

## **KOCE**

### **ANNUAL EEO PUBLIC FILE REPORT AUGUST 1, 2009 THROUGH JULY 31, 2010**

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files of the station and posted on the station's website.

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

# KOCE

## LIST OF ALL FULL TIME JOBS FILLED

**For the period from August 1, 2009 though July 31, 2010**

Job Title:	Educational Services Director	Date Filled:	09/14/09
Job Title:	V.P., Advancement	Date Filled:	11/06/09
Job Title:	Member Services Representative	Date Filled:	07/15/10

# KOCE

## TALLY OF INTERVIEWEE SOURCES FOR EACH FULL-TIME VACANCY

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Job Title for Vacancy: Educational Services Director

Date Vacancy Filled: 09/14/09

<b>RECRUITMENT SOURCE</b>	<b>Number of Interviewees Referred by Source</b>
Outside referral	1
Craigslist	6
KOCE website	1

# KOCE

## LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title for Vacancy: Educational Services Director  
Date Vacancy Filled: 09/14/09  
Recruitment Source for Actual Hire: Craig's List

### Recruitment Sources Utilized for this Vacancy

<b>Name and Address of Source</b>	<b>Contact Information</b>
KOCE website	<a href="http://koce.org">koce.org</a>
craig's list	<a href="http://orangecounty.craigslist.org">orangecounty.craigslist.org</a>
Imagen Foundation	<a href="mailto:info@imagen.org">info @imagen.org</a>
Cal State Long Beach	<a href="http://csulb-csm.symplicity.com/employers">csulb-csm.symplicity.com/employers</a>
Chapman Dodge School of Film & TV	<a href="mailto:blair104@chapman.edu">blair104@chapman.edu</a>
UCLA	<a href="mailto:dmann@tff.ucla.edu">dmann@tff.ucla.edu</a>
Rainbow/Push Coalition	<a href="mailto:ggill@rainbowpush.org">ggill@rainbowpush.org</a>
Asian American Journalist Association	<a href="mailto:POST@AAJA.org">POST@AAJA.org</a>
Black Business Association	<a href="mailto:admin@bbala.net">admin@bbala.net</a>
Cal State LA	<a href="mailto:careers@cslanet.calstatela.edu">careers@cslanet.calstatela.edu</a>
Hispanic Chamber of Commerce	<a href="mailto:Info@regionalhispanicc.org">Info@regionalhispanicc.org</a>
USC/Annenberg School 3502 Watt Way Los Angeles, CA 90089	Tim Burgess 213-740-3912 <a href="mailto:tburgess@usc.edu">tburgess@usc.edu</a>
Southern California Broadcasters Assn. 5669 Wilshire Blvd., Suite 1370 Los Angeles, CA 90035	Job Alert Bulletin 323-938-3100 <a href="mailto:LAFERN@scba.com">LAFERN@scba.com</a> ("Post a Job")
Southern California Indian Center 10175 Slater Ave., #150 Ft. Valley, CA 92708	Paula Starr 714-962-6673 <a href="mailto:indiancenter@indiancenter.org">indiancenter@indiancenter.org</a>
Mexican/American Opportunity Foundation 972 So. Goodrich Blvd. Commerce, CA 90022	Elena Castaneda 323-890-1555, ext. 127 <a href="mailto:vnavar@maof.org">vnavar@maof.org</a>
N.O.W.	Linda Pruet

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323-464-7616  
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National Hispanic Media Coalition  
12514 So. Grand Avenue  
Los Angeles, CA 90007

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213-746-6988  
[info@nhmc.org](mailto:info@nhmc.org)

Los Angeles Urban League  
7900 Mt. Vernon Dr.  
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Leslie Belt  
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Latin Business Association  
5400 E. Olympic Blvd., #130  
Los Angeles, CA 90022

Magda Rivas  
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CA Chicano News Media Assn.  
3800 So. Figueroa St.  
Los Angeles, CA 90037

213-743-4960  
[ccnmainro@ccnma.org](mailto:ccnmainro@ccnma.org)

Cal Poly Career Center  
3801 W. Temple St.  
Pomona, CA 91768

Karen Capestro  
909-869-2341  
[career@csupomona.org](mailto:career@csupomona.org) (Job Opening)

# KOCE

## TALLY OF INTERVIEWEE SOURCES FOR EACH FULL-TIME VACANCY

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Job Title for Vacancy: V.P., Advancement

Date Vacancy Filled: 11/06/09

<b>RECRUITMENT SOURCE</b>	<b>Number of Interviewees Referred by Source</b>
Outside referral	1
Craigslist	1
KOCE website	1
Employee referral	1
American Fundraising Professionals OC	3
Chronicle of Philanthropy	1

# KOCE

## LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title for Vacancy: Vice President, Advancement  
Date Vacancy Filled: 11/06/09  
Recruitment Source for Actual Hire: Craig's List

### Recruitment Sources Utilized for this Vacancy

<b>Name and Address of Source</b>	<b>Contact Information</b>
KOCE website	<a href="http://koce.org">koce.org</a>
Craigslist.com	<a href="http://craigslist.com">craigslist.com</a>
Association of Fundraising Professionals	<a href="http://afp.org">afp.org</a>
Imagen Foundation	<a href="mailto:info@imagen.org">info @imagen.org</a>
Cal State Long Beach	<a href="http://csulb-csm.symplicity.com/employers">csulb-csm.symplicity.com/employers</a>
Chapman Dodge School of Film & TV	<a href="mailto:blair104@chapman.edu">blair104@chapman.edu</a>
UCLA	<a href="mailto:dmann@tft.ucla.edu">dmann@tft.ucla.edu</a>
Rainbow/Push Coalition	<a href="mailto:ggill@rainbowpush.org">ggill@rainbowpush.org</a>
Asian American Journalist Association	<a href="mailto:POST@AAJA.org">POST@AAJA.org</a>
Black Business Association	<a href="mailto:admin@bbala.net">admin@bbala.net</a>
Cal State LA	<a href="mailto:careers@cslanet.calstatela.edu">careers@cslanet.calstatela.edu</a>
Hispanic Chamber of Commerce	<a href="mailto:Info@regionalhispanicc.org">Info@regionalhispanicc.org</a>
USC/Annenberg School 3502 Watt Way Los Angeles, CA 90089	Tim Burgess 213-740-3912 <a href="mailto:tburgess@usc.edu">tburgess@usc.edu</a>
Southern California Broadcasters Assn. 5669 Wilshire Blvd., Suite 1370 Los Angeles, CA 90035	Job Alert Bulletin 323-938-3100 <a href="mailto:LAFERN@scba.com">LAFERN@scba.com</a> ("Post a Job")
Southern California Indian Center 10175 Slater Ave., #150 Ft. Valley, CA 92708	Paula Starr 714-962-6673 <a href="mailto:indiancenter@indiancenter.org">indiancenter@indiancenter.org</a>
Mexican/American Opportunity Foundation 972 So. Goodrich Blvd. Commerce, CA 90022	Elena Castaneda 323-890-1555, ext. 127 <a href="mailto:vnavar@maof.org">vnavar@maof.org</a>

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## TALLY OF INTERVIEWEE SOURCES FOR EACH FULL-TIME VACANCY

---

Job Title for Vacancy: Member Services Representative

Date Vacancy Filled: 07/15/10

<b>RECRUITMENT SOURCE</b>	<b>Number of Interviewees Referred by Source</b>
Employee referral	1
Craigslist	4

# KOCE

## LIST OF RECRUITMENT SOURCES USED TO FILL EACH VACANCY

Job Title for Vacancy: Member Services Representative  
Date Vacancy Filled: 07/15/10  
Recruitment Source for Actual Hire: Craig's List

### Recruitment Sources Utilized for this Vacancy

<b>Name and Address of Source</b>	<b>Contact Information</b>
KOCE website	<a href="http://koce.org">koce.org</a>
craig's list	<a href="http://orangecounty.craigslist.org">orangecounty.craigslist.org</a>
Imagen Foundation	<a href="mailto:info@imagen.org">info @imagen.org</a>
Cal State Long Beach	<a href="http://csulb-csm.symplicity.com/employers">csulb-csm.symplicity.com/employers</a>
Chapman Dodge School of Film & TV	<a href="mailto:blair104@chapman.edu">blair104@chapman.edu</a>
UCLA	<a href="mailto:dmann@tft.ucla.edu">dmann@tft.ucla.edu</a>
Rainbow/Push Coalition	<a href="mailto:ggill@rainbowpush.org">ggill@rainbowpush.org</a>
Asian American Journalist Association	<a href="mailto:POST@AAJA.org">POST@AAJA.org</a>
Black Business Association	<a href="mailto:admin@bbala.net">admin@bbala.net</a>
Cal State LA	<a href="mailto:careers@cslanet.calstatela.edu">careers@cslanet.calstatela.edu</a>
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# KOCE

## YEARLY TOTAL NUMBER OF INTERVIEWEES & TOTAL NUMBER OF INTERVIEWEES REFERRED BY EACH RECRUITMENT SOURCE

Yearly Period Beginning August 1, 2009 & Ending July 31, 2010

Total Number of Persons Interviewed for Full Time Vacancies: 21

<b>Recruitment Source</b>	<b>Total Number of Interviewees</b>
KOCE website	2
Internal Referral	2
Craig's List	11
Outside Referral	2
Chronicle of Philanthropy	1
American Fundraising Professionals	3
TOTAL	21

There have been no EEO recruitment sources that have requested to be added to our mailing list for job postings during August 1, 2009 through July 31, 2010.

## **KOCE-TV**

### **SUMMARY DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

**Period Beginning August 1, 2009 and ending July 31, 2010**

**1. First Initiative:**

KOCE has an ongoing internship program designed to assist students in the community to acquire skills needed for broadcast employment.

**Describe activities undertaken to fulfill that initiative:**

During the period listed above, KOCE had 23 interns in a variety of departments including news, production, and fundraising. They came from colleges and universities in the area such as Fullerton College, Long Beach City College, Chapman College, University of California at Irvine, and Cal State University Fullerton.

**2. Second Initiative:**

KOCE participated in an event sponsored by an educational institution relating to career opportunities in broadcasting.

**Describe activities undertaken to fulfill that initiative:**

KOCE's OC Channel Manager taught a class about documentary filmmaking.

**3. Third Initiative:**

KOCE participated in other programs designed to promote outreach generally.

**Describe activities undertaken to fulfill that initiative:**

KOCE hosted the 44th annual California Student Media Festival to highlight the best media & multimedia productions in our K-12 schools.

**4. Fourth Initiative:**

KOCE participated in an event sponsored by an Discovery Education relating to workforce development.

**Describe activities undertaken to fulfill that initiative:**

Our Educational Director participated in a conference Day of Discovery for K-12 students to strengthen workforce development.

**5. Fifth Initiative:**

KOCE participated in an event sponsored by an educational institution relating to career opportunities in broadcasting.

**Describe activities undertaken to fulfill that initiative:**

Our Educational Director is constantly in Orange County classrooms presenting information on the exciting careers in broadcasting new media.

**6. Sixth Initiative:**

KOCE participated in an event sponsored by an educational institution relating to career opportunities in broadcasting.

**Describe activities undertaken to fulfill that initiative:**

KOCE's OC Channel Manager participated in a meeting to enhance vocational programs.

**7. Seventh Initiative:**

KOCE participated in an event sponsored by an educational institution relating to career opportunities in broadcasting.

**Describe activities undertaken to fulfill that initiative:**

KOCE's Educational Services Director participated in an forum to work on a program to develop workforce skills in students.

**8. Eighth Initiative:**

KOCE participated in an event sponsored by an educational institution relating to career opportunities in broadcasting.

**Describe activities undertaken to fulfill that initiative:**

KOCE's Director of Marketing and Public relations spoke with student about career opportunities in broadcasting at Cal State Long Beach.

**9. Ninth Initiative:**

KOCE participated in an event sponsored by an educational institution relating to career opportunities in broadcasting.

**Describe activities undertaken to fulfill that initiative:**

KOCE's Director of Marketing and Public relations spoke with student about career opportunities in broadcasting at Orange Coast Community College.

**10. Tenth Initiative:**

KOCE participated in an event sponsored by an educational institution relating to career opportunities in broadcasting.

**Describe activities undertaken to fulfill that initiative:**

KOCE's Director of Marketing and Public relations spoke with student about career opportunities in broadcasting at Cal State Fullerton's Comm Week job fair.

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **First Initiative**

Date of Initiative Event: Ongoing

Describe Nature of Initiative:

KOCE has an ongoing internship program designed to assist students in the community to acquire skills needed for broadcast and general office employment.

Describe Scope of Participation:

KOCE has an active internship program. From August 1, 2009 through July 31, 2010, we had 23 interns in a variety of departments including news, production, advancement and promotion. They came from colleges and universities in the area such as Fullerton College, Long Beach City College, Chapman College, University of California at Irvine, and Cal State University Fullerton.

The Intern's training may include actual operation of station facilities, programming, marketing, fundraising, writing or editing and is similar to vocational training. The learning experience is for the benefit of the Intern. The Intern works under close supervision of KOCE employees and is encouraged to seek a general understanding of television operations.

Name of Station Personnel Involved in Initiative:

Mike Taylor, Maria Hall-Brown, Lindsey Neal, Lisa Nichols, Jamie MacDonald, Jamie Annunzio and Rick Reiff.

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Second Initiative:**

Date of Initiative Event: October 30, 2009

#### Describe Nature of Initiative:

KOCE participated in an event sponsored by an educational institution relating to career opportunities in broadcasting.

#### Describe Scope of Participation:

Brenda Brkusic, our OC Channel Manager taught a class about documentary filmmaking to students at San Pedro High School using her film Freedom from Despair as an example. The class is called Docs Rock and, it is sponsored by the International Documentary Association. She discussed how to handle interviewees, how to set up audio and how to film a narrative scene with ample coverage for editing via a shot list, dealing with different personalities on set, what their roles are, transcribing vs. logging footage for editing and closed captioning. She gave them OC Channel hand outs and talked about producing for the OC Channel, and working for PBS. She discussed what it was like being the news assignment editor compared to her current role. The students had a lot of questions about the filmmaking process and asked Brenda to explain how she was able to secure famous actors in the film.

#### Name of Station Personnel Involved in Initiative:

Brenda Brkusic

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Third Initiative:**

Date of Initiative Event: May 22, 2010

Describe Nature of Initiative:

KOCE participated in other programs designed to promote outreach generally.

Describe Scope of Participation:

KOCE hosted the 44th annual California Student Media Festival, the oldest media festival in the country. It includes a competition of K-12 students' media projects from around California and highlight their best media and multimedia productions. Students interacted with Jamie Annunzio, KOCE Educational Services Director, and learned about career opportunities in media, design and video production. The students also worked with Pat Petric, Director of Broadcasting, and a camera crew to see hands on techniques for broadcasting and on camera interviews.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio, Wayne Todd, Todd Markel, Pat Petric, George Gumbrecht and Lisa Nichols

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Fourth Initiative:**

Date of Initiative Event: April 16 – 17, 2010

Describe Nature of Initiative:

KOCE participated in an event sponsored by Discovery Education relating to workforce development.

Describe Scope of Participation:

Our Education Director, Jamie Annunzio, was a presenter at the Day of Discovery conference for K-12 schools to improve workforce development. With her background in education, television and broadcasting was involved in her selection to this prestigious panel, which focused on workforce development and career development.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Fifth Initiative:**

Date of Initiative Event: On-going

Describe Nature of Initiative:

KOCE participated in an event sponsored by educational institutions relating to career opportunities in broadcasting.

Describe Scope of Participation:

Our Education Director is constantly in various Orange County classrooms presenting information on the exciting careers in media. She shows students the technology involved in multi-platform broadcasting.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Sixth Initiative:**

Date of Initiative Event: April 9, 2010

#### Describe Nature of Initiative:

Participation in an event sponsored by an educational institution relating to career opportunities in broadcasting.

#### Describe Scope of Participation:

Brenda Brkusic, our OC Channel Manager participated in the Orange Coast College Citizen's Advisory Committee meeting, which is made up of industry professionals who give vocational programs input to the College. Brenda gave input on the state of the industry job market, programming needs, curriculum suggestions, and training requirements for students. She also discussed the need for students to produce content for the OC Channel, how to the college can secure sponsorships to cover captioning costs and the need for students to learn how to produce short format promos for television as the industry has a high number of openings in on-air promotion at the moment.

#### Name of Station Personnel Involved in Initiative:

Brenda Brkusic

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Seventh Initiative:**

Date of Initiative Event: June 17, 2010

#### Describe Nature of Initiative:

Participation in an event sponsored by an educational institution relating to career opportunities in broadcasting.

#### Describe Scope of Participation:

Jamie Annunzio, Educational Services Director, participated in the County Workforce Investment Board's Industry Summit Series. Orange County Business Council in partnership with the Orange County Workforce Investment Board facilitated forums relating to several emerging and high-growth workforce clusters in Orange County. The forums focused on growing, enhancing, and promoting the workforce skill development needed in today's students as future employees.

#### Name of Station Personnel Involved in Initiative:

Jamie Annunzio

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Eighth Initiative:**

Date of Initiative Event April 6, 2010

#### Describe Nature of Initiative:

Participation in an event sponsored by an educational institution relating to career opportunities in broadcasting.

#### Describe Scope of Participation:

KOCE's Director of Marketing and Public Relations spoke to Communications students at Cal State Long Beach. She spoke for about 30 minutes about KOCE, the OC Channel and careers in marketing and advertising relating to television. She also promoted the KOCE internship program.

#### Name of Station Personnel Involved in Initiative:

Lindsey Neal

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Nineth Initiative:**

Date of Initiative Event: April 21, 2010

#### Describe Nature of Initiative:

Participation in an event sponsored by an educational institution relating to career opportunities in broadcasting.

#### Describe Scope of Participation:

KOCE's Director of Marketing attended Orange Coast Community College Job and Internship Fair. This event was held outdoors on the campus of Orange Coast College, and was open to the community. We distributed 100 informational packets containing internship and volunteer information to attendees and spoke about KOCE's programs and involvement in the community.

#### Name of Station Personnel Involved in Initiative:

Lindsey Neal

Prepared By: Dawn Ariza

Date: July 27, 2010

## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

### **Tenth Initiative:**

Date of Initiative Event: April 28, 2010

#### Describe Nature of Initiative:

Participation in an event sponsored by an educational institution relating to career opportunities in broadcasting.

#### Describe Scope of Participation:

Two representatives from KOCE spoke with more than 300 students majoring in graphic design, broadcasting, communications, journalism, advertising, and public relations about internship and volunteer opportunities with KOCE. We accepted and reviewed more than 75 applications from this event alone. This event took place at Cal State Fullerton's Comm Week job fair.

#### Name of Station Personnel Involved in Initiative:

Lindsey Neal and Jamie Annunzio

Prepared By: Dawn Ariza

Date: July 27, 2010