

FCC Form 396
Narrative Statement Regarding EEO Outreach

During the license term, the KDTV-DT, KDTV-CD and KFSF-DT employment unit (the “employment unit”) undertook a number of measures to disseminate information about broadcasting employment opportunities in general and to achieve broad and inclusive outreach in connection with specific station employment opportunities throughout the community that it serves.

As reflected in the two attached Annual EEO Public File Reports, the employment unit notifies a wide assortment of recruitment sources to widely disseminate notice of full-time job vacancies to qualified applicants. For example, the employment unit posts notifications of all full-time vacancies on its website and to Internet job banks targeted to individuals seeking broadcast employment, such as the National Asian American Telecommunications Association and the Bay Area Black Journalists Association. To broaden outreach even further, the employment unit routinely notifies organizations designed to reach women and minorities, including, for example, the Hispanic Chamber of Marin, Hispanic Chamber of Commerce Silicon Valley, Chicana Latina Foundation, and the National Association of Hispanic Journalists. The employment unit also advertises job vacancies by contacting regional academic institutions, such as the Mission Language Vocational Center, UC Santa Cruz, University of San Francisco, Chabot College, City College of San Francisco, College of Marin, Skyline College, and Cal Poly San Luis Obispo. During the 2020- 2021 and the 2021-2022 reporting periods, the employment unit broadly publicized the numerous vacancies filled through these and other measures.

The employment unit also engages in supplemental outreach activities that help provide information to the public about opportunities in broadcasting in general. These efforts include participation in career and job fairs by station personnel who have substantial responsibility in making hiring decisions. For example, on January 22, 2021, the employment unit participated in the Virtual Career Day at Oceana High School, and on March 4, 2021, in the Latina Coalition Power Hour.

In addition, the employment unit participated 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. For example, from March to September 2020 the employment unit hosted one intern through the CZI Justice Fellowship, which is for Latino adults who have been impacted by the criminal justice system.

Additionally, the employment unit provides training to management-level personnel regarding methods of ensuring equal employment opportunity and preventing discrimination. For example, on March 2, 2021, Office Manager Kari Swanson participated in the CBA EEO Webinar, and on May 25, 2022, Kari also participated in an in-house training on EEO practices along with nine other hiring managers.

Finally, the employment unit also lists each upper-level category opening in a job bank or newsletter media trade groups whose membership includes substantial participation by women and minorities, including, for example, the National Asian American Telecommunications Association and the Bay Area Black Journalists Association.