

## **KION-TV, NION-TV, KMUV-LD**

### **EEO Public File Report – 2023**

#### **Annual EEO Public File Report 2023**

The purpose of this EEO Public File Report ("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 Employment Unit that is comprised of the following stations: KION, NION, KMUV and is required to be placed in the public inspection files of these stations and posted on their web sites (as applicable).

The information contained in this Report covers the time period beginning [August 1, 2022](#), to and including [July 31, 2023](#) (the "Applicable 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 comprising the Station 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 new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the successful candidate 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.

Appendices 1, 2 and 3 which follows have been designed, in 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 number of full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended 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.

## Annual EEO Public File Report 2023

### Appendix 1

Covering the Period from [August 1, 2022](#) to [July 31, 2023](#)

Stations Comprising Employment Unit: KION, NION, KMUV

#### Section 1: Vacancy Information

	Full-time Positions by Job Title & Date Filled	Recruitment Source of Successful Candidate	Total Number of Interviewees from All Sources for This Position
1	Multimedia Journalist 8/22/2022	Word of Mouth	1
2	Account Executive 9/6/2022	Employee Referral	1
3	Sports Director 10/22/2022	Employee Referral	3
4	Sales Assistance 11/14/2022	LinkedIn	4
5	Producer/Editor 11/28/2022	Word of Mouth	1

6	Multimedia Journalist 11/28/2022	Indeed	1
7	Multimedia Journalist 1/09/2023	Employee Referral	1
8	Promotions Manager 3/08/2023	iHire website	5
9	Meteorologist 4/24/2023	Indeed	2
10	Multimedia Journalist 4/24/2023	LinkedIn	1
11	Local Sales Manager 5/1/2023	Employee Referral	3
12	Integrated Media Consultant 5/02/2023	Co. of Monterey – On-the-Job- Training Program	4
13	Multimedia Journalist 5/08/2023	Employee Referral	2
14	Multimedia Journalist 6/19/2023	Employee Referral	1

Total Number of Persons Interviewed During Applicable Period: 30

## Annual EEO Public File Report 2023

### Appendix 2

Covering the Period from [August 1, 2022](#) to [July 31, 2023](#)

Stations Comprising Employment Unit: KION, NION, KMUV

#### Section 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	<b>Indeed.com</b>	No	5	6, 9
B	<b>In house / word of mouth / employee referral /walk in 1550 Moffett Street Salinas, Ca 93905</b>	No	16	1, 2, 3, 5, 7, 11, 13, 14
C	<b>Website <a href="http://www.KION546.com">www.KION546.com</a> 1550 Moffett Street Salinas, CA 93905</b>	No	2	0

D	<p>Monterey County Workforce Dev Board – On the Job Training Program 344 Salinas St. Suite 203 Salinas CA 93901</p> <p>Attn: Terri Balderas</p> <p>831 276 4536</p>	No	1	1
E	<p><b>Social Media: Facebook, Linked In Google search</b></p>	No	3	4, 10,
F	<p><b>California State University, Monterey Bay – Spring Job Fair 5108 Fourth Ave Marina, CA 93933</b></p>	No	2	0
G	<p><b>Univ of Southern California</b></p> <p><b>Student Union 110</b></p> <p><b>Los Angeles, CA 980089-4897</b></p> <p><b>213 740 9111</b></p>	No		0
H	<p><b>iHire.com</b></p>	No	1	1

### 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 and KMUV 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 that we contact for positions listed. None of these recruitment sources requested job vacancy notifications.

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

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

**Calif State University Monterey Bay -Spring Job Fair**  
5108 Fourth Ave  
Marina, CA 93933

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

**Hartnell Community College**  
156 Homestead Ave  
Salinas, CA 93901  
[Careers@hartnell.edu](mailto:Careers@hartnell.edu)

**Indeed.com**  
800-462-5842

**KION546.com**  
1550 Moffett Str  
Salinas, CA 93905  
831-784-6300

**[LinkedIn.com](https://www.linkedin.com)**  
**2029 Stierlin Court**  
**Mountain View, CA 94043**  
**650-687-3600**

**Monterey County Workforce**  
344 Salinas Str  
Salinas, CA 93901  
831-796-6434

**TVJobs.com**

**University of Missouri Outreach Interviews  
Columbia, MO 65211**

**University of Southern California  
Student Union 110  
Los Angeles, CA 90089-4897  
213-740-9111**

**Annual EEO Public File Report 2023**  
Appendix 3

**Covering the Period from Aug 1, 2022, to July 31, 2023**

**Stations Comprising Station Employment Unit: KION, NION, KMUV**

**Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KION, NION, and KMUV**

**Statement of EEO Policy**

**NPG of Monterey-Salinas, CA LLC believes in equal employment opportunities for all, regardless of race, color, religion, sex, national origin, age, disability or any other legally protected classification.**

**The Company's policy is to hire and promote the most qualified applicants and to comply with all federal, state and local equal employment opportunity laws.**

**This policy governs employment and all the company's terms and conditions of employment, including, but not limited to, policies and practices affecting recruitment, recruitment advertising, hiring, promotion, demotion, transfers, reclassification, and selection for training, compensation, benefits, company-sponsored educational programs and any other aspect of employment.**

**1. Internship Programs:**

**KION/NION/KMUV has always been involved in helping members of the community achieve their educational goals. During this period, we did not have any interns.**

**2. Job Fair Participation**

**KION/NION/KMUV participated in six career/job fairs as noted below.**

**University of Missouri, Recruiting Day, Columbia, MO March 7, 8, 2023**  
**Arizona State University, Recruiting Day, Phoenix, AZ February 27, 2023**  
**Pennsylvania State University, Job Expo, State College, PA February 24, 2023**  
**California State University Monterey Bay, Career Fair, Marina, CA February 23, 2023**  
**California State University Monterey Bay, Career Fair, Marina, CA September 28, 2022**  
**Santa Cruz Chamber Business Expo, Santa Cruz, CA September 8, 2022**

**3. EEO Department Head Meeting/Training to Management**



**General Manager, Kristy Santiago met with the Department Heads on March 31 to discuss the need for broad recruitment practices and to pay close attention to the station's recruitment practices and other EEO obligations to ensure compliance with the FCC's EEO rules.**

#### **4. Educational Institutions**

**09/30/2022 – Veronica Macias, Senior Anchor, hosted Ms. Evans 1<sup>st</sup> grade class from Robert Down Elementary School in Pacific Grove. The students were given a tour of the station and we filmed with green screen and sitting at the anchor desk.**

**03/07/2023 – Derrick Ow, Assignment Editor, hosted the Watsonville High School video productions and broadcasting class visit. The students toured the entire operation from the news desk to sales and traffic. Derrick says the 15 students came with plenty of thoughtful questions about how news stories are developed. Many asked about the industry as a whole and careers in journalism.**

**03/08/2023 – Daniel Cianca, Chief Meteorologist, visited the Sherwood School's 5<sup>th</sup> grade classroom and shared the exciting field of meteorology and reporting of weather events.**

**3/02 – 4/20/2023 – Senior Anchor, Veronica Macias, spent time reading to children at the following schools.**

**Seaside Child Development Center  
EDS Cresita Early Learning Center  
Marina Child Development Center  
Gonzales USD preschool  
Salinas Child Development Center  
EDS Avondale Early Learning Center  
Greenfield Oak Avenue Preschool  
Castro Plaza Family Resource Center**

**05/12/2023 – Daniel Cianca was the Master of Ceremonies for the Monterey County Office of Education's Teacher of the Year award ceremony.**

#### **5. Employee Participation in Community Events**

**08/26/2022 – Daniel Cianca was a judge at the Old Town Throwdown Rib Cook-off in Salinas.**

**08/27/2022 – Lori Magdaleno, Account Executive, and Edgar Olivares, Telemundo Anchor, represented the stations at the Salinas Police Activity League 7<sup>th</sup> Annual Car Show which is**

**a fundraiser that supports children in Salinas by providing free programs such as ballet classes, baseball program and music activities as well as the First Back to School Backpack Drive. Edgar handed out the backpacks to 200 children.**

**09/08/2022 -Mauricio Urzua, Account Executive, represented the stations at the Santa Cruz County chamber of Commerce 2022 Business Expo which sponsored the event.**

**09/08/2022 – Kristy Santiago, General Manager, represented the stations at the Salinas Valley Chamber of Commerce Legacy of Leadership Gala.**

**09/17/2022 – General Manager Kristy Santiago volunteered and represented the stations as the media sponsor for the Santa Cruz Walk to End Alzheimer’s. Senior Anchor was the Master of Ceremonies.**

**9/22/2022 – Kristy Santiago (GM) participated in the Family Justice Center project to build a court center in South County.**

**10/08/2022 – Michael Fusske, Account Executive, represented the stations at the Annual Walk to End Alzheimer’s at the Custom House Plaza. The stations were the media sponsor of the event. Chief Meteorologist Dann Cianca was Master of Ceremonies.**

**11/11/2022 – Kristy Santiago along with Daniel Cianca volunteered and represented the stations as a media sponsor for the Veteran’s Parade in Salinas. Reporter Sandra Santos attended the booth for Telemundo.**

**01/25/2023 – Kristy Santiago and Scott Rates represented the stations at the Peninsula Chamber of Commerce Annual Awards Luncheon – Secretary Leon Panetta was the featured speaker.**

**02/24/2023 – Kristy Santiago, News Director Scott rates, and Account Executives Janet Gudgel and Lori Magdaleno represented the stations at the Salinas Valley Chamber Governmental Relations Breakfast.**

**02/24/223 – Kristy Santiago represented the stations at the annual Veteran’s Dinner**

**04/06/2023 – Kristy Santiago represented the stations at the annual Salinas Chamber awards luncheon. News Director Scott Rates along with Janet Gudgel, Lori Magdaleno, and Craig Cox from the Sales Department also attended the event. Candi Depaw was honored for creating Farm Day so all 3<sup>rd</sup> graders in Monterey County get to experience a day on a farm.**

**04/06/2023 – Mauricio Urzua, Account Executive (AE), represented the stations which sponsored the Santa Cruz Chamber Annual Community Recognition Gala**

**04/26,2023 – Daniel Cianca was the Emcee for the United Way Annual Awards Ceremony.**

**04/27/2023 – Kristy Santiago and Lori Magdaleno represented the stations at the Girls Inc luncheon. This organization raises money for school programs to empower girls and young women in the community.**

**04/28/2023 – Kristy Santiago and Scott Rates represented the stations at the annual Victim of Crimes event.**

**05/12/2023 – Kristy Santiago and Scott Rates represented the stations at the Carmel Chamber of Commerce annual luncheon.**

**06/23/2023 – Mauricio Urzua, Account Executive, as well as Maxwell Glenn, Derrick Ow, Edgar Olivares, and Linsey Selzer all from the News Dept represented the stations at the Santa Cruz Chamber of Commerce Golf Tournament at the DeLaVeaga Golf Club. The tournament was attended by 65 players from different companies and institutions from around the county.**

**07/08/2023 – Kristy Santiago, Promotions Manager Andy Crittenden, and AE Lori Magdaleno, and Meteorologist Lisa Montgomery represented the stations at the Salinas Valley Police Activities League Annual Dinner. Lisa Montgomery was the Master of Ceremonies.**

**07/14/2023 – Michael Fuskke represented the stations at the Walk to End Alzheimer's fundraiser at Madonna Gardens.**

**07/29/2023 – Mauricio Urzua, AE, represented the stations at the Pajaro Valley Chamber of Commerce 61<sup>st</sup> Annual Award dinner.**

**Ongoing –**

**General Manager Kristy Santiago is on the Board of the Salinas Valley Chamber of Commerce. She also serves on the Executive Committee of the Carmel Chamber of Commerce. Ms. Santiago is also on the Board of Directors of the Calif Broadcasters Board, The Goodwill of the Central Coast and serves on the PAC committee of the Salinas Airport.**

**Account Executive Lori Magdaleno is a member of the boards of Girls Inc. of the Central Coast – marketing committee, the Hartnell College Party in the Library Committee, the Alvarez Titans Football and Cheer Team, and the Salinas Police Activities League.**