

# Baybridge Broadcasting LLC - EEO Report

## EEO Public File Report Form

Covering the Period from August 1, 2012 to July 2013  
**Prior to August 1, 2012 Baybridge Communications had less Than 5 full time employees** and was exempt from EEO reporting this report covers includes station initiatives for the period prior to the Stations were exempt

Station(s) comprising Station Employment Unit:

**Vallejo California Market:**

**KDIA (AM) KDYA(AM)**

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 that is comprised of the following station(s): **KDIA (AM) KDYA(AM)**

licensed to **Baybridge Communications LLC.** and is required to be placed in the public inspection files of these stations, and posted on the websites.

If your organization distributes information about employment opportunities to job seekers or refers job seekers to employers, and would like to receive job vacancy notices from Baybridge Communications LLC. please provide name of company, contact information, mailing address, telephone number, email address, fax number and category of interest. Contact: Andy Santamaria, General Manager at Baybridge Communications LLC, 3260 Blume Drive Richmond CA, 94806

The information contained in this Report covers Vacancy and interview information for the time period beginning **August 1, 2012 to and including December 31, 2012.** The period after Baybridge Communications LLC reaching 5 full time employees. Also covered are recruitment and training initiative prior to that period. 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(s) comprising the Station Employment Unit during the Applicable Period.

2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy.
  
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
  
4. 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.
  
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

It is the policy of Baybridge Communications, LLC. to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, sexual orientation or any other characteristic protected by law, in all personnel actions. As required by Section 73.2080 of the Commission’s Rules, the stations have participated in several different recruitment activities to ensure broad outreach. See following pages for a brief description of the initiative outreach.

## Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source used to fill vacancy (RS ID)	Number of Interviewees for position from sources listed	Number hired for position	Recruitment source for Hiree
1	Account Executive	A,	1	1	A
2	Account Executive	A, B, C,	3	2	A,B

3	<b>Administrative Assistant</b>	A,	1	1	A
4	Account executive	B,C	5	1	C
5	Account executive	B, E	4	1	B
6					
7					
8					
9					
10					
11					

Total Number of Persons Interviewed During Applicable Period: 14

Total Number of Persons Hired During Applicable Period: 6

\*\* RS ID included in next few pages for recruitment source used to fill vacancy.

\*\*NOTE: Station(S) changed call letters/formats during Applicable Period: NA

## Section 2: Recruitment Source Information

RS ID	Recruitment Source	Vacancy notification requested? (Yes or No)	Vacancy notification for which position?	Number of Interviews referred by each recruitment source
A	Assumed employees from 1190 AM LLC	N	Account Executive Administrative Assistant	2 1
B	Baybridge Communications Networking Client Referral	N	Account Executive	4
C	Baybridge Communications Web page referrals <a href="http://www.KDIA.com">www.KDIA.com</a> <a href="http://www.Gospel1190.com">www.Gospel1190.com</a>	N	Account Executive	4
D	NCBA San Francisco CA	N	Account Executive	0

E	Ad Vallejo Times Herald	n	Account Executive	2
F	College Job Boards	N	Account Executive	1
G	On air Ads	NA	Account Executive	5

\*\* Some applicants noted multiple sources

**Outreach Recruitment Initiative:**

The station must engage in and complete at least four of the following menu options within each two-year period of its eight-year license term:

'10-'12	Menu Options
2	#1 Participation in at least one job fairs by station personnel who have substantial responsibility in the making of hiring decisions
	#2 Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
2	#3 Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. (see attached) (12/10-1/11DP) (5/11-8/11EH)
1	#4 Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.
	#5 Participate in at least 2 community Job fairs
1	#6 Participate in High school and Collage mentoring program for station personnel.
	#7 Sponsorship of at least two events in the community to inform and educate members of the public as to employment opportunities in broadcasting.
	#8 Listing of each upper-level category opening in a job bank or newsletter of

	media trade groups whose membership includes substantial participation of women and minorities.
	#9 Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.

## EEO Outreach Requirements

### **I. Recruitment for All Full-time Vacancies**

- Post job vacancy on station web-site.
- Send notices to organizations that have asked to be placed on the station's "mailing list" for its postings.
- Promote the job on the radio station(s).
- Advertise in local newspapers.
- Advertise in relevant trade periodicals.
- Promote job openings at job fairs.
- Post openings within the station.
- Post openings on station web sites.
- All ads & job vacancies must contain a statement that the broadcaster is an equal opportunity employer ("EOE").

**Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Stations  
(refer to attached menu options)**

Activity Undertaken by Stations  
(Menu Option #1)  
Participate in community Job fair

Date of Event: March 2010 March 2011

Location of Event: San Francisco Hilton

Event Sponsor Information Northern California Broadcasters Association  
Sponsor Name: Northern California Broadcasters Association

Contact Person: Terry DeVitto

Address: 50 Francisco Street, Suite 103  
San Francisco CA 94133

Telephone: 415-292-5775

Brief Description of Event: A 2 hour event to recruit local people into broadcast jobs

Name(s)/Title(s) of Station Personnel Attending: Andy Santamaria, Melissa Santamaria

Activity undertaken by Stations: Internship program menu Item #3

Internship coordination by: Clifford Brown

Date of Event: various

Location of Event: Provided internship programs for students of the following schools

Southern University – Summer 2010 - 2011

Hampton University - Summer- 2011, 2012

Activity Undertaken by Stations Internship program Menu Item #3

Internship coordination: by Clifford Brown

Date of Event: various

Provided internship programs for students of the following schools

Southern University – Summer 2010 - 2011

Hampton University - Summer- 2011, 2012

**Brief Description initiative:**

Summer Mentoring For High School Students. Students “shadow” station staff, are exposed to radio station basics including recording and editing, writing copy, answering phones, filing, and record keeping.

Program menu item #6

Coordinator: Clifford Brown JR.

Participants from the following schools have benefited from program

Palo Alto High                      2012

San Ramon High                    2013



**Brief Description initiative:** Internal Job upgrade program menu item #4

Participants are given the opportunity to upgrade skills and pay rate by learning a position they were not originally qualified for.

**Contact Person:** Andy Santamaria

Promotion assistant was trained to be an account executive Fall of 2009

Part time Board operator was trained to be social media coordinator/ back up traffic 2011