

EEO PUBLIC FILE REPORT

For

LINCOLN BROADCASTING COMPANY dba KTSF-TV

This EEO Public File Report
Covers the Period
**Beginning August 1, 2019 and
Ending on July 31, 2020**

Placed in the KTSF public file, website and the online FCC website August 1, 2020.

This EEO Public File Report is filed in Station KTSF-TV's public inspection file and the current report is 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, 2019 and ending July 31, 2020, KTSF filled the following full-time vacancies using referral sources including Attachment A.

Job Title	Referral Sources Used by KTSF	# Interviews	Hire Source
Broadcast Program Data Input & Video Edit Hire date: 7/29/19	Indeed, KTSF website & posting	3	Indeed, Staff Referral
MOJO Reporter/Prod Cantonese Morning News Hire date: 8/12/19	Indeed, KTSF website & posting, Job Fair		KTSF website
MOJO Mandarin Reporter Hire date: 3/2/2020	Indeed, KTSF website & posting	4	Indeed
Sales Account Executive Hire date: 8/30/19	Indeed, Spots n Dots, tv newscheck, KTSF website & posting	5	Indeed & Staff Referral
Production Tech. Hire date: 3/2/2020	Indeed, KTSF website & posting	3	Indeed
General Manager Hire date: 3/7/20	Craigslist		Staff Referral

Additional Outreach List (for 2019-2020 EEO Report) Referral Sources

John Salangsang	City College of San Francisco Career Counselor/Job Developer	50 Frida Kahlo Way San Francisco CA 94122	(415) 239-3657 jsalangsang@ccsf.edu
Arya Zarrinkelk	City College of San Francisco Employment & Training Specialist	50 Frida Kahlo Way San Francisco CA 94122	arya.zarrinkelk@mail.ccsf.edu
Spots `n Dots			Gene McKay (707) 919-9490 editor@spotsndots.com
TV News Check			Paul GLreeley (817) 578-6324

General Outreach Initiatives

From August 1, 2019 to July 31, 2020 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;**

Due to the COVID-19 outbreak, Job/Career Fairs which we previously participated in, were cancelled. However, we did take part in the first Virtual Career Fair in July, as noted below in this report. KTSF has a history of actively participating in local job and career fairs that promote diversity, economic and educational opportunities.

From August 1, 2019 to July 31, 2020, KTSF participated in the following job fairs. A KTSF representative attended each job fair, one being a member of senior management staff.

- a. College of San Mateo Job Fair, San Mateo, CA October 2, 2019

The Director of Human Resources recruited for internships in Marketing, Programming, News and Production departments as well as full-time positions in News and Sales

- b. City College of San Francisco (CCSF), San Francisco, CA October 19, 2019

The Director of Human Resources recruited for internships in Marketing, Programming, News and Production departments as well as full-time positions in News and Sales. Interviews were scheduled by KTSF's News Director with two promising applicants for News positions.

- c. Bay Area 20th Annual Diversity Employment Day Career Fair, San Francisco/Northern California, CA; July 15, 2020

In a VIRTUAL online arrangement, the Director of Human Resources had appointments with interested job and intern applicants regarding potential job openings in the News and Production departments. There were three appointments with interested job seekers.

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 20th Annual Diversity Employment Day Career Fair (Virtual online), San Francisco/Northern California, CA; July 15, 2020.

Due to COVID-19, KTSF was not hiring at the time of the Virtual Career Fair, but *potential* job openings in News and Production were made available to attendees through our participation. Traditionally, this Career Fair provides a pool of diverse, multi-cultural, and qualified professionals. The career fair targets minorities, women, seniors and people with disabilities. KTSF promoted the job fair on air and on the KTSF website. The potential jobs we promoted included Mandarin News Reporter, Production Assistant and News Technician. Background on KTSF was also provided. Applicants made online appointments to learn more about the job and internship options and met with the Director of Human Resources.

8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;

News Staff Update & Training: Legal Seminars for News with KTSF's Media Law attorneys On two separate dates to accommodate news staff (9/4/19 & 9/5/19,) Jim Wagstaffe and fellow counsel Maria Radwick reviewed media law as it pertains to news gathering and dissemination. According to News Director Anne Ng, KTSF's media legal counsel provided updates in Media Law, how could KTSF, in the news media, avoid lawsuits by getting it right and doing it right. Our counsel discussed the ten hurdles that can help us to prevent lawsuits, the definition of defamation, the two kinds of defamation, Libel and Slander, and how could we do to avoid defamation. Our counsel also spoke about the definition of Copyright law, are we able to use YouTube or Face Book video on our news and how long does Fair Use apply.

Sales Staff Training: KTSF Over-The-Air Reception Basics presented to Sales staff On Sept. 26, 2019, Chief Engineer Rolin Lintag presented the basics of KTSF's over the air reception to sales staff who often need to explain to public and advertisers the difference in KTSF's reception since it moved its main transmitter location from Mt. Sutro to Mt. Allison. The topics covered included the importance of transmitter distance, intervening obstructions, reflected signal, antenna type, and orientation of the receiving antenna, TV set type and scanning to find channels. This information provided staff with information which gave them a broader education of KTSF's audience reach which would help in current and future positions within the company.

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 August 7, 2019, Director of Programming, Victor Marino, News Director, Anne Ng, and Programming Supervisor Shirley Wong participated in a station tour of teachers and students from the Pace Learning Center (after school program) in Daly City. The managers gave the 22 visitors, including 18 Chinese-speaking students an overview of the television industry 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.

On November 15, 2019, News Reporter Jo Wan gave 26 students, along with teachers and parents from Bayside Academy's 8th grade Mandarin class, a tour of the station and the newsroom. The exciting part of this field trip was in the studio where each student, having written and translated their own scripts in Mandarin, read their scripts using a teleprompter. Visiting KTSF was an opportunity for them to see up close and personal a news station and how news stories are found, researched, and presented. This behind the scenes tour was great insight into how KTSF produces news on a daily basis.