

**2008-2009 Recruitment Efforts
Station KLIV, San Jose, California
Station KRTY(FM), Los Gatos, California**

I. FULL-TIME HIRES. From August 1, 2008 through July 21, 2009, there were four full-time positions filled at the Stations.

1. Salesperson.

Katrina Haines was hired as a salesperson. Like so many other applicants, she had learned that our Stations are always looking for qualified salespeople; she had learned this from the websites of the two Stations.

of People Interviewed: 14*
Successful Recruitment Source: KLIV/KRTY Website

2. Salesperson.

Charles Clayton was recruited at a job fair sponsored by the Northern California Broadcasters Association and attended by KLIV's program director, George Sampson. He worked as a salesman.

of People Interviewed: 14*
Successful Recruitment Source: Job Fair

3. Research Director.

Angela Vaughn, the company's Research Director, was recruited through Twitter. We sent out the notice and directed people to a station's website for details.

of People Interviewed: 14*
Successful Recruitment Source: Twitter & KLIV/KRTY Website

4. Traffic Manager.

Another position was filled after the death of our KRTY(FM) Traffic Manager. It was filled by Susan Porria who, at the time, was a part-time employee who had been trained to perform a variety of jobs. She had been a full-time employee before taking maternity leave.

of People Interviewed: 14*
Successful Recruitment Source: Internal Lateral Move

*This number represents the total number of people interviewed during the reporting period.

II. OUTREACH EFFORTS

- (a) We participated in the Northern California Broadcasters Association (NCBA) Job Fair in San Francisco (attended by KLIV Program Director George Sampson). The NCBA is comprised of 60 San Francisco Bay area Radio Stations; its primary purpose is to publicize and market the benefits of radio advertising. The NCBA assists member stations in areas such as training, educational seminars, job fairs and other activities.
- (b) The Stations heavily promoted (through some 40 announcements), over a period of 6 months, a special job search conducted by the Cupertino Rotary Club on behalf of all people looking for new jobs (including jobs in broadcasting). The stations also gave heavy promotion to a Youth Job Fair that was being promoted by Madison Nguyen, the San Jose City Council Member for District 7.
- (c) As members of the Northern California Broadcasters Association, we co-sponsored a job fair. It should also be noted that we offer space on our websites to all organizations seeking to relay messages to the community, and these sometimes include recruitment notices.
- (d) General Manager Robert S. Kieve addressed a radio-television class at San Jose State University for the purpose of talking about employment opportunities in radio, especially in radio sales.
- (e) The Stations also have an internship program. Currently, two interns are working here – Brandon Rebboah and Christy Hoi, who are given the opportunity of writing and re-writing news stories and occasionally conducting interviews.
- (f) We have provided training to news department employees in the use of broadcast equipment, news writing, website production, and reporting and editing, all with the twin goals of advancing their careers and giving us a better work force.
- (g) Except for the sales staff, we experience very little turnover. Our employees have long tenures. As you can see, we had no need to hire any air personnel, and only one in office staff. Our recruitment efforts go toward our need: salespeople, and we do our best to make this widely known.
- (h) At most KRTY(FM) events – and there are many off-site events every month – people ask about employment possibilities – especially possibilities having to do with the stations' Promotions Department.