

KETD(TV)
EEO PUBLIC FILE REPORT
December 1, 2016 - November 30, 2017

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
ACCOUNT EXECUTIVE	2, 4, 7-8, 11-13	11

KETD(TV)
EEO PUBLIC FILE REPORT
December 1, 2016 – November 30, 2017

II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Non-Employee Referral LBI Media, Inc. / Liberman Broadcasting 2821 South Parker Rd., Suite 195 Aurora, CO 80014 (303) 749-3800	No	0
2	Company Website (www.lbimedia.com) LBI Media, Inc. / Liberman Broadcasting 1845 Empire Avenue Burbank, CA 91504 (818) 729-5300	No	0
3	Employee Referral LBI Media, Inc. / Liberman Broadcasting. 2821 South Parker Rd., Suite 195 Aurora, CO 80014 (303) 749-3800	No	0
4	Walk-In LBI Media, Inc. / Liberman Broadcasting 2821 South Parker Rd., Suite 195 Aurora, CO 80014 (303) 749-3800	No	1
5	Enlace Press (Newspaper) <i>Attn: German Gonzalez-Flores</i> P.O. Box 189 Aurora, CO 80040 Telephone: (720) 296-3618 www.enlacepress.com	No	0
6	On-Air Advertising on KETD-TV LBI Media, Inc. / Liberman Broadcasting 2821 South Parker Rd., Suite 195 Aurora, CO 80014 (303) 749-3800	No	0
7	Job & Resource Fairs (<i>see Sec. III</i>)	No	1
8	Hispanic Chamber of Commerce of Metro Denver-CO <i>Attn: Jesus Carillo</i> 924 W. Colfax Ave., Suite 201 Denver, CO 80204 Telephone: (303) 620-4488	No	0
9	Colorado Department of Labor and Employment <i>Attn: Tony Medina</i> 1391 N. Speer Blvd., Suite 500 Denver, CO 80204 www.colorado.gov/cdle	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
10	La Prensa De Colorado (Newspaper) <i>Attn: Mary A. Flores</i> 7280 Irving St., Suite A-106 Westminster, CO 80030 Telephone: (303) 287-4105 www.laprensadecolorado.com	No	0
11	Indeed 6433 Champion Grandview Way Building 1 Austin, TX 78750 www.indeed.com	No	2
12	Colorado Broadcasters Association 333 W. Hampden Ave., Suite 400 Englewood, CO 80110 www.coloradobroadcasters.org	No	0
13	Craigslist P. O. Box 225159 San Francisco, CA 94122-5159 1-818-664-0633 www.denver.craigslist.org	No	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			5

KETD(TV)
EEO PUBLIC FILE REPORT
December 1, 2016 – November 30, 2017

III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in Job Fair / Career Fair	<p>Activity: “Choice Career Fair.” Hotel Embassy Suites by Hilton, 4444 Havana Street, Denver, CO. 80239</p> <p>Date: January 26, 2017</p> <p>Participants included: SEU’s General Sales Manager & Administrative Assistant</p> <p>Description: The SEU participated in the “Choice Career Fair.” There were approximately 400 job seekers in attendance. Attendees generally inquired about careers in broadcasting and specific job openings at the SEU, which were answered by SEU personnel. Applications and other hand-outs with information about the SEU and broadcasting careers were distributed to attendees who expressed interest.</p>
2	Participate in Job Fair / Career Fair	<p>Activity: “Colorado Broadcaster’s Association, Virtual Job Fair”</p> <p>Date: May 8-12, 2017</p> <p>Participants included: SEU’s General Sales Manager & Administrative Assistant</p> <p>Description: The SEU participated in the “Colorado Broadcaster’s Association, Virtual Job Fair.” Attendees had to opportunity to virtually apply for specific job openings at the SEU. Appointments for further interviews with specific candidates with the strongest potential were scheduled.</p>
3	Participate in Job Fair / Career Fair	<p>Activity: "National Career Fair." Crown Plaza Denver, 1450 Glenarm Place, Denver, CO 80202</p> <p>Date: June 20, 2017</p> <p>Participants included: SEU’s General Sales Manager & Administrative Assistant</p> <p>Description: The SEU participated in the “National Career Fair.” There were approximately 700 job seekers in attendance. Attendees generally inquired about careers in broadcasting and specific job openings at the SEU, which were answered by SEU personnel. Applications and other hand-outs with information about the SEU and broadcasting careers were distributed to attendees who expressed interest. Appointments for further interviews with specific candidates with the strongest potential were scheduled.</p>

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
4	Participate in Job Fair / Career Fair	<p>Activity: "National Career Fair." Holiday Inn Denver Cherry Creek, 455 S. Colorado Blvd., Denver, CO 80246</p> <p>Date: October 26, 2017</p> <p>Participants included: SEU's General Sales Manager & Administrative Assistant</p> <p>Description: The SEU participated in the "National Career Fair." There were approximately 400+ job seekers in attendance. Attendees generally inquired about careers in broadcasting and specific job openings at the SEU, which were answered by SEU personnel. Applications and other hand-outs with information about the SEU and broadcasting careers were distributed to attendees who expressed interest. Appointments for further interviews with specific candidates with the strongest potential were scheduled.</p>
5	Host community event/program which assists in the dissemination of information about broadcast employment opportunities	<p>Activity: Thanksgiving Turkey Giveaway</p> <p>Date: November 15, 2017</p> <p>Participants included: SEU's General Sales Manager & Administrative Assistant</p> <p>Description: The SEU hosted a turkey giveaway in Aurora, Colorado for viewers and residents of the area. Members of the SEU took the opportunity to meet with guests of the event to promote the station, answer questions related to the event, and encourage those with an interest in broadcasting to contact the SEU with career opportunity inquiries. Approximately 125 attended this particular event.</p>
6	Host community event/program which assists in the dissemination of information about broadcast employment opportunities	<p>Activity: TTMT Auditions Casting Call</p> <p>Date: January 28, 2017</p> <p>Participating personnel: General Sales Manager, Account Executives, Production Crew and Administrative Assistant of the SEU</p> <p>Description: The SEU hosted TTMT Auditions at Mariscos el Licenciado in Denver, Colorado. The event featured Estrella TV, which was presenting the 14th season of Tengo Talento Mucho Talento, the only talent competition program in Spanish language. Members of the SEU took the opportunity to meet with guests of the event to promote the station, answer questions related to the event, and encourage those with an interest in broadcasting to contact the SEU with career opportunity inquiries. Approximately 200 attended this particular event.</p>

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
7	Host community event/program which assists in the dissemination of information about broadcast employment opportunities	<p>Activity: TTMT Auditions Casting Call</p> <p>Date: July 8, 2017</p> <p>Participating personnel: General Sales Manager, Account Executives, Production Crew and Administrative Assistant of the SEU</p> <p>Description: The SEU hosted TTMT Auditions at La Rumba Night Club in Denver, Colorado. The event featured Estrella TV, which was presenting the 15th season of Tengo Talento Mucho Talento, the only talent competition program in Spanish language. Members of the SEU met with guests of the event to promote the station, answer questions related to the event, and encourage those with an interest in broadcasting to contact the SEU with career opportunity inquiries. Approximately 250 attended this particular event.</p>
8	Host community event/program which assists in the dissemination of information about broadcast employment opportunities	<p>Activity: TTMT Auditions Casting Call</p> <p>Date: January 24, 2016</p> <p>Participating personnel: General Sales Manager, Account Executives, Production Crew and Administrative Assistant of the SEU</p> <p>Description: The SEU hosted TTMT Auditions at Las Adelitas in Aurora, Colorado. The event featured Estrella TV, which was presenting the 12th season of Tengo Talento Mucho Talento, the only talent competition program in Spanish language. Members of the SEU met with guests of the event to promote the station, answer questions related to the event, and encourage those with an interest in broadcasting to contact the SEU with career opportunity inquiries. Approximately 250 attended this particular event.</p>
9	Host community event/program which assists in the dissemination of information about broadcast employment opportunities	<p>Activity: TTMT Auditions Casting Call</p> <p>Date: May 7, 2016</p> <p>Participating personnel: General Sales Manager, Account Executives, Production Crew and Administrative Assistant of the SEU</p> <p>Description: The SEU hosted TTMT Auditions at Mi Pueblo Market in Commerce City, Colorado. The event featured Estrella TV, which was presenting the 13th season of Tengo Talento Mucho Talento, the only talent competition program in Spanish language. Members of the SEU met with guests of the event to promote the station, answer questions related to the event, and encourage those with an interest in broadcasting to contact the SEU with career opportunity inquiries. Approximately 350 attended this particular event.</p>

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
10	Training/mentoring program designed to enable station personnel to acquire skills qualifying them for higher level positions	<p>Activity: Training/mentoring</p> <p>Date: August 2017</p> <p>Participating personnel: Business Manager & General Sales Manager</p> <p>Description: During August of 2016, our SEU's General Sales Manager worked one-on-one with a Business Manager to cross train her in the functions of broadcast sales, including in cold calling, booking orders, setting up client meetings, closing deals, as well as client development. The program was focused on maximizing the Business Manager's career development potential, equipping her for an Account Executive position.</p>
11	Training/mentoring program designed to enable station personnel to acquire skills qualifying them for higher level positions	<p>Activity: Training/mentoring</p> <p>Date: May 2017</p> <p>Participating personnel: Administrative Assistant & General Sales Manager</p> <p>Description: During May of 2017, our SEU's General Sales Manager worked one-on-one with an Administrative Assistant to cross train her in marketing for the station, including connecting with non-profits, digital marketing, and event interaction. The program was focused on maximizing the Administrative Assistant's career development potential, equipping her for a position as Marketing Coordinator.</p>