KOCE-TV/PBS SOCAL

ANNUAL EEO PUBLIC FILE REPORT
AUGUST 1, 2012 THROUGH JULY 31, 2013

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit and is required to be placed in the public inspection files of the station and posted on the station’s website.

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;

2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);

3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;

4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and

5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.
# LIST OF ALL FULL TIME JOBS FILLED

For the period from August 1, 2012 through July 31, 2013

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Date Filled</th>
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<tbody>
<tr>
<td>Member Services Representative 3</td>
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<td>Ready to Learn Coordinator</td>
<td>04/08/13</td>
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<td>IT Broadcast Engineer</td>
<td>07/08/13</td>
</tr>
<tr>
<td>Assistant, Research and Grants</td>
<td>07/22/13</td>
</tr>
</tbody>
</table>
# Koce/Pbs Socal

## List of Recruitment Sources Used to Fill Each Vacancy

<table>
<thead>
<tr>
<th>Name and Address of Source</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>Koce Website</td>
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<td>Craigslist</td>
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<td>Imagen Foundation</td>
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<td>Chapman Dodge School of Film &amp; Tv</td>
<td><a href="mailto:blair104@chapman.edu">blair104@chapman.edu</a></td>
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<td>Ucla</td>
<td><a href="mailto:dmann@tft.ucla.edu">dmann@tft.ucla.edu</a></td>
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<td>Rainbow/Push Coalition</td>
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<td><a href="mailto:info@regionalhispaniccc.org">info@regionalhispaniccc.org</a></td>
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KOCE/PBS SoCaL

Recruiting Report
August 1, 2012 - July 31, 2013

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Recruitment Source</th>
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<td>Member Services Representative 3</td>
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<td>Cal State Fullerton</td>
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**KOCE/PBS SoCaL**

**TALLY OF INTERVIEWEE SOURCES FOR EACH FULL-TIME VACANCY**
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#1

Initiative: Conference Presentations

Date of Initiative Event: October 28, 2012

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal's Director of Education presented at the Computer Using Educators National Conference in October 2012 on the California Student Media Festival and Using Media in the classroom. Over 50 teachers attended each session presented. Teachers also learned about connecting with their public television station around careers in journalism and broadcasting.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#2

Initiative: Career Fair

Date of Initiative Event: November 5, 2012

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal participated in the California State University Internship Open House. PBS SoCal met with prospective intern candidates and spoke about broadcasting and communications in connection with public television. More than 25 students submitted resume and applications for PBS SoCal Internships.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers and Alyssa Torrez
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#3

Initiative: Makers

Date of Initiative Event: February 5, 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

In honor of the new PBS documentary “MAKERS: Women Who Make America,” the PBS SoCal MAKERS initiative seeks to inspire young women in the local community to get engaged with women’s history and learn from the bravery of women in the past and present. One of the events we hosted was an interactive video screening in our studio, where 16 girl scouts and 6 mothers in studio participated, in addition to approximately 12 online-only attendees. During the screening they logged in and watched the screening while the panelist Lise Luttgens, the CEO of Girl Scouts of Greater Los Angeles their questions in real time. The girls were very enthusiastic about the experience and got the opportunity to ask station staff about what it was like working at a TV station.

Name of Station Personnel Involved in Initiative:

Lisa Mayeda-Nichols, Christine Thrasher, Ty Woodson, Pat Petric, Mark Mobley.
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#4

Initiative: Studio Open House

Date of Initiative Event: February 10, 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal held a studio open house day for groups of AVID High School students. The goal was connect students with professionals in broadcasting and give them an opportunity to see the types of jobs in a real television studio. Director of Education, Jamie Annunzio Myers also spoke to the group about careers in broadcasting and television and the paths to get there.

Name of Station Personnel Involved in Initiative:

Alyssa Torrez
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#5

Initiative: KID 2.0- Vital Link Showcase

Date of Initiative Event: March 10, 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCaL took part in a Vital Link Showcase held on the UCI campus. Over 500 elementary children were able to get an insider's look into the different ways science, technology, engineering, and math plays an important role in career choices and future careers. PBS SoCaL had a pop-up studio where children and parents were able to see how STEM ideals are an integrative part of broadcasting and promotion.

Name of Station Personnel Involved in Initiative:

Alyssa Torrez
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#6

Initiative: Vital Link- Studio Tours

Date of Initiative Event: March 21, 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCaL opened its studio to 40 students from local middle schools. They were able to get a behind-the-scenes look into the world of broadcasting and production here in our Costa Mesa offices. Students learned the history of PBS SoCaL and the many different aspects of filming, broadcasting, and production. Senior Coordinator, Alyssa Torrez also held a questions and answers seminar after each tour encouraging students to consider a career in broadcasting and promotion.

Name of Station Personnel Involved in Initiative:

Alyssa Torrez
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

# 7

Initiative: Conference Presentations

Date of Initiative Event: March 15, 2013 and March 16, 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal's VP of Education presented at the Computer Using Educators National Conference in March 2013 on the California Student Media Festival and Using Media in the classroom. Over 100 teachers attended each session presented. Teachers also learned about media in the classroom connected to public television.

Name of Station Personnel Involved in Initiative:

Jamie Myers
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#8

Initiative: STEM Showcase

Date of Initiative Event: April 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal participated in the Vital Link STEM Showcase throughout the weekend of April 12th 2013. This expo style event brought together representatives from careers in STEM, Broadcasting, and the Digital Media Arts to show off to students the options they have to encourage students to explore career paths in these fields. PBS SoCal built a mini television studio with lights, cameras, and portable switcher for this outreach and encouraged kids to test out getting on-air. Students participated in a question and answer session about PBS SoCal and college paths for careers in the broadcasting and non-for-profit fields with industry professionals every hour throughout the weekend. Attendance reached 5,000 plus throughout the weekend.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers and Alyssa Torrez
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#9

Initiative: Tustin Middle School - Career Day

Date of Initiative Event: May 30, 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal participated in a Career Day aimed towards middle school students in the city of Tustin. Featured speakers included staff members from our Education Department who spoke about the different career paths available in the nonprofit sector and broadcasting. Each speaker visited three classrooms with 30 students in each class, 180 students total, and shared their personal experiences with higher education and their careers.

Name of Station Personnel Involved in Initiative:

Alyssa Torrez
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#10

Initiative: Horace Mann Elementary - Career/College Day

Date of Initiative Event: June 12, 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCaL Staff Members from a variety of different educational backgrounds and aspects of public broadcasting visited Horace Mann Elementary in Anaheim to share their stories and insight of higher education. Several members of the education department and production team visited two second-grade classrooms with thirty children each and shared their insight to the perks of college and how students can begin preparing.

Name of Station Personnel Involved in Initiative:

Alyssa Torrez, Ty Woodson, Pat Petric
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#11

Initiative: Media Festival

Date of Initiative Event: June 15, 2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal presented the California Student Media Festival, now its 47th year of honoring student media creations, Saturday, June 15, 2013 at the TCL Theater in Hollywood, CA. A total of 66 awards were given out to 48 elementary and secondary schools representing across the Golden State. The festival had over 600 attendees with students, teachers, and parents traveling to attend from all across the state. Students showcased their films and met with station staff. Opportunities for on camera interviews with guidance were offered to attendees.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers, Alyssa Torrez, Pat Petric, Ty Woodson, Gordon Smith
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#12

Initiative: Community Cinema

Date of Initiative Event: Ongoing

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal partnered with ITVS, producers of Independent Lens, to bring Community Cinema to Southern California. Screenings accompanied by community engagement activities were held in Los Angeles and Orange County each month September 2012 through June 2013 featuring Independent Lens films, dynamic speakers, and hands-on audience engagement. More than seven different locations had speakers each month connected to the film. Speakers talked about how they become a film-maker, producer, etc and the journey the took to make their film.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers and Alyssa Torrez
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#13

Initiative: Teacher Training

Date of Initiative Event: Ongoing

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCal held a series of successful Mission US trainings this school both in-person and online utilizing webinar software. In total more than 200 teachers learned how the new Mission US interactive history game worked and how it could be effectively implemented into classrooms.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#14

Initiative: Teacher Training

Date of Initiative Event: Ongoing

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

This school year PBS SoCal trained more than 2000 teachers. Trainings were provided both in person and online all at no cost to attendees. Participants learned about digital media and how to effectively integrate exciting web tools into their curriculum. All workshop evaluations indicate that PBS SoCal Education is on the right track. Teachers feel that we are providing both successful trainings and excellent service to the education community.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers and Alyssa Torrez
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#15

Initiative: Americorps- Volunteer Infrastructure Program

Date of Initiative Event: 08/2012-08/2013

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCaL hosted an Americorps representative for a year of service. The VIP worked very closely with the education department by assisting during community outreach events and recruiting volunteers for each event. During their term, the VIP was able to get hands-on experience and insider's knowledge into the nonprofit sector.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#16

Initiative: Docent Program- Studio Tour Guides

Date of Initiative Event: Ongoing

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCaL provides a behind-the-scenes look into broadcasting, media, and production. Volunteers were able to gain leadership skills, insider's knowledge about filming and production, as well as public speaking skills. This program not only helped the volunteers, it also served as a way for community members to enjoy the tours and learn more about the local studio. PBS SoCaL provided an interactive learning experience for both the volunteer and the audience; with 4 docents being college students.

Name of Station Personnel Involved in Initiative:

Alyssa Torrez, Brenda Brkusic, and Maria Hall-Brown
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#17

Initiative: Studio Tours

Date of Initiative Event: Ongoing

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Describe Scope of Participation:

PBS SoCaL provides a behind-the-scenes look into broadcast and promotion weekly through our community tour program. We have tours twice a week, with each tour reaching about 15-20 patrons. These tours are a great opportunity for youth to learn about different careers in media, broadcasting, and public service.

Name of Station Personnel Involved in Initiative:

Alyssa Torrez and Kasi Yates
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#18

Initiative: Internships

Date of Initiative Event: Ongoing

Describe Nature of Initiative:

Sponsor an event in the community designed as workforce development.

Internship Program

Describe Scope of Participation:

PBS SoCal hosted over 20 interns this past year. Departments such as: education, broadcast, marketing, grants and research, membership, and production each have at least one intern per semester. All interns gain leadership skills, hands-on experiences, and receive college credit for their time here. All interns are required to complete 150 hours each semester and are encouraged to participate in community outreach events throughout their term.

Name of Station Personnel Involved in Initiative:

Jamie Annunzio Myers
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#19

Date of Initiative Event: September 11, 2012

Describe Nature of Initiative:

2 half hour seminars at WESTDOC to educate filmmakers about public broadcasting, how to get their work seen on PBS SoCal, and how to get their work distributed nationally.

Describe Scope of Participation:

Brenda Brkusic, Executive Producer of Program Development and National Productions was a speaker at the WESTDOC conference on September 11, 2012 in Culver City, California. Brenda Brkusic spoke at the "PBS SoCal Sit-Down". The "Sit-Down" was an informative session that provided filmmakers with information on the types of services the station offers to producers, the kind of programming PBS SoCal looking for, how to work with the station, and how to get a program pitch to the right person. Brenda Brkusic also spoke on the "PBS Panel" with Dave Davis, Vice President of Television Production for Oregon Public Broadcasting and Beth Hoppe, Chief Programming Executive from PBS. The "PBS Panel" provided filmmakers with information on navigating the PBS system, and best practices for producing a successful PBS program. Hailed as the “go-to” conference for the Documentary and Reality communities, WESTDOC offers unparalleled access to Senior Network Executives, Program Buyers and top Production Companies. The event brings together preeminent producers, directors, writers, network executives, agents and distributors for insightful and unique seminars, as well as networking opportunities.

Name of Station Personnel Involved in Initiative:

Brenda Brkusic
DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

#20

Date of Initiative Event: April 25, 2013

Describe Nature of Initiative:

A one-hour OVEE screening (Online Video Engagement Experience) on April 25, 2013 that interactively educated filmmakers by demonstrating the journalistic and storytelling methods that the PBS series Frontline uses to approach an important topic, in contrast to the way big news organizations at other networks approach the same topic.

Describe Scope of Participation:

This one hour Online Video Engagement Experience (OVEE) with Steve Audette was moderated by Brenda Brkusic, PBS SoCaL Executive Producer of Program Development and National Productions. In this highly entertaining and informative presentation, Steve Audette, staff editor for Frontline, screened clips from Frontline’s "The Choice" episode to demonstrate the journalistic and storytelling methods that Frontline uses to approach an important topic, in this case, a look into the early life and political career of President Barrack Obama. The clips demonstrated how big news organizations vs. PBS brought their sensibilities to the narrative of the Barrack Obama biography - specifically his time at Harvard Law School. In OVEE’s video chat room, Mr. Audette discussed the editing and storytelling aspects of the clips and when each clip was analyzed side by side, viewers learned about the different approaches taken by various networks. 123 people attended this event and asked questions through a chat box during the presentation. Steve Audette was able to answer all questions, giving the participants an insider’s perspective on how to create a journalistically sound documentary.

Name of Station Personnel Involved in Initiative:

Brenda Brkusic