

KVAL TV/KCBY TV/KPIC TV

2008 – 2009 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 Employment Unit that is comprised of the following stations: KVAL TV, KCBY TV and KPIC 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 September 30, 2008 to September 23, 2009 (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 9/30/08 – 9/23/09**

Station(s): **KVAL, KCBY, KPIC**

Section I: Vacancy Information

	Full-time Vacancies Filled	Recruitment Source of Hiree	Total # of Interviewees for this Vacancy
1	N08-18 News Producer Posted:9-18-08 Filled:10-20-08	Kval.com	3
2	P08-19 Production Assistant Posted: 10/3/08 Filled: 10/20/08	Kval.com	4
3	N08-20 News – One Person Band Posted:10/17/08 Filled:12/29/08	Media Line	4
4	N08-22 News Producer Posted: 11/8/08 Filled: 12/1/08	Kval.com	3
5	N08-23 News Producer/Reporter Posted:12/19/08 Filled:1/23/09	Kval.com	3
6	S08-24 Account Executive Posted:12/29/08 Filled:2/11/09	Indeed.com	4
7	N09-02 Chief Meteorologist Posted:1/13/09 Filled: 3/9/09	Kval.com	4
8	N09-03 News Producer Posted: 5/4/09 Filled: 6/11/09	Kval.com	4
9	N09-05 News Producer/Editor Posted:6-24-09 Filled:9/14/09	Kval.com	6
10	N09-06 News Producer/ Editor/Photojournalist Posted:8/6/09 Filled: 9-7-09	Kval.com	3
11	C1-09 Creative Services Manager Posted: Posted:4/11-09 Filled:6-5-09	Fisher Website	3
12	N2-09 News Anchor/Reporter Posted:4/11/09 Filled:6/23/09	Fisher Website	1
13	N3-09 News Anchor/Reporter Posted:7/30/09 Filled:8/31/09	Fisher Website	3
14	C2-09 Creative Producer Posted:4/11/09 Filled:5/26/09	Fisher Website	1

Total number of persons interviewed during this period: 46

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**Section II: Recruitment Source Information – Those who requested to be notified of all vacancies are highlighted in bold.
There is only one.**

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total # of Interviewees Referred	Vacancies for Which This Source Was Utilized¹
1	KVAL.com Job Opportunities Contact: Anne Olson (541) 342-4961	18	1(2), 2(3), 3(1), 4(3), 5(1), 6(1), 7(3), 8(2), 9(1), 10(1), 11, 12, 13
2	Unsolicited or Unknown Source		
3	Tvjobs.com (e-mail only)	11	1(1), 2(1), 3(2), 4, 5(1), 6, 7(1), 8(1), 9(3), 10(1), 11, 12, 13
4	Media Line P.O. Box 51909 Pacific Grove, CA 93950 Contact: Mark Shilstone	4	1, 2, 3(1), 4, 5(1), 6, 7, 8(1), 9(1), 10(1), 11, 12, 13
5	Indeed.com (email only)	1	6(1)
6	KCBY-TV 3451 Broadway N. Bend, OR 97459 Contact: Ken Croes		1-13

SECTION II (Continued)

¹ List jobs by the numbers used in Section I. Indicate the number of interviewees referred by this source in parentheses after each job number.

7	Oregon Association of Broadcasters Oab.com (e-mail only) Contact: Bill Johnstone		1-13
8	University of Oregon Career Center P.O. Box 3257, Eugene, OR 97403	1	1-13 9(1)
9	Lane Community College – LCC Job Placement Center – Eugene,OR Contact: Lori Hall		1-13
10	The Leadership Institute Contact: Jim Cromwell 1101 N Highland St., Arlington, VA 22201		1-13
11	KBCI-TV Contact: Steve Ringer P.O. Box 2, Boise, ID 83707 1-208-336-5222		1-13
12	KPIC-TV Contact: Connie Williamson 655 W. Umpqua, Roseburg, OR 97470 1-541-672-4481		1-13
13	KATU Television Contact: Stephanie Fredrickson P.O. Box 2, Portland, OR 97207		1-13
14	KOMO-TV Contact: Sherry Pelletier 140 Fourth Ave. N., Seattle, WA 98109		1-13
15	KIMA-TV Contact: Ken Messer 2801 Terrace Hgts. Rd., Yakima, WA 98901	1	1-13 10 (1)
16	KEPR-TV P.O. Box 2648, Tri-Cities, WA 99302		1-13
17	KIDK-TV 1255 E. 17 th St., Idaho Falls, ID 83401		1-13
18	KLEW-TV Contact: Fred Fickenworth P.O. Box 615, Lewiston, ID 83501		1-13
19	Fisher Radio Seattle Contact: Sherry Pelletier 140 Fourth Ave.N., Suite340, Seattle, WA 98109		1-13
20	Lane Community College Contact: Teresa Hughes Media Arts & Technology 4000 E. 30 th Ave., Eugene, OR 97405		1-13
21	Washington State University Career Center Pullman, WA 99164-1018		1-13

22	Washington State University Contact: Dr. Glenn Johnson Communications Dept: Pullman, WA 99164-2520		1-13
23	Mt. Hood Community College Contact: Kathy Lippincott Job Placement Center 26000 SE Stark, Portland, OR 97030		1-13
24	Oregon State Employment Office Workforce Network Contact: Stephanie Mathews 2510 Oakmont Way, Eugene, OR 97401	1	1-13 6(1)
25	Confederated Tribes Contact: Ellen Hansen 1245 Fulton Ave., Coos Bay, OR 97420		1-13
26	Centro Latino Americano Contact: Meadow Goldman 944 W. 5 th Ave., Eugene, OR 97402		1-13
27	Asian American Journalist Assoc. post@aja (e-mail only) 1182 Market St., San Francisco, CA 94115		1-13
28	Office of Multicultural Affairs Contact: Randy Choy 1255 University of Oregon, Eugene, OR 97403-1255		1-13
29	National Assoc. of Hispanic Journalists Contact: Grace Lopez jobbank@nahj.org , 1193 National Press Bldg., Washington, DC 20045		1-13
30	U of O National Assoc. of Black Journalists Contact: Lawrence Gillispie/Dominique Beaumonte Black Student Union, ERB Memorial Union Suite25, University of Oregon, Eugene, OR 97403		1-13
31	Laurel Hill Center Contact: Vern Arne 2195 Centennial Plaza, Eugene, OR 97401		1-13
32	American Assoc. of University Women 2815 Coburg Road, Eugene, OR 97401		1-13

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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, short description of activities that occurred, etc.)

Initiative: Fisher Broadcasting Minority Scholarship (Activity Classification #7)

Date of Activity: May and June 2009

Description of Activity: Since 1987 Fisher Broadcasting Company has sought to attract minority students into careers in broadcasting with annual scholarships. Fisher's interest in minority broadcasting students goes back many years and has included training programs in technical areas and on-air. As a result of this nurturing environment, minority employees have made numerous contributions to the standards of excellence, which have come to personify Fisher Broadcasting and strengthen the diversity of our workplace.

A selected committee of employees from each station reviews the applications and selects the candidate(s) they feel show a need for the scholarship as well as an interest in broadcasting. In addition to receiving the scholarship some of the recipients also take an internship at one of the stations, depending on their area of interest (Radio or Television).

Barbara Schoener, Business Manager/HR Manager for KVAL TV, KCBY TV and KPIC TV represents the stations on the Scholarship Committee.

Initiative: Lane ESD Youth Career Fair (Activity Classification #1)

Date: February 10, 2009

Location: Lane County Youth Career Fair at Lane Events Center

Name of Station Personnel who represented the group: Paul Greene, Wade Hughes, Jane Chase, Tia Merwin, Colby Huling, Todd Wylie, Amanda Bloomer, Al Peterson, Joe Raineri, Tom Ward, Molly Blancett, Jennifer Winters, Kim Quintero, David Walker, Michael Macemon, Michele Novak. Greene, Hughes, Raineri, Ward have substantial responsibility in hiring decisions for their respective departments.

Participant Information – 72 booths including LCC, U of O, Northwest Community Credit Union, PeaceHealth, Pinnacle Healthcare, Seneca Sawmill, Armed Services, City of Eugene, Register Guard, Lanz Cabinets, LTD, etc.

Attendant Information – Attended by over 2000 Lane County high school/college youth and area employers. Marketed through Lane Education Service District, Lane County Human Resource Association, Eugene Area Chamber of Commerce, Lane Workforce Partnership, Lane Community College and Lane County School Districts.

What did station personnel actually provide and do for this event – KVAL-TV sponsored the event via a Public Service Campaign, personnel manned a KVAL booth answering television career questions asked by attending youth who needed to ask a question to get their passport stamped, and provided for viewing all current Fisher-wide job openings as well as Job Descriptions for all positions within KVAL-TV. Media United Against Drugs leaflets were available for youth to take home. KVAL Community Relations Director, Anne Olson, worked with the Lane ESD representative to produce a spot which recruited both business and job seekers to attend the Job Fair. KVAL was the only media sponsor. This is a major event whose success is in no small part directly attributable to the contribution provided by the Public Service Announcements created and run by this station.

Initiative: Internships at KVAL TV (Activity Classification #5)

Date of Activity: October 2008 through September 2009

Description of Activity: Thirteen journalism students from the University of Oregon interned in the News and Sports Departments. Natasha Chugtai is responsible for the intern program.

Initiative: Job Expo and Career Fair (Activity Classification #1)

Date: April 16, 2009

Location: Southwestern Oregon Community College

Names of station personnel who represented the group: Sonja Flowers, Tim Novotny(News Director – responsible for hiring decisions for his dept.), Kristina Nelson, Nicole Plascencia, Erica Rush

Participant Information – Local and regional firms.

Attendant Information: Primarily Coos County job seekers.

What did station personnel actually provide and do for this event: \$1500 advertising campaign (free), on-site booth with job fair information and door prizes, public address announcements and provided career information for the broadcast industry.