

2011 Annual EEO Report

Prong #3 Outreach Activity Description Form

Elective Outreach Initiative #5

- Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
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During the 2011-2012 reporting period, KDFC will design an internship program with offerings offered in its Programming, Underwriting and Accounting Departments. Internships will be offered to junior level and above college students receiving college credit for such internships.

Within this period, the following internship is being proposed:

- General Station Internship.
  - This internship will combine requirements from the Programming, Underwriting and Accounting Departments.

Station Personnel Involved:

- President
- Assistant Program Director
- Accounting/HR Manager

Universities, Colleges or High Schools interested in developing formal internship programs with the radio station are encouraged to contact Mr. William Lueth / KDFC at: [blueth@kdfc.com](mailto:blueth@kdfc.com) or 415.546.8710.

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**Prong #3 Outreach Activity Description Form**

**Elective Outreach Initiative #6**

- Participation in job banks, Internet programs, and other programs designed to promote outreach generally.
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This past year, KDFC posted every job vacancy on its website, [www.kdfc.com](http://www.kdfc.com), including other websites such as Northern California Broadcaster Association, [www.ncradio.com](http://www.ncradio.com), and [www.idealists.org](http://www.idealists.org).

KDFC will partner with specific Northern California groups for example – NCHRA (Northern California Human Resources Association) to expand the network of connections for listing job vacancies. This will also include participation in business network events throughout the year to meet with hiring managers to explore their hiring sources.

KDFC's President, William Lueth, is charged with insuring full participation in these outreach programs, to reach the broadest possible employment universe. Station management and staff have been encouraged to present the Director with any new avenues of reaching the broadest possible employment universe.

Readers of this Annual Report are also encouraged to contact Mr. Lueth at 415-546-8710 with any additional information on job banks or other outreach programs of which the station is unaware.

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Prong #3 Outreach Activity Description  
Form

Elective Outreach  
Initiative #12

- Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
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KDFC is committed to equal opportunity for every employment vacancy. Accordingly, whenever an upper-level category position opens at the station, as a matter of policy, KDFC widely distributes notice of the opening through its own master list of outreach organizations (see attached hard-copy, or website tabbed file: "EEO 2011 Vacancy Summary Appendix #1"). . This master list, developed and periodically reviewed by KUSC staff to insure a broad outreach, contains a preponderance of groups that have strong women and minority representation.

KDFC always interviews qualified applicants expressing interest as a result of this outreach before any such position is filled. The organizations below are a subset of the KDFC Master Outreach database, indicating those organizations that have the substantial participation of women and minorities.

**ORGANIZATIONS**

American Women in Radio & Television

Bay Area Society for Television, Advertising and Radio

CCNMA: Latino Journalists of California

Chinese for Affirmative Action, San Francisco

International Women's Media Foundation

Jewish Vocational Services of Los Angeles

August 1, 2011

Jewish Vocational Services of San Francisco

National Association of Black Owned Broadcasters

National Latino Education Institute

Native American Public Telecommunications

Nat'l Assoc. Of Black Journalists

Nat'l Assoc. Of Hispanic Journalists

Northern California Broadcaster Association

Radio Bilingue

San Francisco Career Link Center

UCLA/African American Studies

Women at Work

Women in Communications

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Prong #3 Outreach Activity Description Form

Elective Outreach Initiative #14

- Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
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KDFC is committed to maintaining an environment that respects the rights and dignity of all individuals. The licensee has mandated that every manager and director of KDFC receive regular harassment prevention training.

The licensee selected Workplace Answers eLearning for the course training. Staff is in the process of completing the on-line course.

Additional information regarding the KDFC policies of ensuring equal employment opportunity is available at the following link:

<http://www.kdfc.com/pages/9066018.php>

For polices surrounding Harassment Prevention training, see the following University of Southern California Memorandum from the USC President:

<http://capsnet.usc.edu/ProfessionalDevelopment/HarassmentPrevention/documents/2011HarassmenttrainingMemo.pdf>