

KSBY -TV
PUBLIC FILE REPORT
8/1/2008 - 7/31/2009

A. Full-Time Vacancies Filed During Past Year							
#	Position Title	Date Open:	Date Filled:	Recruitment Source-See Outside Recruitment for Listing	Source of Hiree	Total Number Interviewed	Total Number Hired
1	Newscast Producer	9/23/2008	10/6/2008	1,2,6,7,12,15,13,28	16	1	1
2	Internet Account Executive	10/14/2008	12/1/2008	1,2,4,6,7,13,14,15,28,30	4	11	1
3	Account Executive	1/6/2009	2/9/2009, 3/30/09	1,2,4,6,7,12,13,14,15,28	4, 4	9	2
4	Newscast Producer	1/26/2009	3/26/2009	1,2,6,7,11,12,15,28	2	4	1
5	Assignment Editor	2/2/2009	5/31/2009	1,2,6,7,11,12,13,15,28	16	3	1
6	Internet Account Executive	2/25/2009	6/15/2009	1,2,6,7,12,14,15,28,30	6	4	1
7	Photojournalist	2/25/2009	3/4/2009	1,2,6,7,11,12,15,28,30	16	2	1
8	Account Executive	4/2/2009	5/18/09, 6/29/09	1,2,4,6,7,12,13,14,15,28,30	30, 30	7	2
9	Creative Services Producer	4/27/2009	6/8/09, 7/13/09	1,2,6,7,11,12,13,14,15,19,20,21, 22,23,24,25,26,27,28,29,30	1, 17	14	2

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B. Recruitment / Referral Sources Used to Seek Candidates for Each Vacancy					
Source	Contact Person	Address	Tel#	Total Interviewed	Entitled to Notification
1 KSBY website	News Dept	1772 Calle Joaquin SLO, CA 93405	805-541-6666	0	N
tvjobs.com		PO Box 4116 Oceanside, CA 92052			
2 Broadcast Employment Services	Internet	tvjobs.com	800-374-0119	0	Y
3 centralcoasthelpwanted.com		RegionalHelpWanted.com One Civic Center Plaza, Suite 506 Poughkeepsie, NY 12601	800-365-8630	0	N
4 www.slojobs.com	NA			0	N
5 www.santamariajobalert.com	NA			0	N
6 Cal Poly Comm Dept	Cindy Decker	Hwy 1 SLO, CA 93401	805-756-2508	0	N
7 EDD- SLO	Carole Cardamone	Workforce Development Center 4111 Broad St SLO, CA 93401	805-788-2697	0	Y
8 EDD-Santa Maria	Placement Officer	Workforce Development Center 1410 S. Broadway Santa Maria, CA 93454	805-788-2697	0	Y
9 EDD-Santa Barbara	Placement Officer	Workforce Development Center 130 E. Ortega St Santa Barbara, CA 93101	805-568-1314	0	Y
10 The Tribune	Angela	3825 S. Higuera SLO, CA 93401	805-544-7355	0	N
11 NABET-CWA	Kevin Wilson	433 Natoma St, Suite 220 San Francisco, CA 94103	415-398-3160	0	N
12 Cuesta College		Career Connections Center PO Box 8106 SLO, CA 93401	805-546-3204	0	Y
13 UC Santa Barbara	http://career.ucsb.edu/employers/index.html	UC Santa Barbara Santa Barbara Building 599 Santa Barbara, CA 93106	805-893-4412	0	N
14 www.craigslislist.org	www.slo.craigslislist.org	slo.craigslislist.com		0	N
15 Cordillera Communications stations	see separate list			0	N
16 Internal Candidate				0	N
17 Walk-in / Call-in / referral	Dorothy Rivera	1772 Calle Joaquin SLO, CA 93405	805-541-6666	0	N
18 Santa Maria Times	NA	3200 Skyway Drive Santa Maria, CA 93454	805-925-2692	0	N
19 NAACP-Santa Barbara	Employment Officer	PO Box 1081 Santa Barbara, CA 93102	805-962-2472	0	N
20 Family Service Agency	Ruth Rodríguez-Days	110 E Jones H-123 Santa Maria, CA 93454	805-925-1100	0	N
21 Santa Barbara City College	K. Frqscella	310 W Padre Street Santa Barbara, CA 93101	805-687-0812	0	N
22 CA Chicano News Media Assoc.	Yvette Cabrera	3716 S Hope St, #300 Los Angeles, CA 90007	213-437-4408	0	N
23 Catholic Charities	Employment Officer	941 Chorro San Luis Obispo, CA 93401	805-541-9110	0	N
24 Community Action Commission	Fran Forman	1026 W Boone St Santa Maria, CA 93458	805-928-0044	0	N
25 National Org for Women	Employment Officer	PO Box 1306 San Luis Obispo, CA 93406		0	N
26 GALA of Central Coast	Clayton Marsh	PO Box 3558 San Luis Obispo, CA 93403	805-541-4252	0	N
27 Mission Community Service Corp.	Andrea Zeller	4111 Broad St Ste A San Luis Obispo, CA 93401	805-595-1357	0	N
28 KSBY Breakroom Bulletin Board	na	na	na	0	N
29 Alan Hancock College	Placement Officer	Building N Annex, Rm 108 800 S College Santa Maria, CA 93454	na	0	N
30 KSBY on-air commercial	Dorothy Rivera	1772 Calle Joaquin SLO, CA 93405	541-6666	0	N

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B. Recruitment - Sister Stations Used to Seek Candidates for Each Vacancy

Station	Contact Person	Address	Tel#	Total Interviewed
KVOA-TV	Linda Tremelling Business Manager	Box 5188 Tucson, AZ 85710	520-792-2270	0
KOAA-TV	Evie Hudson Business Manager	PO Box 195 Pueblo, CO 81002	719-544-5781	0
KRTV-TV	Connie Walter Business Manager	PO Box 2989 Great Falls, MT 59403	406-791-5400	0
KPAX-TV	Tammy Engle Business Manager	PO Box 4827 Missoula, MT 59806	406-542-4400	0
KXLF-TV / KTVQ-TV	Tammy Green Business Manager	PO Box 3500 Butte, MT 59702	406-496-8400	0
KATC-TV	Cathy Schexnayder Business Manager	PO Box 63333 Lafayette, LA 70596	337-235-3333	0
WLEX-TV	Sandy Byron Business Manager	PO Box 1457 Lexington, KY 40588	859-259-1818	0
KRIS-TV	Alice Galindo Business Manager	PO Box 840 Corpus Christi, TX 78403	361-886-6101	0

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E. Outreach Activities				
Date	Initiative	Description	Scope of Involvement	Personnel Involved
5/1/2009	Speaking engagement	Presentation to Cuesta College advertising & marketing students	Speaking engagement	Sandy Cribb, Sales Manager
8/15/2008	Public Appearance	Santa Ynez High School	Speaking engagement	Andrew Masuda, Sports
2/10/2009	Public Appearance	Cal Poly	Speaking engagement	Amber Lee, Weather
7/14/2009	Career Tour	Cal Poly Journalism Workshop	Host broadcast career tour	Madeline Palaszewski, Community Affairs Director
7/15/2009	EEO training	Management EEO training	Training presentation	All hiring managers
On-going	Station Tours	Expose children and other interested members of the public to television broadcasting environment	Tours of facility	Madeline Palaszewski, Community Affairs Director
On-going	Cal Poly Board of Journalism	Consult with Cal Poly School of Journalism on matters relating to their curriculum and projects	News anchor sits on board of directors	Tony Cipolla, Anchor
On-going	College intern program	Expose college broadcasting majors to television broadcasting environment	Year-long program with local university and community colleges for unpaid internships	Dave Schermer-News Director, Brandon Downing-Production Mgr.
On-going	Human Resources Association of the Central Coast	Monthly meetings and resources for HR professionals to tap into local staffing market	HR Director is member	D. Rivera, HR Director
On-going	Cross-training of staff	Cross training of staff positions in all department with other related positions in that particular department in order to broaden their experience and qualify them for future open positions	All managers and department heads.	All managers and department heads.