

EEO PUBLIC FILE REPORT
For
LINCOLN BROADCASTING COMPANY dba KTSF-TV

August 1, 2021 – July 31, 2022

Community(ies) of License: San Francisco/Northern California

No. of Full-time Employees: 47

Placed in KTSF FCC website, KTSF website and on-site Public File: August 1, 2022

From August 1, 2021 to July 31, 2022, KTSF completed the following requirements for outreach options:

Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.

- a) City Career Fair Virtual Video (VV) Diversity Employment Day; Oakland, Sept. 10, 2021. This fair, which KTSF has sponsored in previous years, provides access to candidates from multicultural and diverse communities. This year, the candidates were from around the Bay Area and in particular the city of Oakland with its very rich and wide diversity of applicants. The trade provided by KTSF included promos about the fair in English, Cantonese and Mandarin.
- b) Foothill College Fall Career Fair Dec. 1, 2021
- c) Diablo Valley College Career Fair (in person); Pleasant Hill, March 23, 2022. This event was open to current DVC students, alumni, and the community at large and reaching a wide diversity of job seekers. As a sponsor, KTSF included promos about the fair on our air, website and social media in English, Cantonese and Mandarin.
- d) Annual Diversity Employment Day Career Fair; In-person; San Francisco April 6, 2022. Once again, KTSF was a major sponsor for this fair which provides access to candidates from multicultural and diverse communities. As a sponsor, KTSF had promos on air, website and on social media in Chinese and English. And, a large number of applicants at the career fair said they learned about the event through KTSF. We received resumes that we may not have known about otherwise and we actually hired one of the applicants the next day! At a time when finding and hiring qualified candidates is challenging, the career fair and KTSF's promotion of the fair proved to be valuable for us and job applicants.
- e) Northern California Annual Diversity Career Day, Virtual; June 24, 2022. Once again, KTSF was a major sponsor for this fair which provides access to candidates from multicultural and diverse communities. As a sponsor, KTSF had promos on air, website and on social media in Chinese and English. This fair covered a larger geographical area including Silicon Valley, San Francisco, San Jose and Sacramento.

Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.

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Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

- a) Provided digital video sales training for the sales, promotions and programming departments; Aug. 25, 2021. Staff acquired skills and confidence in selling KTSF's digital video opportunities on Vu-It app along with TV and Digital Video.
- b) Provided CPR/AED training by the American Red Cross to six staff who work various shifts and days. KTSF feels these employees have a skill that upper management at future job opportunities would appreciate. Sept. 9, 2021
- c) As of Aug. 4, 2021, Cybersecurity Training Modules were required for all existing and newly-hired staff. The training consisted of longer and shorter formats on an ongoing basis. This included Phishing tests which helped staff spot "bad actors." Having this training is a skill that employees can include as an asset on future career objectives.
- d) Provided three KTSF engineers additional training through the Society of Broadcast Engineers (SBE) which was conducted during the first week in June 2022 and reviewed by engineering staff on July 7, 2022. The webinars included updated requirements for Broadcast Engineers and is an investment towards career development due to enhanced level of skills.

- e) July 6, 2022. Our most experienced journalists provided training of new reporters to help sharpen their skills in filming and video editing. This included capturing and making good use of audio (i.e. up sound, nat sound,) filming from different angles, different framing, close ups, medium shots, wide shots, sequence shots, etc. The training also addressed careful handling of information in terms of script writing. A story may look very straight forward, but there may be red flags that can be overlooked. This training helped upgrade the new reporter's skills in their current position as well as future career opportunities.

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination

- (a) As required by California law, all KTSF all staff are provided training on Sexual Harassment and Abusive Conduct Prevention. The training is ongoing as it's required every 2 years. It's 2 hours of training for management and 1 hour for non-management. The training is available in Chinese for employees who prefer this language option. Certificates following completion are required and maintained by KTSF.

Participate in other activities designed by the station 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) On the Jobs page of our KTSF website, we invite all organizations, in the San Francisco Bay Area to be part of our mailing list for job availabilities. In 2022 (Jan-May,) KTSF had an average of 33,620 monthly viewers to our website. This notice appears in both English and Chinese.
- (b) On the Jobs page of our KTSF website, we also encourage visitors to consider a career in television with this posting that is in both English and Chinese:

Have you considered a career at KTSF televisions?

Are you looking for an employer where you can apply and grow your skills in Broadcasting and Digital Media? KTSF is a great place to apply the job skills you may have and, more importantly, expand on them with excellent training and mentorship that KTSF staff provides. Over the years, staff have been promoted to higher positions in departments including news, production and operations. If you haven't considered a career in broadcasting or online media, take a closer look at KTSF.

- e) Encouraged staff referrals on an on-going basis through staff emails and virtual meetings. During this reporting period, this resulted in at least (4) applicants to full-time job openings that may not have otherwise know about the positions.

During the period beginning August 1, 2021 and ending July 31, 2022, KTSF filled the following full-time vacancies using referral sources including those included in Attachment A.

KTSF Recruitment-Hiring As of 7/29/2022

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRER
9/1/2021	Cantonese Producer & Writer	KTSF website
9/1/2021	Mandarin Producer & Writer	LinkedIn
12/1/2021	Cantonese Producer & Writer	LinkedIn/KTSF website
12/6/2021	Cantonese Producer & Writer	Staff Referral
12/13/2021	Accounting Assistant	Indeed
1/20/2022	Broadcast Programming Coord.	Indeed
3/1/2022	Cantonese Reporter & Writer	KTSF website
4/11/2022	Mandarin Reporter & Writer	Staff referral
5/16/2022	Video Editor	Indeed
7/5/2022	Mandarin Reporter & Writer	Staff Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
KTSF	4
LinkedIn	3
Indeed	7
Staff Referrals	5
Career Fair (SF Diversity Career Fair)	1
Total Number of Persons Interviewed during the Reporting Period:	20

**EEO RECRUITING SOURCES USED (For each position)
Aug 1, 2021 - July 31, 2022**

* Indicate "Y" (yes) or "N" (no) if organization requested that the station provide it with notice of all job vacancies

Job Title of Position: Cantonese Producer & Writer Date of Hire: 9/1/2021

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
LinkedIn	n		Linkedin.com		
KTSF	n	X	www.ktsf.com	Anne Ng	ang@ktsfnews.com ; (415)706-6208
Indeed	n		Indeed.com		
SF Diversity Job Fair	n		www.citycareerfair.com	Dixie	dixie@citycareerfair.com ; (562)863-2612
AAJA Career Center	n		www.aaja.org/careers/aaja-career-center/	Eric	ERIC@JOURNALISMNEXT.COM
Foothill College Career Fair	n		https://foothill.edu		

Job Title of Position: Mandarin Producer & Writer

Date of Hire: 9/1/2021

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
LinkedIn	n	X	Linkedin.com	Anne Ng	ang@ktsfnews.com ;
KTSF	n		www.ktsf.com	Anne Ng	ang@ktsfnews.com ;
Indeed	n		Indeed.com		
Self Help for the Elderly	n		www.selfhelpelderly.org ;	Alison Chan	alisonc@selfhelpelderly.org
SF Diversity Job Fair	n		www.citycareerfair.com	Dixie	dixie@citycareerfair.com ; (562)863-2612

Job Title of Position: Cantonese Producer & Writer

Date of Hire: 12/1/2021 & 12/6/2021

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
LinkedIn	n	X	Linkedin.com		
KTSF	n	X	www.ktsf.com	Anne Ng	ang@ktsfnews.com ; (415)706-6208
Indeed	n		Indeed.com		
SF Diversity Job Fair	n		www.citycareerfair.com	Dixie	dixie@citycareerfair.com ; (562)863-2612
AAJA Career Center	n		www.aaja.org/careers/aaja-career-center/	Eric	ERIC@JOURNALISMNEXT.COM
Staff Referral	n	X	Current employee		

Job Title of Position: Accounting Assistant Date of Hire: 12/13/2021

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	n	X	www.indeed.com		
LinkedIn	n		www.linkedin.com		
KTSF	n		www.ktsftv.com	Karen Huynh	khuyh@ktsftv.com
Handshake (schools)	n		https://joinhandshake.com		

Job Title of Position: Broadcast Programming Coordinator Date of Hire 1/20/2022

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KTSF	n	X	www.ktsf.com	Shirley Wong	shwong@ktsftv.com
LinkedIn	n		LinkedIn.com		
Indeed	n	X	Indeed.com		
Ca Broadcasters Assoc.	n		http://www.yourcba.com		

Job Title or Position: Cantonese-speaking Reporter & Writer Date of hire: 3/1/2022

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Asian Pacific Islander Job Fair	n			Billie Patterson	billie@theinternx.com
Colgate Link	n		www.colgate.edu/		
SF Diversity Job Fair	n		www.citycareerfair.com	Dixie	dixie@citycareerfair.com ; (562)863-2612
Univ. of Notre Dame	n		www.nd.edu		
USF	n		www.usfca.edu		
Asian Adv. Agency 3AF	n		www.3AF.org	Genny Hom-Franzen	ghomfransen@3af.org
Multicultural.com	n		Multicultural.com	Lisa Skriloff	lisa@multicultural.com
LinkedIn	n		LinkedIn.com		
Indeed	n		Indeed.com		
Foothill Collee Career Fair	n		https://www.foothill.edu		
KTSF	n	X	www.ktsf.com	Anne Ng	ang@ktsfnews.com

Job Title of Position: Mandarin speaking Reporter and Writer

Date of Hire: 4/4/2022

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KTSF	n		www.ktsf.com		
LinkedIn	n		LinkedIn.com		
Indeed	n		Indeed.com		
Self-Help for Elderly	n		www.selfhelpelderly.org ;	Alison Chan	alisonc@selfhelpelderly.org
Handshake (schools)	n		https://joinhandshake.com		
Diablo Valley Career Fair	n		CareerTransfer@dvc.edu	Yeni Galvez	CareerTransfer@dvc.edu
SF Diversity Career Fair	n		www.citycareerfair.com		
WorkforceLinksSF	n		www.workforcelink.com		
Staff or Personal Ref.	n	X			

Job Title of Position: Video Editor

Date of Hire: 5/16/2022

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KTSF	n		www.ktsf.com		
Indeed	n	X	Indeed.com		
Self-Help for Elderly	n		www.selfhelpelderly.org ;	Alison Chan	alisonc@selfhelpelderly.org
WorkforceLinksSF	n		www.workforcelink.com	Sara Pedersen	sarapedersen@bavc.org
Bay Area Video Coalition BAVC	n		info@bavc.org		

Job Title of Position: Mandarin speaking Reporter & Writer

Date of Hire: 7/5/2022

REFERRAL SOURCE	*	INTER-VIEW	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KTSF	n		www.ktsf.com		
LinkedIn	n		LinkedIn.com		
Indeed	n		Indeed.com		
Self-Help for Elderly	n		www.selfhelpelderly.org ;	Alison Chan	alisonc@selfhelpelderly.org
Handshake (schools)	n		https://joinhandshake.com		
Diablo Valley Career Fair	n		CareerTransfer@dvc.edu	Yeni Galvez	CareerTransfer@dvc.edu
SF Diversity Career Fair	n		www.citycareerfair.com		
WorkforceLinksSF	n		www.workforcelink.com		
AAJA	n		AAJA www.aaja.org/careers/aaja-career-center/	Eric	eric@journalismnext.com
Academy of Art Inst.	n			Jan Yanehiro	jyanehiro@academyart.edu
Staff or Personal Ref.	n	X			

ATTACHMENT A Referral Sources

Aug. 1, 2021 – July 31, 2022

Note: Most College/University Job sites use Handshake and College Central Network (see below)

<u>Organization Name</u>	<u>Contact Info</u>
Academy of Arts University	jyanehiro@academyart.edu Jan Yanehiro; academyart.edu;
Asian American Journalists Assoc. (AAJA)	info@aajacareers.org
Asian American Advertising Agency (3AF)	Genny Hom-Granzen, ghomfranzen@3af.org
Bay Area Video Coalition (BAVC)	Sarah Pederson sarapederson@bavc.org bavc.org/programs/training/job-boards
CalJOBS California workforce services.	www.caljobs.ca.gov
Ca. Broadcasters Assoc. Job Bank (CBA)	www.yourcba.com/job-bank
Craigslist	www.craigslist.org
College Central Network (Students & alum at US colleges)	www.collegecentral.com
Handshake (College/University Career Services)	www.handshake.com

Indeed	www.indeed.com
KTSF On-air, Website, Social Media	Kevin Ho kho@ktsftv.com
LinkedIn	www.linkedin.com
Multicultural Career Center	www.multicultural.com Lisa Skriloff; lisa@multicultural.com (212) 242-3351
SF State University (BECA) Broadcast & Electronic Communication Arts	beca@sfsu.edu ; Social Media: Melissa Camacho mcamacho@sfsu.edu
Self Help for the Elderly	www.selfhelpelderly.org ; Alison Chan alisonc@selfhelpelderly.org
Society of Professional Engineers (SBE)	ww.sbe.org kjones@sbe.org
Southeast Asian Community Center	info@seaccusa.org Dora Phan
TVJobs Online industry job site	tvjobs.com/postjobs/ jobs@tvjobs.com www.tvjobs.com
TV News Check Online industry job site	www.tvnewscheck.com ; Paul Greeley (817)578-6324
University of San Francisco (USF)	fedulow@usfca.edu ; careerservices@usfca.edu (Handshake)
Workforcelink (SF Office of Economic & Workforce Development)	www.workforcelink.com ; business.services@sfgov.org