

## **PUBLIC FILE REPORT – AUGUST 1, 2010 THROUGH JULY 31, 2011**

As a licensee of the Federal Communications Commission, Redwood Empire Stereocasters affords equal employment opportunity without regard to race, color, religion, national origin, or sex.

### **EEO Annual Report for Redwood Empire Stereocasters**

This Annual EEO Report is filed on behalf of KZST (FM), KJZY (FM) and KTRY (FM) (the “Stations”) in compliance with the FCC’s EEO reporting requirements. KZST, KJZY and KTRY, owned by Redwood Empire Stereocasters, share at least one employee. Thus, FCC rules deem the Stations a “single employment unit” and requires the filing of a joint report. This report includes information from August 1, 2010, through July 31, 2011, and will be placed in the Stations’ public files and on the Stations’ respective websites.

#### **Job Vacancy Information**

KZST, KJZY and KTRY are equal opportunity employers that are committed to meeting the Stations’ EEO obligations. All full-time job vacancies are posted with several sources, including national and local minority organizations, schools, newspapers, and help-wanted and industry websites. The Stations’ list of recruitment sources has been updated to include email addresses and will be used to notify potential applicants for full-time positions. The Stations will continue to actively seek out new sources. The Stations encourage organizations that distribute employment information or refer prospective candidates to contact us so that they may be placed on our mailing list to receive notification of future vacancies. The Stations will broadcast announcements four times a year in rotating dayparts inviting interested organizations to be added to our mailing list. Notices on the Stations’ websites extend a similar invitation. Print ads in local publications containing this notice will be placed annually.

#### **Long-Term Recruitment Measures**

The Stations participate in long-term recruitment measures both individually and together. Job/Career Fairs are attended by Stations General Manager, Sales Manager (Regional or Local) and/or Business Manager and if another specific opening exists, the appropriate department head attends.

The Stations co-sponsor a Job/Career Fair at Santa Rosa Junior College and at Sonoma State University.

The Stations participate in Career Days at local schools.

The Stations participate in a scholarship program for local students to facilitate their study of broadcasting. Program through Sonoma State University SSU Academic Foundation.

## Specific Full-Time Positions Filled

### **Sales/Marketing Consultant**

The Stations continue to refine procedures and increase recruitment sources.

The Stations will regularly assess and improve recruitment methods and sources by analyzing their effectiveness and making changes as appropriate.

### **OUTREACH LISTING**

**The Stations furnish job listings to the following organizations that distribute information about employment opportunities to job seekers:**

College of Marin

Fax: 415-457-3896

Empire College

Fax: 707-546-4008

Phone: 707-546-4000

Address: 3035 Cleveland Avenue, Santa Rosa, CA 95403

Contact: Lucille Inman, Career Services Assistant

Email: [linman@empirecollege.com](mailto:linman@empirecollege.com)

San Francisco State University/BECA Department Office

Fax: 415-338-1168

Phone: 415-338-1787

Address: 1600 Holloway Avenue, San Francisco, CA 94132

Contact: Angela Dornbusch, Assistant Office Manager

Email: [beca@sfsu.edu](mailto:beca@sfsu.edu)

Santa Rosa Junior College, Student Employment

Fax: 707-524-1712

Phone: 707-524-1702

Address: 1501 Mendocino Avenue, Santa Rosa, CA 95401

Contact: Shirley Turnbull, Student Employment Specialist

Email: [sturnbull@santarosa.edu](mailto:sturnbull@santarosa.edu)

Website: [www.santarosa.edu/stuemp/jobs](http://www.santarosa.edu/stuemp/jobs)

Sonoma State University Career Center

Fax: 707-664-4016

Phone: 707-664-3127

Address: 1801 E. Cotati Avenue, Rohnert Park, CA 94928

Contact: Anne Greenblatt

Email: [anne.greenblatt@sonoma.edu](mailto:anne.greenblatt@sonoma.edu)

Website: [www.sonoma.edu/sas/crc/](http://www.sonoma.edu/sas/crc/)

Cloverdale Regional Library

Fax: 707-894-1861  
Phone: 707-894-5271  
Address: 401 N. Cloverdale Blvd., Cloverdale, CA 95425  
Contact: Debbie Hand, Branch Manager

Guerneville Regional Library

Fax: 707-869-1267  
Phone: 707-869-9004  
Address: 14107 Armstrong Woods Rd, Guerneville, CA 95446  
Contact: Mairi Barksy, Branch Manager  
Email: [mairi@sonoma.lib.ca.us](mailto:mairi@sonoma.lib.ca.us)

Healdsburg Public Library

Fax: 707-433-7946  
Phone: 707-433-3772  
Address: 139 Piper Street, Healdsburg, CA 95448  
Contact: Catherine Martin, Branch Manager

Coach 2 Career, Catholic Charities

Fax: 707-575-5330  
Phone: 707-542-5426  
Address: 465 "A" Street, Santa Rosa, CA 95403  
Contact: Bonifacio Torres, Coordinator  
Email: [bonifaciotorres@sbcglobal.net](mailto:bonifaciotorres@sbcglobal.net)

Sonoma County Job Link – Sonoma County Human Services Department

Fax: 707-565-5555  
Phone: 707-565-5550  
Address: 2245 Challenger Way, Santa Rosa, CA 95407  
Contact: Resource Room and/or Alix Shor (565-5602)

YWCA of Sonoma County

Fax: 707-546-0969  
Phone: 707-546-9922  
Address: 2255 Challenger Way, Santa Rosa, CA 95407  
Contact: Career Counselor

\*Goods Entertainment

Fax: 801-460-3100  
Phone: 800-867-9532  
Address: [adam@goodsentertainment.com](mailto:adam@goodsentertainment.com)  
Contact: Adam Goodman

**The Stations furnish job listings to the following website job posting sources that distribute information about employment opportunities to job seekers:**

California Employment Development Department  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)

National Association of Broadcasters Clearinghouse  
[www.nab.org](http://www.nab.org)

Northern California Broadcasters Association

[www.ncradio.com](http://www.ncradio.com)

Craigslist.com – purchased ads when requested

[www.craigslist.com](http://www.craigslist.com)

Sonoma County Help Wanted.com

[Sonomacountyhelpwanted.com](http://Sonomacountyhelpwanted.com)

(linked via our website)

**Below is a list of Job Fairs/Career Days attended during the period:**

Sonoma State University – World of Work, Rohnert Park Campus, February 24, 2011. Tom Skinner, VP/General Manager. Job and career fair for those looking to begin in the world of work.

Northern California Broadcasters Association Job Fair – April 20, 2011. Attended and staffed by George Kalianis, Regional Sales Manager. Job Fair reaches entire Bay Area to ensure a diversity of applicants for all positions at station.

Santa Rosa Junior College Career Information Day – April 27, 2011. Attended and staffed by Patrick Stelzner, Director of Sales. Day focuses on finding out what careers are in demand and how students can prepare for them. We attend to encourage the Communications Studies program.

**Below is a list of Seminars/Job/Career Fairs co-sponsored:**

Sonoma State University – World of Work, Rohnert Park Campus, February 24, 2011. Job and career fair for those looking to begin in the world of work.

Santa Rosa Junior College Career Information Day – April 27, 2011. Day focuses on finding out what careers are in demand and how students can prepare for them.

**Intern Program:**

Ongoing intern program in Promotions Department. No intern this report year.

**Station Tours designed to provoke interest in careers in broadcasting:**

10/7/10: Boy Scouts, Santa Rosa. A tour and introduction to broadcasting discussing careers available.

11/29/10: Rincon Valley Charter School 8<sup>th</sup> Grade Class. Tour discussed student's need for high school and higher education for jobs in broadcasting and other careers.

1/17/11: Cub Scouts (Dave Koida, MD). They are always curious about what goes on in a radio station. We discuss various positions and what may be needed in future to pursue jobs in broadcasting.

1/20/11: Boy Scouts, Santa Rosa. A tour and introduction to broadcasting discussing careers available.

3/18/11: Tiger Cub Scout Den. This was a “go see it” activity the Cub Scouts must complete. May spark interest someday.

3/21/11: Tiger Cubs. They are always curious about the radio stations. We introduce them to various positions and hope to spark interest in broadcasting careers.

3/24/10: Tiger Cubs. This young group expressed curiosity about radio. If we can spark interest in broadcasting at this early age, we hope to have future employees.

4/18/11: Cub Scouts (Lee). They are always curious about what goes on in a radio station. We discuss various positions and what may be needed in future to pursue jobs in broadcasting.

5/23/11: Journey High School, Sebastopol. Tour discussed all aspects of broadcasting and students need for higher education and persistence for broadcasting careers.

### **FULL-TIME POSITIONS HIRED 8/1/10-7/31/11**

Date of Opening:	1/3/11
Job Title:	Marketing Consultant
Stations:	All
Applicants, number of:	8
Dates of Interviews:	1/6/11, 1/21/11, 1/24/11, 1/26/11, 2/10/11
Candidates Interviewed, number of:	5
Candidate Hired:	yes
Hire Date:	2/22/11
Referral Sources for Interviewees:	KZST, KJZY & KTRY Websites Empire College San Francisco State University Santa Rosa Jr College, Student Employment Sonoma State Career Services College of Marin Sonoma County Job Link Northern California Broadcasters Assn YWCA of Sonoma County Caljobs.ca.gov (Employment Development job Site) SonomaCountyHelpWanted.com Internal Referral Referrals & drop-ins

### **FULL-TIME POSITIONS CURRENTLY OPEN AS OF 08/1/2011**

News Professional: Writer/Anchor/Director