

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, 2018 and
Ending on July 31, 2019

Placed in the public file and on KTSF website and FCC Website August 1, 2019.

This EEO Public File Report is filed in Station KTSF-TV's public inspection file and posted on its website at 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, 2018 and ending July 31, 2019 the station filled the following full-time vacancies using the referral sources (including Attachment A.)

Job Title	Referral Sources Used by KTSF	#Interviews	Hire Source
Senior Account Manager Hire date: 1/28/19	Indeed, KTSF web & posting, Job Fair		Staff Referral
Traffic Assistant Hire date: 2/19/19	Indeed, Referral, KTSF web & posting		Staff referral
Sales Coordinator Hire date: 3/25/19	Indeed, KTSF web & posting	1	Indeed
Account Executive Hire date: 4/1/19	Job Fair, KTSF web & posting, Referral	2	Staff referral
News Writer Hire date: 4/15/19	Indeed, Craigslist, KTSF web & posting Job Fair	3	Staff referral
MC Tech Operator Hire date: 4/24/19	Indeed, KTSF web & posting, Referral	49	Staff referral
General Sales Manager Hire date: 5/17/19	Spots n Dots, TV News Check, KTSF Web & posting, LinkedIn, Job Fair	4	Spots n Dots, TVNews Check
Traffic Assistant Hire date: 6/5/19	Indeed, KTSF Web & Posting	8	Indeed
Chief Engineer Hire date: 7/1/19	TVjobs.com, SBE.org, Indeed KTSF web & posting, Job Fair	4	LinkedIn

ATTACHMENT A
Referral Sources

First Name	Last Name	Organization Name	Address	City	State	Zip Code	Work Phone/email
Michelle	Smith	Academy of Arts University	79 New Montgomery Street	San Francisco	CA	94105	415-618-6591 msmith@academyart.edu
Ayan	Jiggetts	Foreign Languages Dept. at San Francisco State University	1600 Holloway Ave	San Francisco	CA	94132	(415) 338-1421 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 info@ablesf.org
Gloria	Tan	Asian Women's Resource Center	940 Washington Street	San Francisco	CA	94108	(415) 421-8827 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 swong@asianweek.com
Mindy	Aronoff	Bay Area Video Coalition	2727 Mariposa St., 2nd Floor	San Francisco	CA	94110	(415) 861-3282 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 info@asianamericanmedia.org
Bedilia	Ramirez	Chabot College	25555 Hesperian Blvd.	Hayward	CA	94545	510-723-6600 Main/510- 723-6699 bramirez@chaborcollege.edu CCEmployment@chaborcollege.edu
Veronica	Ng	Chinese for Affirmative Action	17 Walter U. Lum Place	San Francisco	CA	94108	(415) 274-6750 fax: (415) 397-8770
Anthony	Ng	Chinese Newcomer Services Center	777 Stockton Street, #104	San Francisco	CA	94108	(415) 421-2111 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 amontevirgen@peralta.edu mlizardo@peralta.edu
Carrie	McKnight	College of Notre Dame Career Center	1500 Ralston Avenue, JB 140	Belmont	CA	94002	(650) 508-3667 cmcknight@ndnu.edu careercenter@ndnu.edu
		College of San Mateo - KCSM TV 60	1700 W. Hillsdale Blvd.	San Mateo	CA	94402	(650) 574-6571 tv@kcsm.net
Cindy	Lister	DeAnza College	21250 Stevens Creek Blvd.	Cupertino	CA	95014	(408) 864-5711 careercenter@deanza.edu
Peter	Ney	California Employment Development Department	550 Quarry Road	San Carlos	CA	94070	(650) 802-5000 peter.ney@edd.ca.gov
Shawn	Hansen	EDD Workforce Services	606 Healdsburg Ave	Santa Rose	CA	95401	(707) 576-2014 Shawn.hansen@edd.ca.gov
Nora Rios	Reddick	Horizons Unlimited of San Francisco	440 Potrero Street	San Francisco	CA	94110	(415) 487-6700 nrreddick@aol.com
Julie	Matsueda	Japanese Community Youth Council	2012 Pine Street	San Francisco	CA	94115	(415) 563-8052 info@jycyc.org
Nobiru	Kai	Japanese Newcomer Services	1840 Sutter Street, Suite 207	San Francisco	CA	94115	(415) 922-2033 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 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 careerhelp@sjsu.edu
Lisa	Aaron	Laney College	900 Fallon Street	Oakland	CA	94607	(510) 834-5740 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 media.studies@usfca.edu
Mary	Robins	Menlo College	1000 El Camino Real	Atherton	CA	94027	(650) 543-3735 careers@menlo.edu
Katherine	Dey	Mills College	5000 MacArthur Blvd.	Oakland	CA	94613	(510) 430-2130 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 mcamacho@sfsu.edu
Kathy	Potter	Santa Clara University	500 El Camino Real	Santa Clara	CA	95053	(408) 554-4589 kpotter@scu.edu
Ivy	Velasquez	Skyline College	3300 College Drive	San Bruno	CA	94066	(650) 738-4337 velasquezi@smccd.net
Zafer	Sun	Solano Community College	4000 Suisun Valley Road	Suisun City	CA	94585-3197	(707) 864-7124 zafer.sun@solano.edu
Philip	Nguyen	Southeast Asian Community Center	875 O'Farrell Street	San Francisco	CA	94109	(415) 885-2743 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 srodriguez@hnu.edu
May	Ng	San Francisco Office of Economic & Workforce Development	1 South Van Ness Ave, 5 th Fl	San Francisco	CA	94103	(415) 701-4836 (415) 701-4897 Fax May.ng@sfgov.org www.workforcedevelopmentsf.org
Tammy	Chen	Mission Hiring Hall, Inc	1048 Folsom Street	San Francisco	CA	94103	(415) 865-2105 x103 (415) 865-2102 Fax www.missionhiringhall.org tchen@missionhiringhall.org
Tom	Hayashi	Peninsula Works	1777 Borel Place, Suite 200	San Mateo	CA	94402	(650) 581-0052 (650) 581-0056 Fax thayaski@peninsulaworks.biz

Meiling	Wang	City College of San Francisco	1860 Hayes Stm Box JAD, RN 142F	San Francisco	CA	94117	mwang@ccsf.edu
Phuong	Tran	Foothill College	12345 El Monte Road	Los Altos Hills	CA	94022	(650) 949-7208 Web: Internship Program

ATTACHMENT B

GENERAL OUTREACH INITIATIVES

From August 1, 2018 to July 31, 2019 KTSF completed the requirements for outreach options 1, 3, 8 and 16.

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

From August 1, 2018 to July 31, 2019, KTSF participated in the following three job fairs. A KTSF representative attended each job fair, one being a member of senior management staff.

- a. University of San Francisco Job Fair, San Francisco, CA; March 19, 2019

The Director of Human Resources recruited for General Sales Manager, News Production Assistant, Graphics Production Assistant, Political Sales Coordinator, Sales Account Executives and Interns.

- b. City College of San Francisco Fall Job Fair, San Francisco, CA; April, 18, 2019

The Account and Finance manager recruited for General Sales Manager, Chief Engineer, Digital Journalist, News Production Assistant and Interns.

- c. Skyline College Spring Career Fair, San Bruno, CA; April 23, 2019

The Director of Human Resources recruited for Chief Engineer, News Production Assistant, Sales Account Executives and Interns.

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 19th Annual Diversity Employment Day Career Fair, San Francisco, CA; April 9, 2019

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 General Sales Manager, Chief Engineer, Digital Journalist, News Production Assistant and Interns.

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

- a) NEWS: KTSF continues to offer in-house presentations which are easily accessible by News staff who have various work shifts. The most recent presentations in were provided on two separate days, July 19 & July 24, 2019 to accommodate staff and provided the latest information on the Bay Area population specifically how our Chinese news audience has evolved over time especially the growth in the Mandarin-speaking audience. This detailed overview of demographic information helps the news crew better target our evolving audience through appropriate news content and open the conversation on ways to improve our outreach to the Chinese community through our news operation. This information also enables lower and mid-level staff to acquire skills which helps to facilitate promotions within the News department.
- b) ENGINEERING: Our newly hired Chief Engineer began weekly meetings, starting July 15, 2019 to upgrade skills among the engineering staff for Trouble Reporting Procedures. Objectives include: standardizing terminology, good engineering practices, SOPs and documentation among engineering personnel, understanding our present technical system set-up and determine improvements/upgrades for system optimization and expansion of broadcast capability.

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.

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 May 2, 2019, Director of Programming, Victor Marino participated in the Brisbane Chamber of Commerce's Students in Business and Government program. Three students from the Lipman Middle School shadowed our KTSF news staff. 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. The visit concluded with a Q&A session at the end.