

**KGW(TV), KGWZ-LD**  
**EEO PUBLIC FILE REPORT**  
**10/01/10- 09/30/11<sup>1</sup>**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1-11, 27-29, 31, 33-50	49
Facilities Coordinator	1-11, 30, 33-50	50
Internet Account Executive	1-11, 27-29, 31, 33-50	8
Internet Account Executive	1-11, 27-29, 31, 33-50	50
News Reporter	1-11,12-23, 32-50	11
News Reporter	1-11,12-23, 32-50	50
Sports Reporter	1-11,12-23, 32-50	8
Dealer Support Specialist	1-11, 27-29, 31, 33-50	48
News Producer	1-11,12-23, 32-50	8
News Operations Manager	1-11,12-23, 32-50	31
Broadcast Operator 2	1-11, 30, 33-50	49
Maintenance Technician	1-11, 30-31, 33-50	11
News Photographer	1-11,12-23, 32-50	50
National Sales Assistant	1-11, 27-29, 31, 33-50	10
News Reporter	1-11,12-23, 32-50	49
News Producer	1-11,12-23, 32-50	50
News Associate Producer	1-11,12-23, 32-50	50
Internet Account Executive	1-11, 27-29, 31, 33-50	29
Director of Sales	1-11, 27-29, 31, 33-50	50
News Photographer	1-11,12-23, 32-50	8
Promotion Producer/Editor	1-11,12-23, 32-50	50
News Anchor/Reporter	1-11,12-23, 32-50	11
Internet Account Executive	1-11, 27-29, 31, 33-50	29
News Reporter	1-11,12-23, 32-50	11
News Producer	1-11,12-23, 32-50	49
News Photographer	1-11,12-23, 32-50	49
News Reporter	1-11,12-23, 32-50	49
News Reporter	1-11,12-23, 32-50	49

<sup>1</sup> This report provides recruitment data collected from September 29, 2010 through September 28, 2011.

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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	State of Oregon Employment Division Frank Granger 30 N Webster Street Suite E Portland, OR 97217 (503) 280-6056	N	3
2	Y.W.C.A Job Bank Eric Brown 1111 SW 10 <sup>th</sup> Avenue Portland, OR 97205 (503) 294-7400	N	0
3	Bureau of Indian Affairs Stanley Speaks 911 NE 11 <sup>th</sup> Avenue Portland, OR 97232-4169 (503) 231-6702	N	0
4	Urban League of Portland Employment Department Warren Fluker 10 N. Russell Portland, OR 97227 (503) 280-2600	N	0
5	NAB Education Foundation Michelle Duke 1771 N Street NW Washington DC 20036 (202) 429-5361	N	0
6	Oregon Commission for Black Affairs Lucy Baker 1819 SW 5 <sup>th</sup> Ave #313 Portland, Oregon 97201 (503) 731-4002	N	0
7	Oregon Association of Broadcasters Bill Johnstone 7150 SW Hampton #240 Portland, OR 97223 (503) 443-2299 www.theoab.org	N	0
8	Station website: Kgw.com 1501 SW Jefferson St Portland, OR 97201 (503) 226-5000	N	16

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9	Oregonian Newspaper Deborah Hartman 1320 SW Broadway Portland, OR 97201 (503) 221-8466	N	1
10	Craigslist.com Craig Newmark PO Box 225159 San Francisco, CA 94122 5159 (800) 664-0633	N	11
11	TVJOBS.com Mark Holloway P.O. Box 4116 Oceanside, CA 92052 (800) 374 -0119	N	16
12	The National Association of Hispanic Journalists Kevin Olivas 1000 National Press Building 529 14 <sup>th</sup> St., NW Washington, DC 20045-2001 (202) 662-7145	N	0
13	Asian American Journalists Assn. Kathy Chow 5 Third Street Suite 1108 San Francisco, CA 94103 (415) 346-2051	N	0
14	MediaLine Mark Shilstone Box 51909 Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	N	0
15	California Chicano News Media Association Julio Moran 727 W 27 <sup>th</sup> Street, Room 201 Los Angeles, CA 90089 (213) 821-0075	N	0
16	RTNDA Carol Knopes 529 14 <sup>th</sup> Street, NW, Suite 425 Washington DC 20045 (202) 659.6510	N	0
17	National Association of Black Journalists Maurice Foster 1100 Knight Hall, Suite 3100 College Park, Maryland 20742 (301) 405-0248	N	0

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18	TVSpy MediaBistro 475 Park Avenue South, 4 <sup>th</sup> Floor New York, NY 10016 (212) 389-2000 www.mediabistro.com	N	0
19	Jourlismnext.com Eric Wee (703) 629-0178	N	0
20	Frank Magid and Associates Alan Oldfield One Research Center Marion, Iowa 52302 (319) 377-7345	N	3
21	Media-Match.com 8112 ½ West 3 <sup>rd</sup> St Los Angeles CA 90048 323 284 5589 www.media-match.com	N	0
22	Productionhub.com 1809 E. Winter Park Road Orlando FL 803 (877) 629.4122	N	0
23	Lostremote.com Cory Bergman Seattle WA	N	0
24	Creativehotlist.com Patrick S. Coyne 110 Constitution Ave Menlo Park CA 94025 (650) 815-4290	N	0
25	The Art Institute of Portland 1122 NW Davis Street Portland, OR 97209 (503) 228-6528	N	0
26	Promaxbda.org Jessica Henning 1522e Cloverfield Blvd Santa Monica, CA 90404 (310) 788.7600	N	0
27	Spots N Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, GA 30152 (888) 884-2630	N	0

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28	TVB.org Tiphany Jones 3 East 54 <sup>th</sup> Street 10 <sup>th</sup> Floor New York, NY 10022 (212) 486-1111	N	0
29	Linkedin Corporation 2029 Stierlin Court Mountain View, CA 94043 www.linkedin.com	N	3
30	Society of Broadcast Engineers Scott Jones 9102 North Meridian Street, Suite 150 Indianapolis, IN 46260 (317) 846-9000	N	0
31	Customer Service Jobdango.com 2719 SW Kelly Ave Portland OR 97201 (503) 256-4446	N	3
32	Customer Service Indeed.com 177 Broad St, 6 <sup>th</sup> Floor Stamford CT 060901	N	2
33	University of Washington Center for Career Services Job Placement Coordinator 134 Mary Gates Hall Box 352810 Seattle WA 98195 (206) 543 0535	N	0
34	Washington State University Murrow School of Communications Glenn Johnson PO Box 642520 Pullman WA 99164 (509) 335 1556	N	0
35	University of Oregon School of Journalism and Communications Bill Morrill Career Services Coordinator 1275 University of Oregon Eugene OR 97403 541-346-2171	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over Reporting period</b>
36	Hispanic Metropolitan Chamber of Commerce MaryAnn Potter 333 SW 5 <sup>th</sup> Ave Suite 100 Portland OR 97207 (503) 222 0280	N	0
37	ITT Technical Institute Rita Ogbeama 9500 NE Cascades Parkway Portland OR 97220 (503) 255 6500	Y	0
38	Mt Hood Community College Career Planning and Counseling Center Room 1152 26000 SE Stark St. Gresham OR 97030 (503) 491 7432 mhccareer@mhcc.edu	N	0
39	Portland Community College Student Employment Services – SSB 104 DeAnne Hardy PO Box 19000 Portland OR 97280-0990 Fax (503) 978 5030	N	0
40	African American Chamber of Commerce Roy Jay 4300 NE Fremont #220 Columbia Plaza Building Portland OR 97213 (503) 244-5794	N	0
41	Goodwill Industries of the Columbia Willamette Cheri Folk 1943 SE Sixth Ave Portland OR 97124 (503) 238 6186	N	0
42	National Association for Multi Ethnicity in Communications Kathy Johnson 320 W 37 <sup>th</sup> St 8 <sup>th</sup> Floor New York NY 10018 212 594 5985	N	0

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43	Oregon Association of Minority Entrepreneurs Jorge Guerra 4134 N Vancouver #100 Portland OR 97217 503 249 7744	N	0
44	Vancouver Chamber of Commerce Teresa Lawwill 1101 Broadway Suite 100 Vancouver WA 98660 (360) 694 2588	N	0
45	Washington Association of Broadcasters Char Myers 724 Columbia St NW, Suite 310 Olympia WA 98501 (360) 705-0774	N	0
46	Bates Technical College Shirley Miller 1101 S Yakima Ave #M212E Tacoma WA 98405	N	0
47	Portland State University Career Center Terri Bennett PO Box 751 Portland OR 97207	N	0
48	Oregon State University Career Center B0008 Kerr Administration Building Corvallis, OR 97331 (541) 737-4085	N	1
49	Word Of Mouth Referrals	N	37
50	Internal Posting/Candidate	N	27
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD:</b>			<b>123</b>

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1	Events or programs sponsored by educational institutions relating to broadcast careers	The station hosted a High School Senior from Lake Oswego High School on November 11, 2010. The student was interested in becoming a News Producer after college. Student spent the day working with the KGW News Department staff.
2	Events or programs sponsored by educational institutions relating to broadcast careers	The station hosted a High School Senior from David Douglas High School on November 16, 2010. The student was interested in pursuing a career in journalism after college. Student spent the day working with the KGW News Department staff.
3	Events or programs sponsored by educational institutions relating to broadcast careers	Station participated in Mock Interviews at David Douglas High School interviewing High School Juniors and Seniors on January 14, 2011. The Human Resources Director participated in this event.
4	Events or programs sponsored by educational institutions relating to broadcast careers	The station participated in the Turnbull Weekend conference on February 5, 2011 through the University of Oregon. Internet Site Manager spoke on KGW's mobile media application with college students attending from University of Oregon.
5	Events or programs sponsored by educational institutions relating to broadcast careers	The station participated in journalism class at Washington State University with Dr. Kitani's class. The General Manager participated via Skype on February 17, 2011.
6	Participate in job fair	The station participated in the Portland State University Career Information day and job fair on February 16, 2011. Station participants included Human Resources Director.
7	Events or programs sponsored by educational institutions relating to broadcast careers	The station hosted a High School Senior from Clackamas County Young Leaders Project on March 23, 2011. The student was interested in pursuing a career in journalism after college. Student spent the day working with the KGW News Department staff.

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	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
8	Events or programs sponsored by educational institutions relating to broadcast careers	Station participated in an informational tour for a Portland State University Communications major. The tour of the station was conducted by the Executive Administrative Assistant to the General Manager on March 24, 2011.
9	Participate in job fair	The station participated in the First Avenue Career and Graduate School job fair on April 1, 2011. The job fair was attended by students from nine local universities in the Portland Oregon metropolitan area. Station participants included Human Resources Director. It was sponsored by <a href="http://www.olapcfirstavenue.org">www.olapcfirstavenue.org</a>
10	Events or programs sponsored by educational institutions relating to broadcast careers	The station hosted a High School Senior from West Linn High School on April 15, 2011. The student was interested in pursuing a career in journalism after college. Student spent the day working with the KGW News Department staff.
11	Events or programs sponsored by educational institutions relating to broadcast careers	The station participated in journalism class at University of Idaho, School of Journalism and Mass Media on April 4, 2011. The News Director spoke to a group of journalism students.
12	Events or programs sponsored by educational institutions relating to broadcast careers	The station participated in the Edward R. Murrow College of Communication at Washington State University. The General Manager and News Director attended the workshops during the week of April 4, 2011. They both participated in several events which interacted with journalism students attending Career Day, Meet the Pros.
13	Events or programs sponsored by educational institutions relating to broadcast careers	The station participated in journalism classes at University of Oregon on April 7, 2011. The Assistant News Director and Internet Site Manager participated in a whole day seminar discussing careers in broadcasting with Juniors and Senior journalism students
14	Events or programs sponsored by educational institutions relating to broadcast careers	The News Director met with a journalism student from University of Montana on April 11, 2011 as part of an informational interview to discuss a career in broadcasting.

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15	Participate in job fair	The station participated in the Clark College, Cascade Campus job fair on April 13, 2011. Station participants included Human Resources Director
16	Events or programs sponsored by educational institutions relating to broadcast careers	Station participated in Mock Interviews at Beaverton High School interviewing High School Juniors on April 14, 2011. The Human Resources Director participated in this event.
17	Participate in job fair	The station participated in the Portland Community College, Cascade Campus job fair on April 26, 2011. Station participants included Human Resources Director.
18	Events or programs sponsored by educational institutions relating to broadcast careers	Station hosted four journalism students from BYU in Idaho on May 5, 2011 allowing them to shadow the daily journalism process. This was hosted by the Executive News Director
19	Events or programs sponsored by educational institutions relating to broadcast careers	Station participated in tours an informational discussions with 9 <sup>th</sup> graders from the Summer Youth Connect program sponsored by the Portland Mayor's office on July 8, 2011 Station participants included the Human Resources Director and various KGW staff members who explained their job functions to the youth.
20	Events or programs sponsored by educational institutions relating to broadcast careers	Station participated in tours an informational discussions with 9 <sup>th</sup> graders from the Summer Youth Connect program sponsored by the Portland Mayor's office on July 8, 2011 Station participants included the Human Resources Director and various KGW staff members who explained their job functions to the youth.
21	Events or programs sponsored by educational institutions relating to broadcast careers	Station hosted a journalism student from ??? on July 13, 2011. Student was allowed to Job Shadow our Sports Reporters for the day and observe the newscast process.
22	Events or programs sponsored by educational institutions relating to broadcast careers	Station participated in tours an informational discussion with middle school students in a program sponsored by Self Enhancement Inc on July 13, 2011. Station participants included the Human Resources Director and various KGW staff members who explained their job functions to the youth.

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23	Events or programs sponsored by educational institutions relating to broadcast careers	Station participated in tours an informational discussion with middle school students in a program sponsored by Self Enhancement Inc on July 20, 2011. Station participants included the Human Resources Director and various KGW staff members who explained their job functions to the youth.
24	Internship program	Station hosted an intern from New Avenues for Youth during September 2011 who was assigned to work in the News Department. Student .