

KPNZ(TV)
EEO PUBLIC FILE REPORT
June 1, 2009 – May 31, 2010

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Assistant	1-2, 6, 9	9
Editor	1-2, 6, 9	9
Account Executive	2-3, 5-6, 9	3
Receptionist	6-8	7
Account Executive	1-3, 5, 7, 10	3
Account Executive	2, 5-6, 11	2
Account Executive	3, 5-7, 9, 12	3
Receptionist	2, 6, 8-9	9

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
1	Walk-In/Self-Referral Liberman Broadcasting, Inc. 150 N. Wright Brothers Drive, Ste. 520 Salt Lake City, UT 84116 Attn: Rolando Valles / (801) 519-2424	No	1
2	Employee Referral Liberman Broadcasting, Inc. 150 N. Wright Brothers Drive, Ste. 520 Salt Lake City, UT 84116 Attn: Rolando Valles / (801) 519-2424	No	1
3	Former Employee(Re-Hire) Liberman Broadcasting, Inc. 150 N. Wright Brothers Drive, Ste. 520 Salt Lake City, UT 84116 Attn: Rolando Valles / (801) 519-2424	No	3
4	<i>(Intentionally Omitted)</i>	No	0
5	KPNZ(TV) On-Air Announcements Liberman Broadcasting, Inc. 150 N. Wright Brothers Drive, Ste. 520 Salt Lake City, UT 84116 Attn: Rolando Valles / (801) 519-2424	No	0
6	Company Website (www.lbimedia.com) Liberman Broadcasting, Inc. 150 N. Wright Brothers Drive, Ste. 520 Salt Lake City, UT 84116 Attn: Rolando Valles / (801) 519-2424	No	1
7	Job Fairs/Community Events <i>See Section III of Report</i> Liberman Broadcasting, Inc. 150 N. Wright Brothers Drive, Ste. 520 Salt Lake City, UT 84116 Attn: Rolando Valles / (801) 519-2424	No	1
8	Monster.com (website) www.monster.com P.O. Box 632163 Cincinnati, OH 45263-2163 1-800-666-7837	No	3

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
9	Craigslist.org (website) http://saltlakecity.craigslist.org/ P. O. Box 225159 San Francisco, CA 94122-5159 1-800-664-0633 www.craigslist.org	No	16
10	Resume Deliver (Website) http://www.resumedeliver.com/ Activehire, inc. 1705 S. Loop 360 Austin, Texas 78746	No	0
11	Utah Help Wanted (Website) http://utahhelpwanted.com/ UtahHelpWanted.com 3006 Casto Ln. Salt Lake City, UT 84117	No	0
12	El Observador de Utah (Community Newspaper) 30 E 100 South P.O. Box 1257 Salt Lake City, UT 84110 <i>(newspaper began publishing in February 2010)</i>	No	3
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD:			29

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in event/program sponsored by or on behalf of a community organization related to careers in broadcasting	<p>Activity: Celebración del Grito / Utah State Fair</p> <p>Date: September 12, 2009</p> <p>Participating personnel: Operations Manager and Sales Manager</p> <p>Description: The SEU participated in the “Celebración del Grito” community event, hosted by the Utah Association of Fair and Events held at the Utah State Fair. The event featured booths for recruiting activities, community organizations, retailers as well as live entertainment, food and beverages. Members of the SEU met with guests of the event to promote the television station, answer questions related to employment vacancies, and encourage those with an interest in broadcasting to contact the SEU with career opportunity inquiries. Presentation packages were provided with information about Liberman Broadcasting, the local station, their personalities and programs as well as job descriptions of various positions within the SEU. Approximately 10,000 people were present at the event.</p>
2	Participate in event/program sponsored by or on behalf of a educational organization related to careers in broadcasting	<p>Activity: “Super Mom” Career Day</p> <p>Date: September 17, 2009</p> <p>Participating personnel: TV Account Executive</p> <p>Description: This SEU participated in the “Super Mom” career day event sponsored by Newman Elementary School in Salt Lake City, Utah. The program was created for parents to visit the school, talk about their career choices and why their children consider them heroes. SEU staff spoke with elementary school kids regarding their personal history in broadcasting and the many career opportunities within the industry. School authorities appreciated the SEU’s involvement in inspiring future professionals.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	Management-level training regarding equal employment opportunity and preventing discrimination.	<p>Activity: “Diversity in the Workplace...Creating an Environment of Understanding, Tolerance & Respect”/Salt Lake City</p> <p>Date: January 12, 2010</p> <p>Presenter: David Muñoz, Jr., Director of Human Resources, Liberman Broadcasting, Inc.</p> <p>Attendees: All SEU staff, including hiring managers.</p> <p>Description: All employees and hiring managers were required to participate in a 60-minute training program focused on the following objectives: a) raise the level of awareness about Equal Employment Opportunity and the importance on the sensitivity to cultural and religious diversity in the workplace, b) language around the topic of diversity and c) learn the tools necessary to avoid discrimination and work effectively with a diverse employee base.</p>
4	Participate in job/career fair	<p>Activity: Ogden-Weber Applied Technology College (“OWATC”) Career and Networking Fair</p> <p>Date: March 2, 2010</p> <p>Participating personnel: Operations Manager and Sales Manager</p> <p>Description: The SEU participated in the career/job fair event hosted by OWATC at their campus in Ogden, UT. The event featured recruitment activities, career guidance, and live entertainment. Members of the SEU met with guests of the event to answer questions related to the event, and encourage those with an interest in broadcasting to contact the SEU with career opportunity inquiries. Presentation packages were provided with information about Liberman Broadcasting, the local stations, their personalities and programs as well as job descriptions of various positions within the SEU. Approximately 2,000 attended the event.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
5	Host event/program sponsored by or on behalf of a educational organization related to careers in broadcasting	<p>Activity: SEU Job Shadowing Event</p> <p>Date: March 26, 2010</p> <p>Participating personnel: SEU Staff, including our Sales Manager</p> <p>Description: The SEU sponsored a job shadowing day, inviting children of SEU staff. The program was designed for children to visit the SEU and shadow their parents as they perform their daily activities in a TV broadcast setting. The agenda included exposure to the various responsibilities of a TV broadcaster so as to encourage consideration of the industry as a possible future career choice.</p>
6	Host In-House Job Fair	<p>Activity: SEU Job Fair & Open House</p> <p>Date: May 29, 2010</p> <p>Participating personnel: Local Sales Manager and Operations Manager</p> <p>Description: The SEU hosted a job fair and open house for the recruitment of television Account Executives. SEU representatives invited interested individuals from the general public for on-the-spot interviews and guided tours of the facility.</p>