

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period August 1, 2016 – July 24, 2017.

- 1) **Employment Unit: Spanish Broadcast System, Inc./San Francisco**
- 2) **Unit Members (Stations and Communities of License): KRZZ-FM, San Francisco, CA (FCC Facility ID No. 1092)**
- 3) **EEO Contact Information for Employment Unit:**

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| Mailing Address:<br><br>Radio Station KRZZ<br>1420 Koll Circle<br>San Jose, CA 94105 | Telephone Number:<br><br>(408) 546-4000                                |
|  | Contact Person/Title:<br><br>Miriam Navarro-Cordero - Business Manager |
|  | E-mail Address:<br><br>mcordero@sbssanfrancisco.com                    |

- 4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

| <b>Job Title</b>                 | <b>Recruitment Source Referring Hiree</b> |
|----------------------------------|---|
| 1. Production Manager            | Industry Referral                         |
| 2. Front Desk Receptionist       | SBS Website                               |
| 3. Front Desk Receptionist       | SBS Website                               |
| 4. Sales Assistant               | SBS Website                               |
| 5. Local Sales Manager           | Bay Area Star.Org                         |
| 6. Sales Coordinator             | SBS Website                               |
| 7. Promotions/Marketing Director | Industry Referral                         |
| 8. Account Executive             | SBS Website                               |

**Station KRZZ is an Equal Opportunity Employer.**



**2) Job Title: Front Desk Receptionist**

**Referral Source(s) of Hire: SBS Website**

| (i) Name of Organization Notified of Job Vacancy:                                    | Contact Person                                | Address:  | Telephone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|---|---|-------------------|----------------------------|--|
| <b>Spanish Broadcasting Systems, Inc. Website- Careers Section</b>                   | Website- Christian De La Cruz- Miriam Navarro | www.spanishbroadcasting.com   | (408) 546-4000    | 2                          | No   |
| <b>LinkedIn</b>  | Christian De La Cruz                          | <a href="https://www.linkedin.com/in/christian-de-la-cruz-8283284/">https://www.linkedin.com/in/christian-de-la-cruz-8283284/</a> | (408) 546-4000    | 1                          | No   |
| <b>Industry or Employee Referral (includes word of mouth and walk-in applicants)</b> | Christian De La Cruz                          | www.spanishbroadcasting.com   | (408) 546-4000    | 1                          | No   |
| <b>Bay Area Star (Bay Area Society of Television, Advertising and Radio)</b>         | Christian De La Cruz<br>Miriam Navarro        | www.bayareastar.org   | (707) 322-9212    | 1                          | No   |
| <b>Facebook</b>  | Christian De La Cruz<br>Miriam Navarro        | www.facebook.com  | (408) 546-4000    | 1                          | No   |
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**3) Job Title: Front Desk Receptionist**

**Referral Source(s) of Hire: SBS Website**

| (i) Name of Organization Notified of Job Vacancy:                                    | Contact Person                                | Address:  | Telephone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|---|---|-------------------|----------------------------|--|
| <b>Spanish Broadcasting Systems, Inc. Website- Careers Section</b>                   | Website- Christian De La Cruz- Miriam Navarro | www.spanishbroadcasting.com   | (408) 546-4000    | 2                          | No   |
| <b>LinkedIn</b>  | Christian De La Cruz                          | <a href="https://www.linkedin.com/in/christian-de-la-cruz-8283284/">https://www.linkedin.com/in/christian-de-la-cruz-8283284/</a> | (408) 546-4000    | 0                          | No   |
| <b>Industry or Employee Referral (includes word of mouth and walk-in applicants)</b> | Christian De La Cruz                          | www.spanishbroadcasting.com   | (408) 546-4000    | 0                          | No   |
| <b>Bay Area Star (Bay Area Society of Television, Advertising and Radio)</b>         | Christian De La Cruz<br>Miriam Navarro        | www.bayareastar.org   | (707) 322-9212    | 1                          | No   |
| <b>Facebook</b>  | Christian De La Cruz<br>Miriam Navarro        | www.facebook.com  | (408) 546-4000    | 1                          | No   |
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**4) Job Title: Sales Assistant**

**Referral Source(s) of Hire: SBS Website**

| (i) Name of Organization Notified of Job Vacancy:                            | Contact Person       | Address:  | Telephone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------------|---|-------------------|----------------------------|--|
| <b>Spanish Broadcasting Systems, Inc. Website- Careers Section</b>           | Christian De La Cruz | www.spanishbraodcasting.com   | (408) 546-4007    | 2                          | No   |
| <b>LinkedIn</b>  | Christian De La Cruz | https://www.linkedin.com/in/christian-de-la-cruz-8283284?trk=nav_responsive_tab_profile | (408) 546- 4007   | 0                          | No   |
| <b>Bay Area Star (Bay Area Society of Television, Advertising and Radio)</b> | website              | www.bayarestar.org  | (707) 322-9212    | 1                          | No   |
| <b>Facebook</b>  | Christian De La Cruz | www.facebook.com  | (408) 546-4007    | 0                          | No   |
| <b>Indeed</b>  | Paul De La Rosa      | www.indeed.com  | (408) 546-4026    | 2                          | No   |
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**5) Job Title: Local Sales Manager**

**Referral Source(s) of Hire: Bay Area Star**

| (i) Name of Organization Notified of Job Vacancy:                                    | Contact Person       | Address:  | Telephone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|----------------------|---|-------------------|----------------------------|--|
| <b>Spanish Broadcasting Systems, Inc. Website- Careers Section</b>                   | Christian De La Cruz | www.spanishbraodcasting.com   | (408) 546-4007    | 2                          | No   |
| <b>LinkedIn</b>  | Christian De La Cruz | https://www.linkedin.com/in/christian-de-la-cruz-8283284?trk=nav_responsive_tab_profile | (408) 546-4007    | 0                          | No   |
| <b>Bay Area Star (Bay Area Society of Television, Advertising and Radio)</b>         | website              | www.bayarestar.org  | (707) 322-9212    | 1                          | No   |
| <b>Facebook</b>  | Christian De La Cruz | www.facebook.com  | (408) 546-4007    | 0                          | No   |
| <b>Industry or Employee Referral (includes word of mouth and walk-in applicants)</b> | Christian De La Cruz | www.spanishbraodcasting.com   | (408)546-4000     | 1                          | No   |
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**6) Job Title: Sales Coordinator**

**Referral Source(s) of Hire: SBS Website**

| (i) Name of Organization Notified of Job Vacancy:   | Contact Person                                 | Address:  | Telephone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|---|--|---|-------------------|----------------------------|--|
| <b>Spanish Broadcasting Systems, Inc. Website- Careers Section</b>                        | Christian De La Cruz<br>Miriam Navarro-Cordero | www.spanishbraodcasting.com   | ( 408) 546-4007   | 3                          | No   |
| <b>LinkedIn</b>   | Christian De La Cruz<br>Miriam Navarro-Cordero | https://www.linkedin.com/in/christian-de-la-cruz-8283284?trk=nav_responsive_tab_profile | (408) 546- 4007   | 1                          | No   |
| <b>Bay Area Star (Bay Area Society of Television, Advertising and Radio)Bay area Star</b> | website  | www.bayarestar.org  | (707) 322-9212    | 0                          | No   |
| <b>Facebook</b>   | Christian De La Cruz<br>Miriam Navarro-Cordero | www.facebook.com  | (408) 546-4007    | 1                          | No   |
| <b>Instagram</b>  | Christian De La Cruz<br>Miriam Navarro-Cordero | www.instagram.com   | (408)546-4010     | 1                          | No   |
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**7) Job Title: Promotion/Marketing Director**

**Referral Source(s) of Hire: Industry Referral**

| (i) Name of Organization Notified of Job Vacancy:                                    | Contact Person   | Address:  | Telephone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|--|--|---|-------------------|----------------------------|--|
| <b>Spanish Broadcasting Systems, Inc. Website- Careers Section</b>                   | Christian De La Cruz<br>Miriam Navarro-Cordero         | www.spanishbraodcasting.com   | (408) 546-4007    | 1                          | No   |
| <b>LinkedIn</b>  | Christian De La Cruz<br>Miriam Navarro-Cordero         | https://www.linkedin.com/in/christian-de-la-cruz-8283284?trk=nav_responsive_tab_profile | (408) 546-4007    | 0                          | No   |
| <b>Bay Area Star (Bay Area Society of Television, Advertising and Radio)</b>         | Christian De La Cruz<br>Miriam Navarro-Cordero website | www.bayarestar.org  | (707) 322-9212    | 0                          | No   |
| <b>Facebook</b>  | Miriam Navarro-Cordero Christian De La Cruz            | www.facebook.com  | (408) 546-4007    | 1                          | No   |
| <b>Industry or Employee Referral (includes word of mouth and walk-in applicants)</b> | Christian De La Cruz                                   | www.spanishbroadcasting.com   | (408) 546-4007    | 1                          | No   |
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**8) Job Title: Account Executive**

**Referral Source(s) of Hire: SBS Website**

| (i) Name of Organization<br>Notified of Job Vacancy:                                 | Contact<br>Person    | Address:  | Telephone Number: | # of<br>Interviewees<br>Referred | Did<br>Recruitment<br>Source<br>Request<br>Notification?<br>(Yes or No) |
|--|----------------------|---|-------------------|----------------------------------|---|
| <b>Spanish Broadcasting Systems, Inc.<br/>Website- Careers Section</b>               | Christian De La Cruz | www.spanishbraodcasting.com   | (408) 546-4007    | 2                                | No  |
| <b>LinkedIn</b>  | Christian De La Cruz | https://www.linkedin.com/in/christian-de-la-cruz-8283284?trk=nav_responsive_tab_profile | (408) 546- 4007   | 0                                | No  |
| <b>Bay Area Star<br/>(Bay Area Society of Television,<br/>Advertising and Radio)</b> | website              | www.bayarestar.org  | (707) 322-9212    | 1                                | No  |
| <b>Facebook</b>  | Christian De La Cruz | www.facebook.com  | (408) 546-4007    | 0                                | No  |
| <b>Indeed</b>  | Paul De La Rosa      | www.indeed.com  | (408) 546-4026    | 0                                | No  |
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**6) Total # of Interviewees Referred:** For the period from August 1, 2016 through July 31, 2017, this Employment Unit interviewed 33 and hired 8 full time employees.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Participation in Job Fairs**

- (i) Station personnel participated in a Job & Education Resource Fair on October 1, 2017 at Roosevelt Community Center. The recruitment event showcased KRZZ and jobs associated with the radio industry.
- (ii) Station personnel participated in a Center for Employment Training Job Fair on November 26, 2016 at 701 Vine St., San Jose, California. The recruitment event showcased positions and opportunities in various fields, including construction, home improvement, cooking, and radio broadcasting.

**(b) Initiative: Educational outreach**

Station personnel attended the Cinco de Mayo Cultural Festival at Cal State East Bay.

**(c) Initiative: EEO/Discrimination Training for Management and Personnel**

All new hires participate in taking the Sexual Harassment course on Preventing Workplace Harassment.

**(d) Initiative: Internship Program**

KRZZ has an internship program to teach college students skills needed to succeed in the broadcasting industry. KRZZ hosted an intern from San Francisco State University from January 2017 - May 2017.