

## **KION-TV and KMUV-LD**

### **EEO Public File Report**

**August 1, 2021 – July 31, 2022**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's Rules.

This Report has been prepared on behalf of the Employment Unit that is comprised of the following stations: KION-TV and KMUV-LD, and it is required to be placed in the public inspection files of these stations, and posted on their websites.

The information contained in this Report covers the time period beginning [August 1, 2021](#) to and including [July 31, 2022](#) (the "Applicable Period").

The FCC's Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment resource(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the FCC's Rules), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the successful candidate for each full-time vacancy that was filled 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's rules.

Appendices 1, 2 and 3 to this Report have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the respective number associated with each of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended to a candidate but when the successful candidate started the job. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

## **Appendix 1**

### Vacancy Information

	Full-time Positions Filled by Job Title & Date	Recruitment Source of Successful Candidate	Total Number of Interviewees from All Sources for This Position
1	Digital Content Director August 6, 2021	Employee reference	3
2	Producer August 23, 2021	Indeed	1
3	Editor-Director September 15, 2021	Employee Referral	1
4	Producer September 20, 2021	Indeed	3
5	Anchor September 27, 2021	TV Jobs	8
6	News Director October 12, 2021	<a href="http://www.KION546.com">www.KION546.com</a>	7
7	Chief Photographer November 21, 2021	Employee Referral	2
8	Multimedia Journalist January 24, 2022	Employee Referral	4
9	Assignment Editor January 26, 2022	Employee Referral	3

10	Editor January 28, 2022	Employee Referral	1
11	Anchor-Multimedia Journalist February 28, 2022	Employee Referral	4
12	Editor April 6, 2022	Employee Referral	1
13	Integrated Media Consultant May 4, 2022	Indeed	2
14	Editor May 30, 2022	Employee Referral	1
15	Assignment Editor June 27, 2022	www.KION546.com	3

Total Number of Persons Interviewed During Applicable Period: 44

**Appendix 2**

**Recruitment Source Information**

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Source Requested Job Vacancy Notification (Yes or No)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	Indeed.com	No	4	2, 4, 13
B	In house / word of mouth / employee referral /walk in 1550 Moffett Street Salinas, Ca 93905	No	24	1,2,4,7-12,14
C	Station Website: www.KION546.com	No	5	5, 6, 11, 15, 16
D	TV Talent Agents North Augusta, SC  www.tvtalentagent.com	No	2	5
E	TV Jobs PO Box 4116 Oceanside, CA 92052 info@tvjobs.com	No	1	5
F	National Association of Hispanic Journalists	No	1	8

G	Unknown	No	6	2, 4, 8, 9, 11
H	LinkedIn.com	No	1	8

STATEMENT OF EEO POLICY

NPG of Monterey-Salinas, CA LLC, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at its stations. We seek the help of local organizations in referring qualified applicants to our stations. Organizations that wish to receive vacancy information for KION-TV and KMUV-LD should contact the Human Resources Coordinator, KION by calling (831)784-6365 or by writing to FCC EEO Officer, KION-TV, and 1550 Moffett Street, Salinas, CA 93905.

Below is the stations' current active list of recruitment sources that we frequently use for posting of open full-time vacancies.

None of these recruitment sources requested job vacancy notifications.

Arizona State University Outreach Interviews  
1151 South Forest Avenue  
Tempe, AZ 85281

California Broadcasters Association  
915 L Street, Suite 1150  
Sacramento, CA 95814  
[jobposter@yourcba.com](mailto:jobposter@yourcba.com)

California Lutheran University  
60 West Olsen Road  
Thousand Oaks, CA 91360-2787  
805-493-3135  
[www.callutheran.edu/career\\_services](http://www.callutheran.edu/career_services)

Calif State University San Jose  
Career Center – Bldg Q  
1 Washington Square  
San Jose, CA 95192

California State University Monterey Bay  
100 Campus Center

Seaside, CA 93955

Frank N Magid & Assoc., Inc.  
One Research Center  
Marion, IA 52302  
319-377-7345

Handshake.com  
(list below)

Indeed.com  
800-462-5842

[KION546.com / NPGCO.com](http://KION546.com / NPGCO.com)  
1550 Moffett St.  
Salinas, CA 93905

LinkedIn.com

Monterey Peninsula College  
Lien Nguyen  
980 Fremont St., Monterey, CA 93940  
831-646-3012  
[lnguyen@mpc.edu](mailto:lnguyen@mpc.edu)

NAACP Monterey County  
Yvonne Thomas  
[Ythomasnaacpl@gmail.com](mailto:Ythomasnaacpl@gmail.com)

Rick Gevers  
PO box 577  
Zionsville, IN 46077-0577

TV Jobs  
PO Box 4116  
Oceanside CA 92052  
[info@tvjobs.com](mailto:info@tvjobs.com)

University of Missouri Outreach Interviews  
Columbia, MO 65211

University of Southern California  
Stacy Scholder, Assoc Professor  
Annenberg School of Journalism  
[scholder@usc.edu](mailto:scholder@usc.edu)

Workforce Development, Monterey County  
730 La Guardia St, Salinas, CA 93905

831-796-3600

Handshake.com – Universities Utilized (in list form):

Arizona State University

Biola University

California Baptist University

California Polytechnic State University – San Luis Obispo and Pomona campuses

California State University – campuses listed

Bakersfield

Chico

Los Angeles

Channel Islands

Northridge

San Bernardino

San Francisco

Kansas State University

Pepperdine University

Santa Clara University

University of California -campuses listed

Los Angeles

San Diego

Santa Barbara

San Diego

University of Central Missouri

University of Missouri

Westmont College

Whittier College

## Appendix 3

### Recruitment Initiatives

#### **1. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment**

The Employment Unit has an internship program that includes college students representing various colleges and universities. During the Applicable Period, two interns worked with the Employment Unit, one from Cabrillo College in Aptos, and one from the University of Alabama.

#### **2. Participation in job fairs by station personnel who have substantial responsibility in making hiring decisions**

KION and KMUV participated in four job fairs during the Applicable Period.

Arizona State University Virtual Campus Recruiting; March 31, 2022; attended by Director of News & Marketing

University of Missouri Virtual Recruiting Campus Fair; March 15-16, 2022; attended by Chief People Officer

Hartnell College's Spring 2022 Career Fair; April 27, 2022; attended by Local Sales & Marketing Manager

Pajaro Valley Chamber Business Expo and Job Fair 2022; April 7, 2022; attended by Account Executive

#### **3. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination**

The Employment Unit's General Manager met with all Department Heads on June 10, 2022, to discuss the importance of broad recruitment practices and other EEO obligations to ensure compliance with the FCC's EEO Rules. The Employment's Business Manager met with senior managers to discuss EEO recordkeeping obligations.

#### **4. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting**

March 3, 2022: Anchor Taryn Mitchell attended the career fair at Walter Colton Middle School in Monterey. Taryn spoke with numerous students about working in television news. She also showed them how TV works using equipment from the station that gave them a real-life example of the camera to broadcast relationship.

March 16, 2022: News Director Scott Rates was the guest speaker at Seaside High School's Career Fair. Scott shared his career journey, what a day in the life of a journalist is like, and educational

requirements. He also shared the many different aspects and job opportunities in the field of broadcast journalism.

April 20, 2022: News Director Scott Rates and Chief Photographer Calista Silva visited the Digital Media class at Seaside High School where they gave firsthand accounts of their roles and responsibilities in the newsroom as well as their educational backgrounds.

May 3, 2022: Chief Meteorologist Dann Cianca emceed the Monterey County Office of Education Classified Employee of the Year and Teacher of the Year Awards ceremony.

May 19, 2022: Assistant News Director Victor Guzman was the keynote speaker at Rancho San Juan High School's inaugural College Signing Day 2022. Victor shared his educational journey and career path which was particularly relevant as he grew up in Salinas and attended high school and Hartnell College here. Victor talked about his career path starting a reporter in Texas and moving back to Salinas and our stations and becoming the assistant news director.

May 31, 2022: Senior Anchor Veronica Macias gave a talk to a group of Pacific Grove High School students at the newly created Chamber of Commerce Youth Ambassadors program. After lunch, the students came to the station where Veronica gave them a tour.

**5. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues**

8/07/2021: The Employment Unit sponsored the Salinas Valley Food and Wine festival. The festival returned after a pandemic hiatus and raised funds for the nonprofit Against Hunger.

8/13/2021: KION-TV aired live from the Concours D'Elegance for the first time since 2019. Airing live gives spectators the opportunity to participate in broadcast local TV.

8/25/2021: The Employment Unit's News Department hosted District Attorney Jeannine Pacioni, who explained how the agency works, the pursuit of justice, prosecution of cases and community involvement. The news staff learned how to request information from the DA's office and staff.

8/26/2021: Evening Anchor Veronica Macias was the Master of Ceremony at the Monterey Peninsula Chamber of Commerce's 34<sup>th</sup> Business Excellence Awards. In attendance representing the Employment Unit was General Manager Kristy Santiago and Local Sales Manager Jeff Mitchell.

8/31/2021: General Manager Kristy Santiago attended the Rodeo mixer at the Monterey Airport, which was sponsored by the Salinas Chamber of Commerce.

9/9/2021: General Manager Kristy Santiago and wAccount Executive Lori Magdaleno represented the Employment Unit at the Rodeo Sponsor Party.

9/2/2021: Local Police Officer Thornburg visited the Employment Unit and addressed the News Staff, discussing crime scene protocol, safety, and requesting/obtaining information.

9/18/2021: Local Sales Manager Jeff Mitchell participated in the Walk to End Alzheimer's – Santa Cruz.

10/8/2021: General Manger Kristy Santiago represented the Employment Unit at the Legacy of Leadership event sponsored by the Salinas Chamber of Commerce.

10/9/2021: General Manager Kristy Santiago attended the Salinas Valley Chamber's Children First, a gala benefiting the Kinship Center. The event raised funds to support the Kinship Center's mission of creating safe families through foster care, adoption, relative caregiver, and children's mental health services.

10/29/2021: Local Sales Manager Jeff Mitchell represented the stations at the Salinas International Airshow Friday event.

11/3-4/2021: General Manager Kristy Santiago represented the stations at the National Association of Broadcasters symposium on diversity.

11/25/2021: General Manager Kristy Santiago served Thanksgiving meals the American Legion Post 31.

12/08/2021: Local Sales Manager Jeff Mitchell represented the Employment Unit at the Carmel Chamber of Commerce Business Excellence Awards.

12/11/2021: General Manager Kristy Santiago represented the Employment at the Salinas Chamber's Children's Shopping Tour, which the Employment Unit co-sponsored.

4/14/2022: General Manager Kristy Santiago represented the stations at the Salinas Chamber's 101<sup>st</sup> Annual Awards Luncheon.

4/29/2022: General Manager Kristy Santiago and Account Executive David Eakin represented the Employment Unit at the 23<sup>rd</sup> Annual Victims' Dedication Ceremony presented by Monterey County's District Attorney's Office Victims of Crimes Unit.

5/7-8/2022: The Employment Unit sponsored the Pacific Grove Good Old Days Street Festival & Fair. Many from the Employment Unit attended the event as we broadcasted live on May 6.

5/18/2022: KION-TV was the media sponsor for the Santa Cruz Volunteer Center's 2022 Be the Difference Awards.

6/28/2022: General Manager Kristy Santiago and News Director Scott Rates attended the Salinas Fire Fighters Union Lunch and Learn session.

6/28/2022: General Manager Kristy Santiago and Account Executive Lori Magdaleno represented the stations at the Rodeo's Sponsor party.

7/29/2022: General Manager Kristy Santiago represented the stations at the Carmel Chamber Annual Lunch.