

**KSON(FM), KSOQ-FM, KIFM(FM), KBZT(FM) (the “Employment Unit”)
EEO PUBLIC FILE REPORT
August 1, 2009 – July 31, 2010¹**

EEO Contact Information for Employment Unit:

Mailing Address: 1615 Murray Canyon Rd. Suite 710 San Diego, CA 92108	Telephone Number: 691-291-9797
	Contact Person/Title: Karen Weber, Director of Human Resources
	E-mail Address: karen.weber@lincolnfinancialmedia.com

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
General Manager ²	Exigent Circumstances	N/A
Talent (KBZT Morning Show) ³	Exigent Circumstances	N/A
Talent (KBZT Morning Show) ³	Exigent Circumstances	N/A
Talent (KBZT Morning Show) ³	Exigent Circumstances	N/A
Talent (KBZT Morning Show) ³	Exigent Circumstances	N/A
Talent (KBZT Morning Show) ³	Exigent Circumstances	N/A
Production Director	1-40, 52-53, 56	52
Director of Sales	1-40, 52-53, 56	56
Account Executive (KSON/KIFM/KBZT)	1-40, 52-53, 55-56	56
Promotions Coordinator	1-40, 46, 48, 52, 53, 56, 59	52

¹ This report provides recruitment data collected from July 23, 2009 to July 22, 2010.

² Due to exigent circumstances, the Employment Unit did not engage in full recruitment for the General Manager position.

³ Due to exigent circumstances, the Employment Unit did not engage in full recruitment for the KBZT Morning Show hires. The talent hired for these vacancies were hired at the same time.

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	RS Contact Name	RS Full Mailing Address	RS Telephone Number	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
1	CalJobs.com	Sylvia	www.caljobs.gov	(800) 758-0398	No	0
2	California Chicano News Media Assoc./USCSchool of Journalism	Sylvia Wells Job Posting Dept.	300 S. Grand Ave., Ste. 3950, Los Angeles, CA 90071 ccnmainfo@ccnma.org	(213) 437-4408 Fax: (213) 437-4423	Yes (journalism openings only)	0
3	California Chicano News Media Association	Noe Gonzalez	P.O. Box 370603, San Diego, CA 92137	(619) 303-6892	Yes	0
4	Career Resource Center	Ben Angeles	MCCS-MCAS Miramar; Lifelong Learning Center, Bldg. 5305; PO Box 452008, SD, CA 92145-2008	(858) 577-6710 Fax: (858) 577-6709	Yes	0
5	Catholic Charities	Human Resources	349 Cedar Street, San Diego, CA 92101	(619) 231-2828	No	0
6	Center for Community Solutions	Paula Hermanson	4508 Mission Bay Dr., San Diego, CA 92109	(858) 272-1767	No	0
7	Center for Employment Training	Hilario Torres	3295 Market Street, San Diego, CA 92102	(619) 233-6829	Yes	0
8	Centro Cultural De La Raza	Nancy Rodriguez	2125 Park Blvd., San Diego, CA 92137	(619) 235-6135 Fax: (619) 595-0034	No	0
9	Coalition of Hispanic Professionals	N/A	1420 Kettner Blvd., Suite 600, San Diego, CA 92101	(619) 531-0123 Fax: (619) 544-0056	No	0
10	Community Action Partnership	Sherry Dalton	1255 Imperial Avenue, Suite 751, San Diego, CA 92101	(619) 338-2878 Fax: (619) 338-2108	No	0
11	CRASH, Inc.	Employment Director	4161 Marlborough Ave., San Diego, CA 92105	(619) 282-7274 Fax: (619) 282-7496	Yes	0
12	East County Career Center	Business Services	924 East Main Street, El Cajon, CA 92021	(619) 590-3900 ext. 3038	Yes	0
13	Employment Resource Center - Remove 11/24/09*	Ignacio Jimenez	1102 Cesar E. Chavez Parkway, San Diego, CA 92113 ijimenez@maacproject.org	(619) 255-7284	Yes	0
14	Goodwill Industries of San Diego	Hilda Mendoza	3663 Rosecrans, San Diego, CA 92110 hmendoza@sdgoodwill.org	(619) 225-2200 ext. 537	Yes	0
15	Grossmont Community College	Pamela Abuka	8800 Grossmont College Dr., El Cajon, CA 92020 http://www.collegecentral.com/grossmont	(619) 644-7611	No	0
16	Indian Human Resource Center	Connie Greybull	4265 Fairmount Ave., Suite 140, San Diego, CA 92105-6401	(619) 281-5964	No	0
17	Latter Day Saints Employment Resource Services	Kirk Draper	4722 Mercury St., San Diego, CA 92111	(858) 279-2338 Fax: (858) 279-2527	Yes	0
18	MAAC Project	Anita Corona	450 East 8th St., #D, National City, CA 91950	(619) 472-2900 Fax: (619) 472-2028	Yes	0
19	Metro Career Center	Stephanie Murphy	3910 University Ave., San Diego, CA 92105	(619) 516-2216	No	0
20	N.O.W. Job Bank		P.O. Box 80292, San Diego, CA 92138	(619) 238-1824	No	0
21	NAACP	Maggie Allington	P.O. Box 152086, San Diego, CA 92195 sdnaacp@cox.net	(619) 263-7823 Fax: (619) 263-7851	Yes	0
22	NAB Employment Clearing House	Karen Hunter	1771 N. Street, NW Washington DC 20036	(202) 429-5368	No	0
23	National Hispanic Media Coalition	Claudia Flores	55 S. Grand Ave., Pasadena, CA 91105 email notification to brivas@nhmc.org	(213) 534-3026	Yes	0
24	North County Coastal Career Center	Kim Traci	1949 Avenida Del Oro, Oceanside, CA 92056	(760) 631-6150	No	0
25	North County Inland Career Center	Frank Berry	463 North Midway Dr., #100B, Escondido, CA 92027	(760) 871-1962	Yes	0

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26	Ohio/Illinois Centers for Broadcasting	Gary James, National Director of Placement	9000 Sweet Valley Dr., Valley View, OH 44125 gary@beonair.com	(216) 447-9117	yes	0
27	Regional Occupational Program	Human Resources	1355 2nd Avenue, Chula Vista, CA 91911	(619) 691-5611	No	0
28	San Diego Chinese Center	Chew-Fun Luen	428 3rd Avenue, San Diego, CA 92101	(619) 234-4447	Yes	0
29	San Diego Christian College	Debbie Hedberg	2100 Greenfield Dr., El Cajon, CA 92019	(619) 590-1789	Yes	0
30	San Diego County Hispanic Chamber of Commerce	Esperanza Daniel	PO Box 131548, San Diego, CA 92170-1548	(858) 268-0790	Yes	0
31	San Diego Job Corps Center	Francesca Whitehead	1325 Iris Ave., Imperial Beach, CA 91932 whitehead.Francesca@jobcorps.org	(619) 429-8500 ext. 241 Fax: (619) 423-7631	Yes	0
32	San Diego Regional African American Chamber of Commerce - removed 5/25/10 - mail returned, no new address	Chida Warres	1727 Euclid Avenue, San Diego, CA 92105	(619) 262-2121	No	0
33	San Diego Urban League/Employment Training Department	Maurice Wilson	720 Gateway Center Dr., San Diego, CA 92102	(619) 263-3115	No	0
34	South County Career Center	Leo Alarcon	1111 Bay Blvd., Ste. E, Chula Vista, CA 91911 leonardo@workforce.org	(619) 628-0321 Fax: (619)429-0367	Yes	0
35	South Metro Career Center	Rhonda Wooten-Savino	4389 Imperial Ave., San Diego, CA 92113 wooten@edd.ca.gov	(619) 266-4265 Fax: (619) 266-3668	Yes	0
36	So. California Broadcasters Assn.	LaFern Watkins	1849 Sawtelle Blvd., Suite 543, Los Angeles, CA 90025 lafern@scba.com	(310) 444-1438 Fax: (310) 444-1463	Yes	3
37	Southwestern College	Nelson Riley	900 Otay Lakes Road, Chula Vista, CA 91910	(619) 482-6548	Yes	0
38	University of La Verne/Communications Department	Shane Rodrigues	1950 3rd Street, La Verne, CA 91750 srodrigu@ulv.edu	(909) 392-2713 Fax: (909) 392-2706	Yes	0
39	Veteran Administration Bldg., Code 28	Felix Mejia	8810 Rio San Diego Drive, San Diego, CA 92108 fmejia@edd.ca.gov	(619) 400-5489	Yes	0
40	Allaccess.com Website	Internet	www.allaccess.com	(619) 457-6616	No	3
41	Asian Journal	Eugene De Leon	550 East 8th Street, Suite 6, National City, CA 91950 http://www.asianjournal@aol.com	(619) 474-0588 Fax: (619) 474-0373	No	0
42	El Latino Newspaper	Luz Martines	P.O. Box 120550, San Diego, CA 92112 carlos@ellatino.net		No	0
43	Inside Radio / M Street	Gene McKay	genemckay@insideradio.com	(800) 640-8852	No	0
44	La Prensa San Diego	Berenice Cisneros	651 Third Ave., Suite C, Chula Vista, CA 91910 laprensa@ix.netcom.com	(619) 425-7400 Fax: (619) 425-7402	No	0
45	Radio & Records	Karen Mumaw	10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 900067	(310) 788-1622	No	0
46	San Diego Union Tribune	Daryl Brady	P.O. Box 120191, San Diego, CA 92108-4321	(619) 293-1905	No	0
47	Voice & Viewpoint	Vivian Alvar	P.O. Box 120095, San Diego, CA 92112-0095 news@sdvoice.com	(619) 266-2233 Fax: (619) 266-0533	No	0
48	Cuyamaca College Career Fair	Laurie Brown	900 Rancho San Diego Parkway, El Cajon, CA 92019	(619) 660-4450	no	0
49	Grossmont College Career Fair	Nancy Davis	Grossmont Community College, 8800 Grossmont College Dr., El Cajon, CA 92020	(619) 644-7000 Fax: (619) 644-7917	No	0

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50	Jobing.com Job Fair	Keith Flynn	San Diego Convention Center, 111 West Harbor Dr., San Diego, CA 92101	(619) 297-3232	No	0
51	Southwestern College Job Fair	Gelson G. Riley III	Southwestern Community College, 900 Otay Lakes Rd., Chula Vista, CA 91910	(619) 482-6356 Fax: (619) 482-6444	No	0
52	Internal Posting/Candidate	N/A	N/A		No	6
53	Lincoln Financial Media Website	N/A	One Julian Price Place, Charlotte, NC 28208 www.lincolnfinancialmedia.com	(704) 374-3603	No	1
54	Secondary Internet Referrals (candidate referred by internet website to which SEU did not directly post)	N/A	N/A		No	0
55	Walk-In	N/A	N/A		No	1
56	Word of Mouth Referrals	Employees, Listeners, etc.	1615 Murray Canyon Road, Suite 710, SD 92108	(619) 291-9797	No	14
57	MediaPost.com	N/A	1140 Broadway, 4th Floor, New York, NY 10001 www.mediapost.com	(212) 204-2000 Fax: (212) 204-2038	No	0
58	San Diego Mesa College (added 5/4/10)	Monica Romero	7250 Mesa College Drive, Room I3-202 , San Diego, CA 92111	(619) 388-2777 Fax: (619) 388-5834	No	0
59	Mesa College Job Fair (added 5/4/10)	Monica Romero	7250 Mesa College Drive, Room I3-202 , San Diego, CA 92111	(619) 388-2777 Fax: (619) 388-5834	No	0
60	North County Career Fair	Connie Vasquez, Business Services Coordinator	Escondido Public Library, 239 South Kalmia St., Escondido, CA 92025	(760) 871-1970 Fax: (760) 871-0346	No	0

*Mail and email returned, no answer at phone number, unable to locate new location.

Total Number of Interviewees 28

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in job fair	May 4, 2010: Cuyamaca College Career Fair. Event introduces students to various San Diego employers and allows students to explore job opportunities. Information regarding careers in radio and current opportunities at Lincoln Financial Media was handed out to students. Station participants included the station General Manager and the Director of Human Resources.
2	List each upper-level category opening in media trade job bank with membership including substantial participation of women and minorities	Ongoing: Participation in the Southern California Broadcasters Association (SCBA) job bank. The Employment Unit sends the SCBA job bank information on the full-time job openings at the Employment Unit. SCBA sends these notices to over 200 businesses; professional, community, and educational organizations throughout Southern California, many of which are minority and women's organizations.
3	Management and Employee Diversity and Inclusion Awareness training	February 2010: All employees and managers participated in online training designed to provide personnel with the necessary awareness and understanding of diversity and inclusion in the workplace. Training was provided by Knowledge Start.
4	Participate in job fair	April 29, 2010: Mesa College Spring Job Fair. Event introduces students to various San Diego employers and allows students to explore job opportunities. Information regarding careers in radio and current opportunities at Lincoln Financial Media was handed out to students. Station participants included the Promotions & Marketing Director and the Director of Human Resources.

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	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
5	Participate in job fair	June 9, 2010: North County Career Fair the North County Career Centers and the Employment Development Department. Passed out information on careers in radio in addition to discussing job opportunities and current openings with attendees. Attended by the Director of Human Resources.
6	Participate in job fair	September 9, 2009: Southwestern College Job Fair. Event introduces students to various San Diego employers and allows students to explore job opportunities. Information regarding careers in radio and current opportunities at Lincoln Financial Media was handed out to students. Station participants included the Promotions & Marketing Coordinator and the Director of Human Resources.