

**KDOC-TV, ANAHEIM, CA**

**EEO PUBLIC FILE REPORT AUGUST 1, 2007-JULY 31, 2008**

**KDOC-TV is an Equal Opportunity Employer**

**A. Full Time Vacancies Filled August 1, 2007-July 31, 2008**

1. News Anchor/Reporter
2. News Anchor/Reporter
3. News Reporter
4. News Reporter
5. Managing Editor
6. Chief Photographer
7. News Director/Editor
8. Photojournalist
9. Photojournalist
10. Editor
11. Editor
12. Producer
13. Weather/Traffic Anchor
14. Feature Reporter/Producer
15. General Manager
16. Clerical Assistant
17. Account Executive
18. Account Executive
19. Account Executive
20. Local Sales Manager
21. Account Executive
22. Sales Assistant
23. Sales Assistant

**B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy**

(\*Denotes recruitment sources which requested job notification announcements. Organizations participating in the SCBA program requested job notifications.)

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| 1.  | <b>Job Title: News Anchor/Reporter</b>     | <b>Date Filled: 8/6/2007</b>  |
| 2.  | <b>Job Title: News Anchor/Reporter</b>     | <b>Date Filled: 8/6/2007</b>  |
| 3.  | <b>Job Title: News Reporter</b>            | <b>Date Filled: 8/6/2007</b>  |
| 4.  | <b>Job Title: News Reporter</b>            | <b>Date Filled: 8/6/2007</b>  |
| 5.  | <b>Job Title: Managing Editor</b>          | <b>Date Filled: 8/6/2007</b>  |
| 6.  | <b>Job Title: Chief Photographer</b>       | <b>Date Filled: 8/6/2007</b>  |
| 7.  | <b>Job Title: News Director/Editor</b>     | <b>Date Filled: 8/6/2007</b>  |
| 8.  | <b>Job Title: Photojournalist</b>          | <b>Date Filled: 8/6/2007</b>  |
| 9.  | <b>Job Title: Photojournalist</b>          | <b>Date Filled: 8/6/2007</b>  |
| 10. | <b>Job Title: Editor</b>                   | <b>Date Filled: 8/6/2007</b>  |
| 11. | <b>Job Title: Editor</b>                   | <b>Date Filled: 8/6/2007</b>  |
| 12. | <b>Job Title: Producer</b>                 | <b>Date Filled: 8/6/2007</b>  |
| 13. | <b>Job Title: Weather/Traffic Reporter</b> | <b>Date Filled: 12/5/2007</b> |

**14. Job Title: Feature Reporter/Producer****Date Filled: 12/10/2007**

Source	Contact Person	Address/Tel. #	Referred Person Interviewed?	Hired?
SCBA*	LaFern Watkins	5670 Wilshire #1370 Los Angeles, CA 90036 323-938-3100	0	
KDOC Website	Jim Sandry	625 N Grand Ave Santa Ana, CA 92701 949-442-9800	20	Yes (4)
California Chicano News Media Organization	Albert Lee	USC Annenberg School of Journalism 300 S. Grand Ave. #3950 Los Angeles, CA 90071 213-437-4408	11	
National Association of Black Journalists	Ryan Williams	University of Maryland 8701-A Adelphi Rd Adelphi, MD 20783 301-445-7100	0	
National Association of Hispanic Journalists	None Available	1000 National Press Building 529 14 <sup>th</sup> St., NW Washington, DC 20045 202-662-7145	0	
Native American Journalists Association	Ron Evans	University of Oklahoma Gaylord School of Journalism 395 West Lindsey St. Norman, OK 73019	0	
South Asian Journalists Association	Sreeneth Sreenivasan	Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027 212-854-0191	0	
Referral			30	Yes (7)
Other			31	Yes (3)

Note: The positions noted above were recruited from the same group of candidates.

Other includes newspaper articles and billboards advertising/discussing the news launch

**15. Job Title: General Manager****Date Filled: 8/20/2007**

Source	Contact Person	Address/Tel. #	Referred Person Interviewed?	Hired?
SCBA*	LaFern Watkins	5670 Wilshire #1370 Los Angeles, CA 90036 323-938-3100	0	

KDOC Website	Jim Sandry	625 N Grand Ave Santa Ana, CA 92701 949-442-9800	0	
Referral			7	Yes

**16. Job Title: Clerical Assistant: Date Filled: 11/15/2007**

Source	Contact Person	Address/Tel. #	Referred Person Interviewed?	Hired?
SCBA*	LaFern Watkins	5670 Wilshire #1370 Los Angeles, CA 90036 323-938-3100	0	
KDOC Website	Jim Sandry	625 N Grand Ave Santa Ana, CA 92701 949-442-9800	1	
Honda Center Job Fair	Laura Padilla	625 N Grand Ave Santa Ana, CA 92701 714-796-7000	3	Yes
Referral			0	

**17. Job Title: Account Executive Date Filled: 8/10/2007**  
**18. Job Title: Account Executive Date Filled: 11/5/2007**  
**19. Job Title: Account Executive Date Filled: 11/26/2007**

Source	Contact Person	Address/Tel. #	Referred Person Interviewed?	Hired?
SCBA*	LaFern Watkins	5670 Wilshire #1370 Los Angeles, CA 90036 323-938-3100	2	
KDOC Website	Jim Sandry	625 N Grand Ave Santa Ana, CA 92701 949-442-9800	3	
Honda Center Job Fair	Laura Padilla	625 N Grand Ave Santa Ana, CA 92701 714-796-7000	3	Yes (2)
Referral			1	Yes (1)

Note: The three positions noted above were recruited from the same group of candidates.

**20. Job Title: Local Sales Manager Date Filled: 1/14/2008**

SCBA*	LaFern Watkins	5670 Wilshire #1370	1	
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Los Angeles, CA 90036  
323-938-3100

KDOC Website	Jim Sandry	625 N Grand Ave Santa Ana, CA 92701 949-442-9800	2	
Honda Center Job Fair	Laura Padilla	625 N Grand Ave Santa Ana, CA 92701 714-796-7000	1	
Anaheim Job Fair	Fred Bailey	8 Vanderbilt Suite 100 Irvine, Ca 92618 949-462-0212x229	0	
Referral			1	Yes

**21. Job Title: Account Executive**

**Date Filled: 4/7/2008**

Source	Contact Person	Address/Tel. #	Referred Person Interviewed?	Hired?
SCBA*	LaFern Watkins	5670 Wilshire #1370 Los Angeles, CA 90036 323-938-3100	0	
KDOC Website	Jim Sandry	625 N Grand Ave Santa Ana, CA 92701 949-442-9800	2	
Honda Center Job Fair	Laura Padilla	625 N Grand Ave Santa Ana, CA 92701 714-796-7000	0	
Referral			2	Yes

**22. Job Title: Sales Assistant**

**Date Filled: 6/15/2008**

**23. Job Title: Sales Assistant**

**Date Filled: 7/16/2008**

Source	Contact Person	Address/Tel. #	Referred Person Interviewed?	Hired?
SCBA*	LaFern Watkins	5670 Wilshire #1370 Los Angeles, CA 90036 323-938-3100	0	
KDOC Website	Jim Sandry	625 N Grand Ave Santa Ana, CA 92701 949-442-9800	3	Yes (1)
Orange County Register	Laura Padilla	625 N Grand Ave Santa Ana, CA 92701	2	

714-796-7000

Fullerton College Job Fair	Chrystal Van Beynen	321 E. Chapman Ave. Fullerton, CA 92832 714-992-7261	0
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Referral			2	Yes (1)
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Note: The two positions noted above were recruited from the same group of candidates.

**C. Total Number of Persons Interviewed for All Full-Time Vacancies  
Filled August 1, 2007 - July 31, 2008: 128**

**D. Total Number of Interviewees for All Full-Time Vacancies Filled  
August 1, 2007 - July 31, 2008 Per Recruitment/Referral Sources:**

Source	Contact Person	Address/Tel. #	Number of Interviewees Referred
Southern California Broadcasters Assn Association (See Note below)	LaFern Watkins	5670 Wilshire #1370 Los Angeles, CA 90036 323-938-3100	3
KDOC Website	Jim Sandry	625 N Grand Ave Santa Ana, CA 92701 949-442-9800	31
Honda Center Job Fair	Laura Padilla	625 N Grand Ave Santa Ana, CA 92701 714-796-7000	7
Employee Referral			43
Orange County Register	Laura Padilla	625 N. Grand Ave Santa Ana, CA 92701 714-796-7000	2
California Chicano News Media Organization	Albert Lee	USC Annenberg School of Journalism 300 S. Grand Ave. #3950 Los Angeles, CA 90071 213-437-4408	11
National Association of Black Journalists	Ryan Williams	University of Maryland 8701-A Adelphi Rd Adelphi, MD 20783 301-445-7100	0
National Association of	None Available	1000 National Press Building	0

Hispanic Journalists		529 14 <sup>th</sup> St., NW Washington, DC 20045 202-662-7145	
Native American Journalists Association	Ron Evans	University of Oklahoma Gaylord School of Journalism 395 West Lindsey St. Norman, OK 73019	0
South Asian Journalists Association	Sreeneth Sreenivasan	Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027 212-854-0191	0
Fullerton College Job Fair	Chrystal Van Beynen	321 E. Chapman Ave. Fullerton, CA 92832 714-992-7261	0
Anaheim Job Fair	Fred Bailey	8 Vanderbilt Suite 100 Irvine, Ca 92618 949-462-0212x229	0
Other			31

Note: KDOC-TV provided the Southern California Broadcasters Association with notices of job openings. The SCBA then provided the job opening notices for these positions at KDOC-TV to several hundred recruitment sources. A list of these recruitment sources is attached.

## **E. Outreach Activities August 1, 2007 - July 31, 2008**

### **(i) Participation in job fairs**

1. September 11, 2007: Orange County Register Job Fair – Honda Center – Anaheim, CA
2. December 12, 2007: Anaheim Job Fair – Anaheim Community Center – Anaheim, CA
3. February 12, 2008: Orange County Register Job Fair – Honda Center – Anaheim, CA
4. April 16, 2008: Fullerton College Job Fair – Fullerton, CA

### **(iv) Participation in career days**

None

### **(v) Establishment of an internship program**

KDOC-TV established an internship program designed in such a fashion to assist persons in acquiring skills needed for broadcast employment. KDOC-TV advertises through local colleges and on our

website an interest in fulfilling the requirements of a student's internship program, while helping to further their career goals.

- (x) **Participation in...programs sponsored by educational institutions relating to career opportunities in broadcasting**

None

- (xi) **Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.**

Southern California Broadcasters Association

## **F. OTHER**

KDOC held a discrimination workshop for supervisory personnel on June 5, 2008

### **Notice:**

Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request station KDOC-TV to provide them with information about full-time job openings at the station. Such requests must include the organization's name, mailing address, e-mail address if applicable, telephone number and contact person, and identify the category or categories of job openings for which it requests notices. Requests should be directed to Jim Sandry, KDOC-TV, 625 N. Grand Ave., Santa Ana, CA 92710.