

**EEO PUBLIC FILE REPORT  
FOR STATION KRZZ(FM)  
SAN FRANCISCO, CA**

This EEO Public File Report is filed in Station KRZZ(FM)'s public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the period beginning on August 1, 2008 and ending on July 31, 2009, the station filled the following full-time vacancy: Senior Account Executive.

The station interviewed a total of 6 people for the full-time vacancy during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

KRZZ Website	0
Spanish Broadcasting System Website	0
California State University East Bay	0
AllAccess .com	0
Chabot Collage	0
San Francisco State University	0
San Jose State University	0
BayArea Star	2
Northern California Broadcasters Job Fair	0
Industry Word of Mouth	4

Attachment A contains the following information for the full-time vacancy:

- The recruitment source(s) used to fill the vacancy, identified by name, address, and telephone number; (see attached)
- The recruitment source that referred the hiree for the full-time vacancy;
- The total number of persons interviewed for the full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in the connection with the vacancy.

Attachment B contains a list and brief description of Supplement Recruitment Initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

If your organization would like to be contacted regarding future vacancies, please contact Miriam Olmos at:

Radio Station KRZZ(FM)  
455 Market Street, Suite 2300  
San Francisco, CA 94105  
Telephone (415) 543-9330

### FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **Senior Account Executive**

Recruitment Source That Referred the Hiree:

**Industry Word of Mouth**

Date Vacancy Filled: **December 1, 2008**

Total Number of Persons Interviewed for the Vacancy: 6

#### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
KRZZ Website	www.yosoyraza.com	Jose Carbajal	(786) 470-1686	0	no
Spanish Broadcasting System Website	www.spanishbroadcasting.com	Jose Carbajal	(786) 470-1687	0	no
California State University-East Bay	Communications Department 3011 Melklejohn Hall 25800 Carlos Bee BLVD. Hayward, CA 94542	Danuta Sawka Jennifer Druley Employer Relations Coordinator	(510) 885-3292 (510) 885-3621 F: (510) 885-3292	0	no
AllAccess.com	www.AllAccess.com	-	-	0	no
Chabot College	25555 Hesperian Blvd. Hayward, CA 94545	-	(510) 723-6600 F: (510) 723-7229	0	no
San Francisco State University	Student Services Building 206 1600 Holloway Ave San Francisco, CA	-	(415) 338-1761 F: (415) 338-6150	0	no
San Jose State University	MOD F & Building Q One Washington Square San Jose, CA 95192	-	(408) 924-1000	0	no
Bay Area Star	c/o KGO-TV 900 Front Street San Francisco, California 94111	EXECUTIVE DIRECTOR	(408)249-7682 F: (408)243-8850	2	no
NCBA Job Fair	San Francisco	-	-	0	no
Industry Word of Mouth	-	-	-	4	no

## Attachment B - Supplemental Recruitment Activities

### (a) Participation in a Job Fair

On March 16, 2009, the Station's Promotions Director and Promotions Coordinators attended the Northern California Broadcasters Association Job Fair at Cyril Magnin Ballroom - Pare 55 Hotel in San Francisco, California.

### (b) Participation in a Scholarship Program

In 2008 and 2009, KRZZ participated in fund-raising for the Bay Area STAR Auction by soliciting and donating prizes for the Bay Area STAR Auction. The Auction is a spring event and a primary fundraising event for the year. The Bay Area STAR is a professional, non-profit organization that promotes the common business interests of the electronic communications and advertising companies in and around the San Francisco Bay Area. The efforts of the Bay Area STAR are aimed at helping to strengthen the future of the media industry and to create a greater diversity in the work force. In particular, the Auction raised funds for the Outstanding Intern and Scholarship programs, continuing education on issues related to the media industry, and providing ongoing networking opportunities (<http://bayareastar.org/index.html>).

In 2009, KRZZ participated in the scholarship program by donating prizes the following prizes to the Bay Area STAR Auction:

- Weekend stay at Ritz-Carlton
- California's Great America General Admission Tickets
- Gilroy Garden General Admission Tickets

### (c) Participation in Educational Event

On April 3, 2009, the Station's Business Manager/HR Liaison, attended a Career Day at Saint Joseph Notre Dame High School in Alameda California to discuss career opportunities in broadcasting.

### (d) Establishment of Training Programs for Station Personnel

- (i) Since approximately August 2008, the Station's General Manager, General Sales Manager, Senior Account Executive, and seven Account Executives have been training on-line and meeting with Arbitron training personnel.

In addition, on November 17, 2008 Arbitron provided training on for all Sales staff on TAPSCAN. The instruction consisted on the use of Tapsan Sales Management and various aspects of the Arbitron/Tapsan software including Ratings research, Schedules and Account Management.

- (ii) From July 2008-October 2009, HipCricket provided staff training for all Sales, Programming and Promotions personnel regarding creation and use of mobile text messaging programs using HipCricket's software and contracted system. Training elements included on-air execution, creating and reading reports, creating promotions and proposals. KRZZ Promotions, Programming and Sales staff began with phone conference training in July and October of 2008; Staff training was on Nov 19th/20th, 2008.
  
- (iii) In August 2008; Media Monitors provided staff training for all Sales and Programming staff. Media Monitors training consisted of instruction regarding how to create and read reports to identify and analyze Account expenditures and advertising data for clients who advertise on radio in the San Francisco and San Jose markets.
  
- (iv) On June 10, 2009 "Radio Day" was hosted by the Northern California Broadcasters Association (NCBA) for station personnel to hear from current industry leaders (*e.g.* radio CEOs, advertising agency principals & creative officers) and gain some new perspectives about the future outlook of the radio business.