/5/2011	6

Total Number of Persons Interviewed during this Period:

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Section II: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total # of Interviewees Referred	Vacancies for Which This Source was Utilized	Did the Source Request the Posting?
1	Alliance for Women in Media - 1760 Old Meadow Road McLean, VA 22102 703-506-6290		9-14	No
2	American Broadcasting School - 4511 SE 29th Street Oklahoma City, OK 73115 405-672-6511 Michelle McConnell		9-14	No
3	Business Careers 1001 4th Ave, Ste 230 Seattle, WA 98154 206-447-7474		9-14	No
4	Business Referral	5	1-14	No
5	Cal State Monterey Bay - Career Development - 100 Campus Center Bldg. 44 Seaside, CA 93955 831-582-3845		1-14	No
6	California State University - Bakersfield Career Development Center - 9001 Stockdale Hwy Bakersfield, CA 93311 661-654-2782		1-14	No
7	California State University - Chico Journalism Department - Tehama Hall 207 Chico, CA 95929 530-898-4779 Glen Bleske		9-14	No
8	Career Services Center 5121 Stockdale Highway, Ste 100 Bakersfield, CA 93309	5	1-8	No
9	Centro Latino Americano - 944 West 5th Ave Eugene, OR 97402 541-687-2667 Roxanne Franco		9-14	No
10	City University - Career Planning & Placement - 11900 NE First St. Bellevue, WA 98005 425-709-7606 Stephanie Mapelli		9-14	No
11	Central Wasington University - Career Center - 400 E University Way Ellensburg, WA 98926 509-963-2446 Noella Wyatt		9-14	No
12	Central Washington University - Dept of Comm - 400 E University Way Ellensburg, WA 98926 509-963-2446 Robert Fordan		9-14	No

13	Central Washington - Employer Recruitment - 400 E University Way Ellensburg, WA 98926 509-963-2446		9-14	No
14	Central Washington University - Film & Video Studies - 400 E University Way Ellensburg, WA 98926 509-963-2446 Michelle Ogden		9-14	No
15	Colorado Broadcasters Association - P.O. Box 2369 Breckenridge, CO 80424 970-547-1388		1-14	No
16	Confederated Tribes - 1245 Fulton Ave Coos Bay, OR 97420 541-888-9577 Tim Cummins		9-14	No
17	Craigslist - 1381 9th Ave San Francisco, CA 94122 800-664-0633	1	9-14	No
18	Department of Labor - Idaho - 317 W Main Street Boise, ID 83735 208-332-3570		9-14	No
19	Eastern Washington University - Media & Film - 104 RTV Building Cheney, WA 99004 509-359-6390 Pam Bumpas		9-14	No
20	Edmonds Community College - 20000 68th Ave W Lynwood WA 98036 425-640-1808		9-14	No
21	Employment Security Department - Worksource- 1530 Stevens Walla Walla, WA 99362 509-527-1811		9-14	No
22	The Evergreen State College - 2700 Evergreen Parkway Olympia, WA 98505 360-867-6000		9-14	No
23	Fisher Website www.fsci.com	8	1-14	No
24	Gonzaga University - Career Center - 502 East Boone Ave Spokane, WA 99258 509-328-4220		9-14	No
25	Grays Harbor College - 1620 Edward P Smith Drive Aberdeen, WA 98520 360-532-9020		9-14	No
26	Green River Community College - 12401 SE 320th Street Auburn, WA 98092 253-833-9111		9-14	No
27	Heritage University - 3240 Fort Road Toppenish, WA 98948 888-272-6190		9-14	No

28	Illinois Center for Broadcasting - 455 Eisenhower Ln S, Ste 200 Lombard, IL 60148 630-916-1700 Dave Cogozzo		9-14	No
29	indeed.com	1	N/A	No
30	Internal Candidate	5	1-14	No
31	International Women's Media Foundation - 1625 K Street NW, Ste 1275 Washington, DC 20006 202-496-1992		9-14	No
32	ITT Technical Institute - 12720 Gateway Drive, Ste 100 Seattle, WA 98168 206-244-3300 Julie Wiese		9-14	No
33	KBAK Employee Referrals	17	1-14	No
34	Kern County Hispanic Chamber of Commerce 1401 19th Street, Suite 110 Bakersfield, CA 93301		1-14	No
35	Kern County Hispanic Chamber of Commerce - 231 H Street Bakersfield, CA 93304 661-633-5495 Beth Carter		9-14	No
36	Lake Washington Technical College - 11605 132nd Ave NE Kirkland, WA 98034 425-739-8100		9-14	No
37	Lane Community College - Career & Employment Services - 4000 East 30th Ave Eugene, OR 97405 541-463-3000 Teresa Hughes		9-14	No
38	Lane Community College - Media Arts & Technology - Employment Services - 4000 East 30th Ave Eugene, OR 97405 541-463-3000		9-14	No
39	Latino Journalists of California cimperial@kchcc.org		1-8	No
40	Laurel Hill Center - 2145 Centennial Plz Eugene, OR 97401 541-485-6340		9-14	No
41	Media Line - P.O. Box 51909 Pacific Grove, CA 93950 800-237-8073		1-14	No
42	National Association of Hispanic Journalists - 529 14th St, Ste 1000 Washington, DC 20045 202-662-7145 Joseph Torres		1-8	No
43	National Hispanic Media Coalition - 2514 S Grand Ave Los Angeles, CA 90007 213-743-6988		1-14	No

44	National Lesbian and Gay Journalists - 2120 L St NW, Ste 850 Washington, DC 20037 202-906-9885		1-14	No
45	NW Asian Weekly & Seattle Chinese Post - 412 Maynard Ave S Seattle, WA 98104 206-223-5559 Carol Vu		9-14	No
46	Northwest Employment Listings - 9315 Gravelly Lake Rd, Ste 204 Lakewood, WA 98499 253-588-6187 Tina Hathaway		9-14	No
47	Oregon Association of Broadcasters - 7150 SW Hampton St Portland, OR 97223 503-443-2299 Bill Moore		1-8	No
48	Oregon Employment Department - 875 Union St. NE Salem, OR 97311 800-237-3710		9-14	No
49	Pacific Lutheran University - 12180 Park Avenue S Tacoma, WA 98447 253-531-6900		9-14	No
50	Portland State University - 1825 SW Broadway Portland, OR 97201 503-725-30000		1-14	No
51	Seattle Central Community College - Woman's Programs - 1701 Broadway Seattle, WA 98122 206-587-3800		9-14	No
52	Seattle University - Albers Placement Center - 900 Broadway, Pigott 331 Seattle, WA 98122 206-296-5687 Carla Blaschka		9-14	No
53	Seattle University - Career Services - 900 Broadway Seattle, WA 98122 206-296-5687		9-14	No
54	Seattle University - Communications Department 900 Broadway Seattle, WA 98122 206-296-5687 Jeff Philpott		9-14	No
55	South Seattle Community College - Career Services - 6000 16th Ave SW Seattle, WA 98106 206-762-3980		9-14	No
56	Station Web Site www.bakersfieldnow.com	13	1-14	No
57	The Art Institute of Portland - 1122 NW Davis Street Portland, OR 97209 503-228-6528 Tafflyn Williams		9-14	No

58	The Art Institute of Seattle - Video Production - 2323 Elliot Ave Seattle, WA 98121 206-239-2337 Don Schaab		9-14	No
59	The Art Institute of Seattle - 2323 Elliot Ave Seattle, WA 98121 206-239-2337 Jennifer Abramski		9-14	No
60	The Imagen Foundation - 18034 Ventura Boulevard, Ste 261 Encino, CA 91316 626-376-9751		9-14	No
61	The Leadership Institute - 1101 N Highland Street Arlington, VA 22201 703-247-2000		9-14	No
62	TV Jobs.com - P.O. Box 4116 Oceanside, CA 92502 877-988-9808 Mark Halloway	22	1-14	No
63	U of O - Career Center - 1585 E 13th Ave Eugene, OR 97403 541-346-1000		1-14	No
64	U of O - School of Journalism - 1585 E 13th Ave Eugene, OR 97403 541-346-1000 Bill Morrill		9-14	No
65	USC - School for Communication & Journalism - Los Angeles, CA 90089 213-740-2311		9-14	No
66	UW Career Center - Box 353740 Seattle, WA 98195 206-543-8860		9-14	No
67	UW - Communications Undergrad Advising - Box 353740 Seattle, WA 98195 206-543-8860 Diana Smith		7-9	No
68	Utah Broadcasters Association - 1600 S Main Street Salt Lake City, UT 84115 801-486-9521		1-8	No
69	Washington State Association of Broadcasters - Job Bank - 724 Columbia St. NW, Ste 310 Olympia, WA 98501 360-705-0774		9-14	No
70	Washinton Vocational Services - 22316 70th Ave W, Ste D Mountlake Terrace, WA 98043 425-774-3338 P. Bouwer		9-14	No
71	Western Washington Indian Employment - 3701 6th Ave #4 Tacoma, Wa 98406 253-879-9066		9-14	No

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Section III: Narrative Description of Initiatives undertaken during this year. (Include dates of job-fairs, names of station employees who attended and short description of activities that occurred, etc.)

COMMUNITY EVENTS:

* *29 Eyewitness News Weather Forecaster Aaron Perlman* continues with great success his program "The Weather Road Show" promoting and educating students throughout the school year. His program educates students on Weather and promotes education in the field of Broadcasting.

This program ran each month for the 9-month school year of September - May.

INTERNSHIPS:

* News Department and Promotions Department Internship Program: Recruits from Community Colleges, State Universities
The station has no more than 4 interns in any one department and the internship typically runs 3-4 months long.

During this reporting time frame the station had six (6) interns: five (5) for News and one (1) in Promotions

SCHOLARSHIPS:

Fisher Communications, Inc. is committed to a diverse workforce. In conjunction with higher educational institutions, Fisher provides annual scholarships for minority college students majoring in Broadcasting, Journalism or Marketing through the Fisher Scholarship for Minorities and the Thomas Durgan Minority Scholarship funds. Station assists in the recruiting and interviewing process of scholarship candidates.

KBAK/KBFX TV are represented by their VP, GM on the board of the Kern County Broadcasters Association, and participate on the scholarship committee. Scholarship recipients have careers in the broadcasting field and are rewarded dollars to assist them in furthering their education. During this period, KBAK/KBFX had one scholarship recipient.

JOB FAIRS:

The station had attendees at one job fair during this timeframe; Bakersfield College Annual Job Fair (April 6, 2011)

The station was represented at one job fair and one internship fair during this timeframe: Western Washington University Career Fair (February 10, 2011) and Seattle University Internship Fair (February 3, 2011). Both fairs were attended by Anita Bozanich, HR Generalist for Fisher Communications, Inc.