

**KSBY -TV  
PUBLIC FILE REPORT  
08/01/2010 - 07/31/2011**

A. Full-Time Vacancies Filed During Past Year						Total Number	Number
#	Position Title	Date Open:	Date Filled:	Recruitment Source	Source of Hiree	Interviewed	Hired
1	Internet Account Executive	8/17/2010	9/30/2010	1-5, 7-14, 16, 18-21, 23-26, 28-30, 32-33, 35, 37	SLOJOBS.com	4	1
2	Production Technician 1	10/14/2010	10/25/2010	1-5, 7-15, 18-21, 23-25, 28-33, 37	Employee referral	3	1
3	Account Executive	11/9/2010	12/6/2011	1-5, 7-15, 18-21, 23-25, 28-32, 33, 36-37	SLOJOBS.com	12	3
4	Director of Sales	11/30/2010	2/7/2011	1-5, 7-14, 16, 18-21, 23-25, 27-30, 32-35, 37	mediarecruiter.com	9	1
5	Internet Account Executive	12/3/2010	1/3/2011	3-5, 7-14, 16, 18-21, 23-25, 28-30, 32, 35, 37, 38	SLOJOBS.com	2	1
6	Executive Producer	12/15/2010	4/18/2011	2, 4, 8-14, 16, 19-21, 23-25, 28-30, 32	KSBY Internal Posting	5	1
7	Business Manager	12/23/2010	2/14/2011	2, 4-7, 19-21, 23, 28-30, 32, 38	SLOJOBS.com	7	1
8	Production Technician 1	2/15/2011	3/31/2011	1-14, 16-21, 23-26, 28-35, 37-38	ksby.com	9	3
9	Multi Media Journalist	3/17/2011	4/20/2011	1-14, 16-21, 23-26, 28-30, 32-35, 37-38	TVJobs.com	4	1
10	Photojournalist	3/8/2011	4/27/2011	1-5, 7-14, 16, 18-21, 23-25, 28-30, 32-34, 37	KSBY Internal Posting	5	1
11	Director of Sales	3/16/2011	4/27/2011	1-5, 7-14, 16, 18-21, 23-25, 27-30, 32-35, 37	mediarecruiter.com	7	1
12	Account Executive	3/17/2011	4/25/2011	1-5, 7-15, 18-21, 23-25, 28-32, 33, 36-37	SLOJOBS.com, ksby.com	20	6
13	News Content Manager	3/21/2011	4/13/2011	1-5, 7-14, 16, 18-21, 23-25, 27-30, 32-35, 37	Tvjobs.com	4	1
14	News Director	4/20/2011	5/25/2011	1-5, 7-14, 16, 18-21, 23-25, 27-30, 32-35, 37	SLOJOBS.com	8	1
15	Account Executive	4/22/2011	5/16/2011	1-5, 7-15, 18-21, 23-25, 28-32, 33, 36-37	SLOJOBS.com	21	2
16	Assignment Editor	5/11/2011	5/18/2011	2, 4, 8-14, 16, 19-21, 23-25, 28-30, 32	ksby.com	3	1
17	Account Executive	6/7/2011	7/12/2011	1-5, 7-15, 18-21, 23-25, 28-32, 33, 36-37	SLOJOBS.com	6	1
18	Production Technician 1	6/30/2011	7/25/2011	2, 4, 8-14, 16, 19-21, 23-25, 28-30, 32	Cal Poly/ksby.com	4	1

Total 133 28

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

Source	Contact Person	Address	Tel#	Source Entitled to Vacancy Notification	No. of Interviewees Referred by RS Over Reporting Period
1 Alan Hancock College	Career Counselor	800 S. College St. Santa Maria, CA 93454	805-922-6966	N	0
Broadcast Employment Services 2 TV Jobs.com	Mark Holloway	PO Box 4116 Oceanside California 92052	760-754-8177	N	8
3 Cal Poly State University	Employment Officer	Hwy 1 San Luis Obispo, CA 93407	805-756-2508	N	2
California Chicano News Media 4 Assoc.	Human Resources	300 S. Grand Ave., Suite 3950 Los Angeles, CA 90071	213-437-4408	N	0
5 Catholic Charities	Employment Officer	941 Chorro St. San Luis Obispo, CA 93401	805-541-9110	N	0
6 Central Coast Help Wanted	Jacqueline Urban	9100 E. Panorama Dr. Suite 250 Englewood, CO 80112	800-365-8630	N	0
7 Community Action Commission	Fran Forman	1026 W. Boone St. Santa Maria, CA 93458	805-928-0044	N	0
8 Cordillera - KATC	Cathy Schenxnayder	PO Box 63333 Lafayette, LA 70506	337-236-6362	N	0
9 Cordillera - KOAA	Evie Hudson	PO Box 195 Pueblo, CO 81003	719-295-6641	N	0
10 Cordillera - KPAX	Tammy Engle	PO Box 4827 Missoula, MO 59801	406-542-4412	N	0
11 Cordillera - KRIS	Alice Galindo	PO Box 840 Corpus Christi, TX 78403	361-886-6112	N	0
12 Cordillera - KRTV	Connie Walter	PO Box 2989 Great Falls, MO 59414	406-791-5470	N	0
13 Cordillera - KTVQ/KXLF/KCTZ	Tammy Green	PO Box 3500 Butte, MO 59701	406-869-2270	N	0
14 Cordillera - KVOA	Linda Tremelling	209 W. Elm St. Tucson, AZ 85705	520-792-2270	N	0
15 Cordillera - WLEX	Sandy Byron	PO Box 1457 Lexington, Kentucky 40558	859-259-1818	N	0
16 Cordillera Interactive	Jay Small	600 E. Superior Duluth, Minnesota 55802	218-625-3045	N	0
17 Craigslist	Career Services	PO Box 225159 San Francisco, CA 94122	N/A	N	0
18 Cuesta College	Career Counselor	San Luis Obispo, CA 93401	805-546-3204	N	0

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E. Outreach Activities				
Date	Initiative	Description	Scope of Involvement	Personnel Involved
monthly	Expose station opportunities to interested parties	Tour for local organizations & college & HS journalism classes	Tour by Business Office	Allison Ruiz, HR Coordinator
1/14/2011	Participation in events or programs sponsored by educational institutions	SLO High School career day	Career exploration for high school students to know what is available for them after graduation	Dorothy Rivera, HR Director Allison Ruiz, HR Coordinator
4/28/2011	Expose station and broadcast industry to public	SLO Chamber of Commerce Breakfast	Public Appearance	Kathleen Choal, President & General Manager
5/1/2011	Provision of training to management	2 hour harassment training for all new supervisors and managers	Provided harassment training to all new supervisors and managers as they are hired	David Henley, Director of Sales Rebecca Paxton, HR Director Ray Spellerberg, Director of Sales Caroline Rhodes, News Content Manager Doug Barden, News Director
6/6/2011	Establishment of intern program designed to assist members of the community	On-going internship program with Cal Poly and Cuesta College to expose college journalism, communications and broadcasting majors to the TV environment only	Career exploration for college students to know what is available for them after graduation	Brandon Downing, Creative Director
6/15/2011	Sponsorship of events in the community designed to increase public awareness	Station tour for North County Newcomers Club	Tour by Business Office	Allison Ruiz, HR Coordinator