

KVAL TV, KPIC TV, KCBY 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 EEO Rule. This Report has been prepared on behalf of the Station Human Resources Unit that is comprised of the following stations: KVAL TV, KPIC TV, KCBY 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 22, 2010 to September 21, 2011 (the “Applicable Period”).

The FCC’s 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.

EEO Public File Report							
Covering the period from September 24, 2010 through September 22, 2011							
Station Employment Unit: KVAL TV, KPIC TV, and KCBY TV							
Positions Filled by Job Title	Date Job Posted	Date Job Filled	Job Posting #	Recruitment source of Hiree	Total Number of Interviewees from all sources for this position		
Account Executive	1/4/2011	4/20/2011	KVAL-S11-2	Fisher Website	5		
Account Executive	4/14/2011	5/11/2011	320	Fisher Website	5		
News Director	8/17/2010	7/18/2011	KVAL-N10-16	smartrecruit/Dolan Media	6		
Multi Media Journalist	12/8/2010	2/28/2011	KVAL-N10-20	Fisher Website	4		
Receptionist	11/30/2010	1/10/2011	KCBY-10-05	Fisher Website	5		
Traffic Assistant	12/23/2010	1/19/2011	KVAL-T10-1	Employee Referral	7		
Reporter	11/11/2010	12/15/2010	KVAL-N10-19	TVJobs	6		
Producer	10/5/2010	12/20/2010	KVAL-N10-17	TVJobs	5		
Anchor/Reporter	8/16/2010	1/10/2011	KCBY-10-04	Fisher Website	5		
Multi Media Journalist (3 positions)	6/2/2011	7/25/2011 (2) & 8/29/2011	364, 365, 413	TVJobs, TVJobs, Internal Promotion	10		
Administrative Assistant	7/21/2011	8/29/2011	408	Fisher Website	7		
Total Number of Persons Interviewed:					65		

**Annual EEO Public File Report Form
Covering Period from September 23, 2010 through September 22, 2011
Station(s) Comprising Station Employment Unit: KVAL TV, KPIC TV and KCBY TV**

#	Organization	Recruitment Source							Number of INTERVIEWEES	Did source request post
		Contact	Address	City	State	Zip	Phone #	email		
1	Agent Referral Alliance for Women in Media	Various	Various	n/a	n/a	n/a	n/a	n/a	N/A	
2	American Broadcasting School	Michelle McConnell	1760 Old Meadow Road	McLean	VA	22102	(703) 506-6290	info@awit.org	NO	
3	AMFM Jobs	Various	4511 SE 29th Street P.O. Box 4116	Oklahoma City	OK	73115	(405) 672-6511	michelle@radioschool.com	NO	
4	Asian American Journalists Association	Various	1182 Market Street	Oceanside	CA	92052	(760) 754-8177	info@amfmjobs.com	NO	
5	b-roll.net	Antonio Salas	1623 D St. NE	San Fran	CA	94102	(415) 346-2051	naif@roll@aala.org	NO	
6	Business Careers	Kevin Johnson	1001 4th Ave. Suite 230	Washington	DC	20002	(800) 443-0697	n/a	NO	
7	Cal State Monterey Bay - Career Development	Various	100 Campus Center Bldg	Seaside	CA	93955	(831) 582-3845	career_development@csymb.edu	NO	
8	California Chicano News	Julio Moran	3502 Watt Way, ASC	Los Angeles	CA	90089	(213) 740-5263	ccnmailinfo@ccnma.org	NO	
9	California State University - Bakersfield Career Development Center	Various	9001 Stockdale Hwy	Bakersfield	CA	93311	(661) 654-2782	career@csusb.edu	NO	
10	California State University - Chico Journalism	Glen Blaske	Tehama Hall 207	Chico	CA	95929	(530) 898-4779	gblaske@csuchico.edu	NO	
11	Department	Various	200 N. LaSalle St. Suite 1100	Chicago	IL	60601	(773) 527-3600	n/a	NO	
12	careerbuilder.com	Robert Fordan	MS 7438	Ellensburg	WA	98926		fordanr@cwu.edu	NO	
13	Central Washington University - Dept of Comm	Noella Wyatt	400 E. University Way	Ellensburg	WA	98926	(509) 963-2446	noella.wyatt@cwu.edu	NO	
14	University - Career Center	Andrew Burgess	944 W 5th Ave	Eugene	OR	97402	(541) 687-2667	draw@centralinamerican.org	NO	
15	Centro Latino Americano City University - Career Planning & Placement	Stephanie Mapelli	11900 NE First St.	Bellevue	WA	98005	(425) 709-7606	evan-rojas@cityu.edu	NO	
16	Colorado Broadcasters Association	Various	PO Box 2369	Breckenridge	CO	80424	(970) 547-1388	cbroadcasters@earthlink.com	NO	
17	Collective Talent	Various	26150 Hersheyvale	Franklin	MI	48025	(248) 737-257	web	NO	
18	Confederated Tribes	Tim Cummins	1245 Fulton Ave	Coos Bay	OR	97420	(541) 888-9577	tcummins@ctclusi.org	NO	
19	Craigslisf	Various	1381 9th Ave	San Francisco	CA	94122	(800) 664-0633	web	NO	
20	Eastern Washington University - Media & Film	Pam Bumpas	104 RTV Building	Cheney	WA	99004	(509) 359-6390	pbumpas@ewu.edu	NO	
21	Edmonds Community College	Various	20000 68th Ave W	Lynnwood	WA	98036	(425) 640-1808	careeractioncenter@edcc.edu	NO	
22	El Mundo Communications, Inc.	Louis Alvarez	PO Box 2231	Wenatchee	WA	98807	(509) 663-5737	classifieds@elmundous.com	NO	
23	Employee Referral	Various	n/a	n/a	n/a	n/a	n/a	n/a	N/A	
24	Employment Security Department - Worksource	J. Hewitt	1530 Stevens, PO Drawer H	Walla Walla	WA	99362	(509) 527-1811	jhe Witt@esd.wa.gov	NO	
25	Entertainment Careers	Various	914 So Barrington Ave	Los Angeles	CA	90049	n/a	entertainmentcareers.net	NO	
26	Fisher Communications Website	Anita Bozanich	100 4th Ave N #510	Seattle	WA	98109	(206) 404-6732	aboza nitch@fscf.com	NO	
27	Grays Harbor College	Various	1620 Edward P Smith Drive	Aberdeen	WA	98520	(360) 532-9020	pfoshaug@ghc.edu	NO	
28	Green River Community College	Various	12401 SE 320th Street	Auburn	WA	98092	(253) 833-9111	kfrsch@greenriver.edu	NO	
29	Heritage University	Various	3240 Fort Road	Toppenish	WA	98948	(888) 272-6190	sanchez. @heritage.edu	NO	
30	HlsAir.net	Various	PO Box 307	Duplessis	LA	70728	(225) 744-3524	jobs@hlsair.net	NO	

Recruitment Source										Number of INTERVIEWEES	Did source request post
#	Organization	Contact	Address	City	State	Zip	Phone #	email			
32	indeed.com	Various	177 Broad Street, 6th	Stamford	CT	6901	(203) 328-2691	n/a		1	NO
33	Industry Referral	Various	n/a	n/a	n/a	n/a	n/a	n/a		2	N/A
34	Internal Candidate	n/a	n/a	n/a	n/a	n/a	n/a	n/a		3	N/A
35	International Women's Media Foundation	Various	1625 K Street NW, Ste 1275	Washington	DC	20006	(202) 496-1992	info@wmf.org			
36	ITT Technical Institute	Julie Wiese	12720 Gateway Drive, Ste 100	Seattle	WA	98168	(206) 244-3300	klwashington@it-tech.edu			
37	Kern County Hispanic Chamber of Commerce	Beth Carter	231 H Street	Bakersfield	CA	93304	(661) 633-5495	commercial@kchcc.org			
38	La Raza del Noroeste Lake Washington Technical College	Alvaro Guillen	1213 California Street	Everett	WA	98201	(425) 673-6633	advertise@NuestroHoroeste.com			NO
39	Lane Community College - Career & Employment Services	Various	11605 132nd Ave NE	Kirkland	WA	98034	(425) 739-8100	job.placement@lwc.edu			
40	Lane Community College - Media Arts & Technology - Employment Services	Teresa Hughes	4000 East 30th Ave	Eugene	OR	97405	541-463-3000	hughes@laneccc.edu			
41	Laurel Hill Center	Various	4000 East 30th Ave	Eugene	OR	97405	541-463-3000	studentjobs@laneccc.edu			
42	Media Line	Various	2145 Centennial Plz	Eugene	OR	97401	541-485-6340	vem@laurel.org			
43	Monster.com	Various	P.O. Box 51909	Grove	CA	93950	800-237-8073	medialine@medialine.com			NO
44	National Association of Broadcasters Job Board	Various	5 Clock Tower Place	Maynard	MA	1754	(978) 461-8000	n/a			NO
45	National Association of Hispanic Journalists	Various	1771 N. Street NW	Washington	DC	20036	(202) 429-5300	nab@nab.org			NO
46	National Hispanic Media Coalition	Joseph Torres	529 14th St., Suite 1000	Washington	D.C.	20045	(202) 662-7145	nahj@nahj.org			NO
47	National Lesbian and Gay Journalists	Alex Nogales	2514 S. Grand Ave.	Los Angeles	CA	90007	(213) 743-6988	nlmg@gztec.net			NO
48	Northwest Employment Listings	Various	2120 L St NW, Ste 850	Washington	DC	20037	202-906-9888	info@nlglje.org			
49	NW Asian Weekly & Seattle Chinese Post	Tina Hathaway	9315 Gravelly Lake Rd, Ste 204	Lakewood	WA	98499	253-588-6187				
50	Oregon Association of Broadcasters	Carol Yu	412 Maynard Ave. S.	Seattle	WA	98104	(206) 223-5559	info@nwasiaweekly.com			NO
51	Outreach Email	Bill Moore	7150 SW Hampton St	Portland	OR	97223	503-443-2299				
52	Pacific Lutheran University	Various	n/a	n/a	n/a	n/a	n/a	n/a		1	N/A
53	Portland State University	Various	12180 Park Avenue S	Tacoma	WA	98447	253-531-6900	herberam@plu.edu			
54	Puget Sound Help Wanted	Various	1825 SW Broadway	Portland	OR	97201	503-725-3000	careerconnect@pdx.edu			
55	Puget Sound Radio & Broadcasters Association	Various	9100 E Panorama Dr	Englewood	CO	80112	800-365-8630	pugetsoundhelpwanted.com			NO
56	Rick Gevers	Various	P.O. Box 9392	Seattle	WA	98109	(206) 829-8418	info@psrba.org			NO
57	Seattle 24 x 7 Jobs	Rick Gevers	P.O. Box 577	Zionsville	IN	46077	(317) 769-7900	rick@rickgevers.com			NO
58	Seattle Central Community College - Woman's Program	Various	n/a	n/a	n/a	n/a	n/a	jobs@Seattle24x7.com			NO
59	Seattle Placement Center	Various	1701 Broadway	Seattle	WA	98122	206-587-3800	womensprograms@sccd.ctc.edu			
60	Seattle Communications Department	Carla Blaschka	900 Broadway, Pigott 331	Seattle	WA	98122	(206) 296-5687	pc-ASBE@seattleu.edu			NO
61	Smart Recruit/Dolan Media Management	Jeff Philpott	900 Broadway	Seattle	WA	98122	(206) 296-5342	philpot@seattleu.edu			NO
62		Tom Dolan	3 North Court Street	Frederick	MD	21701	(301) 668-1511	tdolan@smartrecruit.com		6	

#	Organization	Recruitment Source				State/Zip	Phone #	email	Number of INTERVIEWEES	Did source request post
		Contact	Address	City						
63	South Seattle Community College - Career Services	Various	6000 16th Ave SW	Seattle	WA	98106	(206) 762-3980	klane@sccd.ctc.edu		
64	Spots N Dots	Various	1635 Old Highway 41 NW, Suite 112-338	Kennesaw	GA	30152	(888) 884-2630	ads@spotndots.com	NO	
65	The Art Institute of Seattle	Jennifer Abramski	2323 Elliot Ave.	Seattle	WA	98121	(206) 239-2337	abramski@aii.edu	NO	
66	Video Production	Don Schaab	2323 Elliot Ave.	Seattle	WA	98121	(206) 239-2337	schaabd@aii.edu	NO	
67	The Evergreen State College	Wendy Freeman	2700 Evergreen Parkway NW	Olympia	WA	98505	(360) 867-6000	freemanw@evergreen.edu	NO	
68	The Evergreen State College - Career Center		2700 Evergreen Parkway NW	Olympia	WA	98505	(360) 867-6000	careerdevelopment@evergreen.edu	NO	
69	The Imagen Foundation	Various	18034 Ventura Boulevard, Ste 261	Encino	CA	91316	626-376-9751	info@imagen.org		
70	The Leadership Institute	Various	1101 N Highland Street	Arlington	VA	22201	703-247-2000	molshfski@lilmail.us		
71	Tu Decides	Albert	7601 W. Clearwater Ave. Ste. 407	Kennwick	WA	99336	(509) 591-0495	albert@TuDecidesMedia.com	NO	
72	TV Jobs.com	Mark Holloway	P.O. Box 4116	Oceanside	CA	92052	(877) 988-9808	mskvh@tvjobs.com	NO	
73	U of O - Career Center	Various	1585 E 13th Ave	Eugene	OR	97403	541-346-1000	jobs@uoregon.edu		
74	U of O - School of Journalism	Bill Morrill	1585 E 13th Ave	Eugene	OR	97403	(541) 346-1000	bmorrill@uoregon.edu		
75	U of W - Communications Undergrad Advising	Diana Smith	Box 353740, University of Washington	Seattle	WA	98195	(206) 543-8860	dsmith@u.washington.edu	NO	
76	Utah Broadcasters Association	Various	1600 S Main Street	Salt Lake City	UT	84115	801-486-9521	dale@utabroadcasters.com		
77	Washington State Association of Broadcasters	Sandie	724 Columbia St. NW, Suite 310	Olympia	WA	98501	(360) 705-0774	sandiewsab@earthlink.net	NO	
78	Washington Vocational Services	P. Bouwer	22316 70th Ave. W., Suite D	Mountlake Terrace	WA	98043	(425) 774-3338	pbouwer@wvs.org	NO	
79	Whitworth College Career Planning & Placement	Gordon Jacobson	300 W. Hawthorne Rd., MS 4309	Spokane	WA	99251	(509) 777-1000	careerservices@whitworth.edu	NO	
80	Word of Mouth	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4	
81	Worksource	Benjamin Castilla	919 SW Grady Way, Suite 125	Renton	WA	98057	(206) 205-3504	bcastilla@hotmail.com	NO	
82	WSU - Edward R. Murrow School of Communications	Glenn Johnson	226 Murrow Center	Pullman	WA	99164	(509) 335-3068	gljohns@wsu.edu	NO	
83	WWU - Career Services Center	Tina Loudon	Western Washington University	Bellingham	WA	98225	(360) 650-3240	careers@wwu.edu	NO	
84	WWU - Dept. of Communications	Ann Dwyer	Western Washington University	Bellingham	WA	98225	(360) 650-3870	ann.dwyer@wwu.edu	NO	
								Total	65	

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION(S)

Stations Claiming Credit: KVAL TV

Type of Activity under new EEO Rule: Participation in events sponsored by educational institutions relating to career opportunities in broadcasting.

Date of Station Participation: Period from September 22, 2010 through September 21, 2011

Participating KVAL Employees:

Michelle Novak, Photojournalist, November 2010, February 2011

Kelly Lyon, Production Assistant, November 2010, February 2011

Wade Hughes, Production/Creative Services Manager, November 2010

Paul Greene; Operations Manager; February 2011

Paul Greene; Operations Manager; February 2011

Shelley Kurtz, Anchor, January 2011

Host/Sponsor of Activity:

Lane Community College, November 2010

Lane Community College, November 2010

Lane Community College, February 2011

Lane Community College, February 2011

Fairfield Elementary School, February 2011

Oak Hill School, January 2011

Brief Description of Activity and Station Participation

- Conducted a workshop on lighting at Lane Community College - Fundamentals of Lighting class. 15 students in the class and the sponsoring instructor was Teresa Hughes. (November 2010, February 2011)
- A class of 6 students hosted by instructor Teresa Hughes, from Lane Community College visited the station and observed the studio production of an out of house client renting our studio. (November 2010)
- A class of 7 students from Lane Community College's School of Broadcast Production took a tour of KVAL and observed how the 12 pm news is produced and broadcasted. (February 2011)
- 6 Cub Scouts from Fairfield Elementary School toured KVAL and learned about broadcasting to earn a communications badge. (February 2011)
- 12 students from Oak Hill School on an exchange trip from South Korea received a tour of KVAL and learned about broadcasting industry in the US. (January 2011)

Upper Level Job Postings

The station posts all upper level job openings with job banks aimed at groups with substantial participation of women and minorities. During this specific period, the position of **News Director** was posted at Alliance for Women in Media, National Lesbian and Gay Journalists, California Chicano News Media Association, Centro Latino Americano, Confederated Tribes, International Women's Media Foundation, Kern County Hispanic Chamber of Commerce and NW Asian Weekly & Seattle Chinese Post.

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION(S)

Stations Claiming Credit: KVAL TV

Type of Activity under new EEO Rule: Participation in & Co-sponsoring of Job Fairs

Date of Station Participation: Period from September 22, 2010 through September 21, 2011

Date: February 15, 2011

Location: Lane County Career & Technical Education Fair at Lane Events Center

Name of KVAL Personnel who represented the group:

Paul Greene; Operations Manager; February 2011

Wade Hughes, Production/Creative Services Manager, February 2011

Jane Chase, Account Executive, February 2011

Mark Mahoney, Account Executive, February 2011

Colby Huling, Account Executive, February 2011

Todd Wylie, Account Executive, February 2011

Dawn King, Account Executive, February 2011

Steve Murray, General Sales Manager, February 2011

Tony Gist, Multi-platform Journalist, February 2011

David Walker, Anchor, February 2011

Chris Elliott, Creative Services, February 2011

Michelle Novak, Creative Services, February 2011

Lauren McMichaels, Creative Services, February 2011

Kelly Lyon, Creative Services, February 2011

Anne Olson, Director of Public Service, February 2011

Participant Information – 63 employer booths including LCC, U of O, Northwest Community Credit Union, PeaceHealth Laboratories, Farwest Steel, Armed Services, City of Eugene, Register Guard, EWEB, Oregon Department of Forestry, NW Apprenticeship Services, Wyotech, LTD, etc.

Attendant Information – The fair is offered to the 1200 Lane County high school students currently enrolled in a Career and Technical Education course and area employers and is 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 co-sponsored the job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities. KVAL

ran a Public Service Campaign and station personnel manned a KVAL booth. Available at the booth was information on current job openings at Fisher Communications and Job Descriptions of positions at KVAL-TV. KVAL staff answered television career questions asked by attending youth who needed to ask a question to get their passport stamped. Fisher Minority Scholarship brochures were available for youth to take home.

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION(S)

Stations Claiming Credit: KVAL TV, KPIC TV, KCBY TV

Type of Activity under new EEO Rule: Internship Program

Date of Station Participation: Period from September 22, 2010 through September 21, 2011

Brief Description of Activity and Station Participation:

All stations within the employment unit (KVAL TV, KPIC TV, KCBY TV) offer a year-round college internship program for students who have identified communications as a career goal and who have demonstrated through academic training and/or experience the serious pursuit of that goal.

The aim of the internship program is to expose students to the daily demands and challenges of a commercial broadcasting operation and to provide as much "hands on" opportunity as possible, appropriate to individual interests, training and talents.

During this review period, the stations hired 2 interns for the News Department in partnership with local universities.

SUPPLEMENTAL RECRUITMENT ACTIVITIES UNDERTAKEN BY THE STATION(S)

Stations Claiming Credit: KVAL TV, KPIC TV, KCBY TV

Type of Activity under new EEO Rule: Fisher Communications, Inc. Minority Scholarship Program

Date of Station Participation: August, 2010 through selection date July, 2011

Participating Employees:

The Minority Scholarship program is headed by Anita Bozanich, HR Generalist for Fisher Communications, Inc.

The committee members include:

Anne Olson, Executive Assistant, KVAL, Eugene, OR
Ann Fickenwirth, Operations Administrator, KLEW, Lewiston, ID
Brittney Perreault, Programming Coordinator, Fisher Radio, Seattle, WA
Carrie Swesso, Administrative Assistant, KPIC, Roseburg, OR
Ivan Garcia, Anchor, KUNW, Yakima, WA
Kellie Landry, HRIS Specialist, Seattle WA
Kendra Martinez, Managing Editor, KBOI, Boise, ID
Maria Lara, Administrative Assistant, KBAK, Bakersfield, CA
Mary Nam, KOMO News Anchor, Seattle, WA
Robin Wojtanik, News Director, KEPR, Pasco, WA

Host/Sponsor of Activity: Fisher Broadcasting

Brief Description of Activity and Station Participation:

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.

The company promotes this minority scholarship each year with promotional spots on its TV stations, via radio broadcasts on Fisher Radio Seattle and Fisher Regional Radio Group, and through brochures to area colleges represented in the five states Fisher Broadcasting does business. This is in addition to emails and postings sent through its normal recruitment channel contacts.

This year Fisher had 11 qualified applicants for the Fisher Communications, Inc. Minority Scholarship and \$18,000 to award in scholarship money. The committee

decided upon 7 finalists and interviews were conducted with these students during the week of July 18, 2011. At the conclusion of the interviews, the committee selected 6 students that the committee agreed were deserving of scholarship funding.