

EXHIBIT 2  
FCC FORM 396  
GENERAL POLICY ITEM 1: EEO PUBLIC FILE REPORTS

EEO PUBLIC FILE REPORT

For

LINCOLN BROADCASTING COMPANY dba KTSF-TV

This EEO Public File Report  
Covers the Period  
Beginning August 1, 2016 and  
Ending on July 31, 2017

Placed in the public file and on KTSF website and FCC Website August 1, 2017.

This EEO Public File Report is filed in Station KTSF-TV's public inspection file and posted on its website at [www.ktsf.com](http://www.ktsf.com) pursuant to Section 73.2080 (c)(6) of the Federal Communications Commission's ("FCC") rules, in addition to the FCC website.

During the period beginning August 1, 2016 and ending July 31, 2017 the station filled the following full-time vacancies:

Digital Journalist (5)  
Director of News  
Account Coordinator  
Studio Director/Graphics Operator

During the year, a total of 23 people were interviewed for these vacancies. The sources of the 23 interviewees were: Current employee [3], Referral [1], KTSF Website [4], Craigslist [10] and On Air Announcement [5].

Listed below are the vacancies identified by the job title, date of hire, the referral sources used, and the source of the hire. Attachment A to this annual EEO Public File Report is a list of all KTSF referral sources. None of the sources requested notification.

Attachment B below describes KTSF's general outreach initiatives.

FULL-TIME POSITIONS FILLED DURING THE REPORTING PERIOD

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| <u>Job Title</u>           | <u>Referral Sources Used By KTSF</u>  | <u>Source for Hire</u> |
|----------------------------|---|------------------------|
| <b>Account Coordinator</b> | Attachment A (Referral Source list)<br>Craigslist<br>Career Fairs<br>KTSF Website<br>California Broadcasters Association<br>Referral – Employee<br>Internal Job Posting | Craigslist             |

Date of Hire: August 29, 2016

| <u>Job Title</u>  | <u>Referral Sources Used By KTSF</u>   | <u>Source for Hire</u>                                    |
|---|--|---|
| <b>Digital Journalist</b>   | Attachment A (Referral Source list)<br>Craigslist<br>Career Fairs<br>KTSF Website<br>Indeed.com<br>On-Air Job Announcement<br>California Broadcasters Association<br>Referral – Employee<br>Internal Job Posting | On Air<br>Announcement<br>Recruitment and<br>KTSF Website |
| Date of Hire: 9/20/2016, 9/29/2016, 10/4/2016, 6/5/2017 and 7/17/2017 |  |   |

| <u>Job Title</u>                         | <u>Referral Sources Used By KTSF</u>   | <u>Source for Hire</u> |
|--|--|------------------------|
| <b>Studio Director/Graphics Operator</b> | Attachment A (Referral Source list)<br>Career Fairs<br>KTSF Website<br>Craigslist<br>Referral – Employee<br>Internal Job Posting | Internal Promotion     |
| Date of Hire: March 6, 2017              |  |                        |

Job Title

Referral Sources Used By KTSF

Source for Hire

**Director of News**

Attachment A (Referral Source list)

Internal Promotion

KTSF Website

California Broadcasters Association

Referral – Employee

Internal Job Posting

Date of Hire: January 2, 2017

**ATTACHMENT A**  
Referral Sources

| <b>First Name</b> | <b>Last Name</b> | <b>Organization Name</b>                                  | <b>Address</b>                | <b>City</b>   | <b>State</b> | <b>Zip Code</b> | <b>Work Phone/email</b>   |
|-------------------|------------------|---|-------------------------------|---------------|--------------|-----------------|---|
| Michelle          | Smith            | Academy of Arts University                                | 79 New Montgomery Street      | San Francisco | CA           | 94105           | 415-618-6591<br>msmith@academyart.edu   |
| Ayan              | Jiggetts         | Foreign Languages Dept. at San Francisco State University | 1600 Holloway Ave             | San Francisco | CA           | 94132           | (415) 338-1421<br>jiggetts@sfsu.edu   |
| Janice            | Lee              | Asian American Journalists Association                    | 1182 Market Street, Suite 320 | San Francisco | CA           | 94102           | (415) 346-2051  |
| Caren             | Meghreblian      | Art Institute of San Francisco                            | 1170 Market Street            | San Francisco | CA           | 94102           | (415) 865-0198  |
| Victor            | Shin             | Asian Business League                                     | 564 Market Street, Suite 404  | San Francisco | CA           | 94104           | (415) 350-9023<br>info@ablesf.org   |
| Gloria            | Tan              | Asian Women's Resource Center                             | 940 Washington Street         | San Francisco | CA           | 94108           | (415) 421-8827<br>gummoon@gummoon.org   |
| Steven            | Karet            | Asian, Incorporated                                       | 1670 Pine Street              | San Francisco | CA           | 94607           | (415) 928-5910  |
| Samson            | Wong             | AsianWeek   | 809 Sacramento Street         | San Francisco | CA           | 94108           | (415) 397-0220<br>swong@asianweek.com   |
| Mindy             | Aronoff          | Bay Area Video Coalition                                  | 2727 Mariposa St., 2nd Floor  | San Francisco | CA           | 94110           | (415) 861-3282<br>dov@bavc.org  |
| Bob               | Haick            | Canada College  | 4200 Farm Hill Blvd.          | Redwood City  | CA           | 94061           | (650) 306-3178  |
| Lillie            | Player           | California Broadcasters Association Job Bank              | 915 L Street, Suite 1150      | Sacramento    | CA           | 95814           | (415) 444-2237  |
| Nani              | Ratnawati        | Center for Asian American Media                           | 145 9th Street, #350          | San Francisco | CA           | 94103           | (415) 863-0814<br>info@asianamericanmedia.org   |
| Bedilia           | Ramirez          | Chabot College  | 25555 Hesperian Blvd.         | Hayward       | CA           | 94545           | 510-723-6600 Main/510- 723-6699<br><a href="mailto:bramirez@chaborcollege.edu">bramirez@chaborcollege.edu</a><br>CCEmployment@chaborcollege.edu |
| Veronica          | Ng               | Chinese for Affirmative Action                            | 17 Walter U. Lum Place        | San Francisco | CA           | 94108           | (415) 274-6750<br>fax: (415) 397-8770   |
| Anthony           | Ng               | Chinese Newcomer Services Center                          | 777 Stockton Street, #104     | San Francisco | CA           | 94108           | (415) 421-2111<br>cnsc@chinesenewcomers.org   |
| Gary              | Tom              | City College of San Francisco - Alemany                   | 750 Eddy Street               | San Francisco | CA           | 94109           | (415) 561-1875  |

Campus

|                |                     |  |                               |               |    |            |  |
|----------------|---------------------|--|-------------------------------|---------------|----|------------|--|
| Phillip        | Brown               | City College of San Francisco/Broadcasting Department A-6        | 50 Phelan Avenue              | San Francisco | CA | 94112      | (415) 239-3527   |
| Alexis Marivic | Montevirgen Lizardo | College of Alameda   | 555 Atlantic Avenue           | Alameda       | CA | 94501      | (510) 522-7221<br><a href="mailto:amontevirgen@peralta.edu">amontevirgen@peralta.edu</a><br><a href="mailto:mlizardo@peralta.edu">mlizardo@peralta.edu</a> |
| Carrie         | McKnight            | College of Notre Dame Career Center                              | 1500 Ralston Avenue, JB 140   | Belmont       | CA | 94002      | (650) 508-3667<br>cmcknight@ndnu.edu<br>careercenter@ndnu.edu  |
|                |                     | College of San Mateo - KCSM TV 60                                | 1700 W. Hillsdale Blvd.       | San Mateo     | CA | 94402      | (650) 574-6571<br>tv@kcsm.net  |
| Cindy          | Lister              | DeAnza College   | 21250 Stevens Creek Blvd.     | Cupertino     | CA | 95014      | (408) 864-5711<br>careercenter@deanza.edu  |
| Peter          | Ney                 | California Employment Development Department                     | 550 Quarry Road               | San Carlos    | CA | 94070      | (650) 802-5000<br>peter.ney@edd.ca.gov   |
| Shawn          | Hansen              | EDD Workforce Services   | 606 Healdsburg Ave            | Santa Rose    | CA | 95401      | (707) 576-2014<br>Shawn.hansen@edd.ca.gov  |
| Nora Rios      | Reddick             | Horizons Unlimited of San Francisco                              | 440 Potrero Street            | San Francisco | CA | 94110      | (415) 487-6700<br>nrreddick@aol.com  |
| Julie          | Matsueda            | Japanese Community Youth Council                                 | 2012 Pine Street              | San Francisco | CA | 94115      | (415) 563-8052<br>info@jycyc.org   |
| Nobiru         | Kai                 | Japanese Newcomer Services                                       | 1840 Sutter Street, Suite 207 | San Francisco | CA | 94115      | (415) 922-2033<br>nobirukai@gmail.com  |
| Yolanda        | Chrystal            | Job Development Group - City College of San Francisco            | 50 Phelan Ave., Box A6        | San Francisco | CA | 94112      | (415) 452-5888<br>career@ccsf.edu  |
| Martha         | Schoonover          | Job Placement Services- Diablo Valley College                    | 321 Gold Club Road            | Pleasant Hill | CA | 94523      | (925) 685-1320   |
| Susan          | Mir                 | Journalism/Community Development, San Jose State University      | One Washington Square         | San Jose      | CA | 95192      | (408) 924-3240<br>careerhelp@sjsu.edu  |
| Lisa           | Aaron               | Laney College  | 900 Fallon Street             | Oakland       | CA | 94607      | (510) 834-5740<br>laaron@peralta.edu   |
| Lydia          | Fedulow             | Mass Media Studies - University of San Francisco/Ignatio Heights | 2130 Fulton Street            | San Francisco | CA | 94117-1080 | 415) 422-6373<br>media.studies@usfca.edu   |
| Mary           | Robins              | Menlo College  | 1000 El Camino Real           | Atherton      | CA | 94027      | (650) 543-3735<br>careers@menlo.edu  |
| Katherine      | Dey                 | Mills College  | 5000 MacArthur Blvd.          | Oakland       | CA | 94613      | (510) 430-2130<br>kdey@mills.edu   |
| Olga           | Perez               | Mission Language &   | 2929 19th                     | San           | CA | 94110      | (415) 648-5220   |

|             |           | Vocational School  | Street                                   | Francisco     |    |            |   |
|-------------|-----------|--|--|---------------|----|------------|---|
| Bob Cilbup/ | Tom Gomez | Ohlone College/KOHL-FM                                   | 43600 Mission Blvd.                      | Fremont       | CA | 94539      | (510) 659-6000  |
| Edie        | Melo      | PennisulaWorks - Daly City                               | 271 92nd Street                          | Daly City     | CA | 94015      | (650) 301-8447  |
| Theresa     | Brown     | Peralta Community College                                | 333 East 8th Street                      | Oakland       | CA | 94606      | (510) 466-7200  |
| Jaclyn      | Chinn     | Project HIRED  | 1401 Parmoor Ave, Suite 125              | San Jose      | CA | 95126      | (408) 557-0880  |
| Melissa     | Camacho   | San Francisco State University                           | 1600 Holloway Avenue                     | San Francisco | CA | 94103-3502 | (415) 338-1787<br>mcamacho@sfsu.edu   |
| Kathy       | Potter    | Santa Clara University                                   | 500 El Camino Real                       | Santa Clara   | CA | 95053      | (408) 554-4589<br>kpotter@scu.edu   |
| Ivy         | Velasquez | Skyline College  | 3300 College Drive                       | San Bruno     | CA | 94066      | (650) 738-4337<br>velasquezi@smccd.net  |
| Zafer       | Sun       | Solano Community College                                 | 4000 Suisun Valley Road                  | Suisun City   | CA | 94585-3197 | (707) 864-7124<br>zafer.sun@solano.edu  |
| Philip      | Nguyen    | Southeast Asian Community Center                         | 875 O'Farrell Street                     | San Francisco | CA | 94109      | (415) 885-2743<br>seaccphilip@juno.com  |
| Thomas      | Goldstein | University of California, Berkeley                       | Campbell Hall                            | Berkeley      | CA | 94720      | (510) 642-3383  |
| Cecily      | Victor    | Upwardly Global  | 582 Market Street, Suite 1207            | San Francisco | CA | 94104      | (415) 834-9901 x301   |
| Emma        | Hyatt     | Excelsior Community Center Employment Services Program   | 4468 Mission Street                      | San Francisco | CA | 94112      | (415) 786-6648  |
| Sam         | Rodriguez | Holy Names University                                    | 3500 Mountain Blvd.                      | Oakland       | CA | 94619      | (510) 436-1419<br><a href="mailto:srodriguez@hnu.edu">srodriguez@hnu.edu</a>  |
| May         | Ng        | San Francisco Office of Economic & Workforce Development | 1 South Van Ness Ave, 5 <sup>th</sup> Fl | San Francisco | CA | 94103      | (415) 701-4836<br>(415) 701-4897 Fax<br><a href="mailto:May.ng@sfgov.org">May.ng@sfgov.org</a><br><a href="http://www.workforcedevelopmentsf.org">www.workforcedevelopmentsf.org</a>                  |
| Tammy       | Chen      | Mission Hiring Hall, Inc                                 | 1048 Folsom Street                       | San Francisco | CA | 94103      | (415) 865-2105 x103<br>(415) 865-2102 Fax<br><a href="http://www.missionhiringhall.org">www.missionhiringhall.org</a><br><a href="mailto:tchen@missionhiringhall.org">tchen@missionhiringhall.org</a> |
| Tom         | Hayashi   | Peninsula Works  | 1777 Borel Place, Suite 200              | San Mateo     | CA | 94402      | (650) 581-0052<br>(650) 581-0056 Fax<br><a href="mailto:thayaski@peninsulaworks.biz">thayaski@peninsulaworks.biz</a>  |

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|        |      |                  |                     |                 |    |       |   |
|--------|------|------------------|---------------------|-----------------|----|-------|---|
| Phuong | Tran | Foothill College | 12345 El Monte Road | Los Altos Hills | CA | 94022 | (650) 949-7208<br>Web: <a href="#">Internship Program</a> |
|--------|------|------------------|---------------------|-----------------|----|-------|---|

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## ATTACHMENT B

### GENERAL OUTREACH INITIATIVES

From August 1, 2016 to July 31, 2017 KTSF completed the requirements for outreach options 1, 3, 5, 8, 14 and 16.

#### **1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;**

From August 1, 2016 to July 31, 2017, KTSF participated in the following four job fairs. A KTSF representative attended each job fair, one being a member of senior management staff.

- a. San Francisco State University Part Time Job Fair, San Francisco, CA – August 23, 2016

The Director of Human Resources recruited for Account Coordinator, National Business Development Manager, News Writer/Reporter, Video Editor, Studio Director, Producer, Production Assistant and Digital Journalist.

- b. Oakland Hiring Expo with Golden State Warrior, Oakland, CA – November 7, 2016

The Director of Human Resources recruited for National Business Development Manager, News Writer/Reporter, Video Editor, and Studio Director.

- c. Honor A Hero, Hire A Vet (HAH-HAV) Job & Resource Fair, San Francisco, CA – April 26, 2017

The Director of Human Resources recruited for Digital Journalist, News Production Assistant and Production Technician.

- d. City College of San Francisco Spring Job Fair, San Francisco, CA - May 4, 2017

The Director of Human Resources recruited for Digital Journalist, News Production Assistant and Production Technician.



- e. Military Career Fair, Sonoma, CA – June 23, 2017

The Director of Human Resources recruited for Sales Account Executive, Digital Journalist, News Production Assistant, Video Editor, and Production Technician.

**3. Co-Sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.**

- a. Bay Area 17<sup>th</sup> Annual Diversity Employment Day, San Francisco, CA– May 25, 2017

Provides a pool of diverse, multi-cultural, and qualified professionals. The career fair targets minorities, women, seniors and people with disabilities.

KTSF also promoted the job fair on air, KTSF website and career fair brochures.

The Director of Human Resources staffed a booth to meet candidates and recruited for Sales Account Executive, Digital Journalist, News Production Assistant, Video Editor, and Production Technician.

**5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;**

This year KTSF continued its successful internship program with two department(s) participating involving two intern(s).

Two department(s) participated in the internship program in this reporting period: News and Programming department(s) continued their programs. A Description of each of those internships, and the results of each, follows:

**News Department Interns**

January 9, 2017 – May 11, 2017: Renee Li, News Intern. She is studying in Communication Studies at San Francisco State University. Renee was hired and became a part-time News Production Assistant here at KTSF after her internship.

Interns in the News Department acquire journalism skills including researching stories, checking facts on stories and assisting News Reporters with field interviews.

## **Programming Department Interns**

January 20, 2017 – May 12, 2017: Joanna Lee, Programming Intern for Talk Today. She is studying Media Studies at University of California Berkeley.

Duties for programming interns involve assisting with the Friday episodes of our “Talk Today” program. Assisting with web based social network interactions (i.e. Facebook, Twitter, etc.) and booking guests.

### **8. Establishment of Training Program designed to enable station personnel to acquire skills that could qualify them for higher level positions**

KTSF is committed to continuing this highly valued training program. This training is not only beneficial to the employee experiencing the training but many other employees benefit as the knowledge is passed on to their coworkers.

KTSF paid the participating employees their regular hour rate while they attended this training.

Dave Baker, Director of Production trained news personnel how to use their computers to do desktop video editing using different kinds of editing software, specifically Sony Vegas. This individual training for new hires is ongoing to upgrade their skills.

In addition to the above technical training, employees also participated in Legal Issues for the Broadcasting Industry. A First Amendment attorney, James Wagstaffe and Kevin Clune conducted this training specializing in media law and consisted of a two-hour interactive session. The training was held on July 5, 2017. Topics covered were defamation of Character, Copyright law and privacy issues.

Sixteen employees attended this session and expressed sincere appreciation for the opportunity to do so.

New employees participated in mobile journalist training which was conducted by Geoff Roth, a veteran mobile journalist and News Director. Among other things, he worked with engineering to assist in the acceleration of our transition to a digital workflow and assisted staff in their understanding of ENPS version 7. He analyzed current newsroom operations and, as a result, helped streamline work flow while teaching staffs how to reformat the 7:00 news. New hire News staff were given hand-on training for using their smartphones to shoot, edit and transmit video for news purpose. News staff were given feedback after having tried Mojo (Mobile Journalism) in the field. The main goal of this was to produce more local and relevant news coverage.

### **14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination**

July 2017, Trained all management and supervisory personnel to prevent harassment and promote equal opportunity. KTSF contracted LawRoom, the premier web-based employment law service to train managers to recognize harassment and discrimination,

handle complaints, and avoid retaliation. The training consisted of a two-hour self-paced computer course, which included test, case studies, policy review, and the financial impact on employers who violate the law. All those attended received a certificate of completion of the program. This program is scheduled on a two-year rotation basis.

**16. Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

- a. KTSF is the leading source of diverse multi-language, primarily Asian, programming in the San Francisco market, and produces much of the programming in its own local production studio, including daily news in Cantonese and Mandarin. For the past 10 years KTSF has been offering informational tours of broadcasting facility for all students and their teachers upon request and making students more knowledgeable on what is required of them when trying to enter the broadcasting industry. On April 19, 2017 Director of Programming, Victor Marino participated in a local middle schools annual career day by bringing those students to tour the KTSF facilities. He gave the students an overview of the Television industry, the different careers available in TV and a “behind the scenes” look at the daily operations of a TV station that produces much of its own diverse non-English programming and had a Q&A session at the end.