

KION-TV, NION-TV, KMUV-LD

EEO Public File Report – 2024

Annual EEO Public File Report 2024

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, 2023](#), to and including [July 31, 2024](#) (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.

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Appendix 1

Covering the Period from [August 1, 2023](#) to [July 31, 2024](#)

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	Master Control Operator 10/19/2023	Referral	11
2	Master Control/Eng Asst 12/26/2023	Monterey Co Workforce Dev	3
3	MMJ/Producer 01/08/2024	LinkedIn	2
4	Technical Director 01/15/224	SFSU Jobsite	4
5	Managing Editor 04/10/2024	KION546.com	2
6	Anchor 07/02/2024	Internal Promotion	3

Total Number of Persons Interviewed During Applicable Period: 25

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Appendix 2

Covering the Period from [August 1, 2023](#) to [July 31, 2024](#)

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	Indeed.com	No	10	1, 2, 3, 4, 5, 6.
B	In house / word of mouth / employee referral /walk in 1550 Moffett Street Salinas, Ca 93905	No	5	1, 2, 3, 4, 5, 6.
C	Website www.KION546.com 1550 Moffett Street Salinas, CA 93905	No	5	1, 2, 3, 4, 5, 6.
D	Monterey County Workforce Dev Board – On the Job Training Program 344 Salinas St. Suite 203 Salinas CA 93901. Attn: Terri Balderas 831 276 4536	No	2	1, 2, 3, 4, 5, 6.
E	California State University, Monterey Bay – Spring Job Fair 5108 Fourth Ave	No	0	1, 2, 3, 4, 5, 6.

	Marina, CA 93933			
F	Univ of Southern California 3551 Trousdale Pkwy Los Angeles, CA 90089 213 740 9111	No	0	1, 2, 3, 4, 5, 6.
G	LinkedIn.com 2029 Stierlin Court, Mountain View, CA 94043 650-687-3600	No	2	1, 2, 3, 4, 5, 6.
H	San Francisco State University 1600 Holloway Avenue San Francisco, CA 94132 415-338-1111	No	1	1, 2, 3, 4, 5, 6.
I	Arizona State University Outreach Interviews 1151 South Forest Avenue Tempe, AZ 85281	No	0	1, 2, 3, 4, 5, 6.
J	California Broadcasters Association. 915 L Street, Suite 1150 Sacramento, CA 95814 jobposter@yoursba.com	No	0	1, 2, 3, 4, 5, 6.
K	San Jose State University 1 Washington Square San Jose, CA 95192 408-924-1000	No	0	1, 2, 3, 4, 5, 6.
L	Hartnell Community College 156 Homestead Avenue Salinas, CA 93901 Careers@hartnell.edu	No	0	1, 2, 3, 4, 5, 6.
M	TVJobs.com	No	0	1, 2, 3, 4, 5, 6.
N	University of Missouri Outreach Interviews Columbia, MO 65211	No	0	1, 2, 3, 4, 5, 6.

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Appendix 3

Covering the Period from August 1, 2023, to July 31, 2024

Stations Comprising Station Employment Unit: KION, NION, KMUV

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

1. Job Fair Participation

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

Arizona State University, Recruiting Day, Phoenix, AZ October 18, 2023

University of Missouri, Recruiting Day, Columbia, MO November 6-7, 2023

University of Missouri, Recruiting Day, Columbia, MO February 19-20, 2024

Pennsylvania State University, Job Expo, State College, PA February 22-23, 2024

STEM Expo at Hartnell College, March 20, 2024

California State University Monterey Bay, Career Fair, Marina, CA April 3, 2024

Arizona State University, Recruiting Day, Phoenix, AZ April 22, 2024

**Pajaro Valley Chamber of Commerce and Agriculture Business Expo Job Fair,
Watsonville, CA April 25, 2024**

California State University, Monterey Bay, Monterey, CA April 27, 2024

2. EEO Department Head Meeting/Training to Management

General Manager, Kristy Santiago met with the Department Heads on March 29, 2024 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.

3. Educational Institutions

10/26/2023 – Chief Meteorologist, Dann Cianca, visited the first-grade class at Mountain Elementary School in Soquel. Dann read them a book about weather and then gave the students a presentation of his work and the tools he uses for weather forecasting.

11/29/2023 – Senior Anchor, Veronica Macias along with Reporter Austin Castro and Promotions Manager, Andy Crittenden attended the El Puente High School's College & Career Readiness Fair and shared their experiences in the field of journalism. They offered career advice and were taught how a TV station operates and invited the students to tour the station.

4/20/2024 – KION was a media sponsor for the Hartnell College Foundation STEAM Family Science Day.

5/3/2024 -Brianna Galloway, the stations' Integrated Media Consultant, visited La Paz Middle School in Salinas. Brianna shared her childhood and educational experience and how that impacted her choices. She discussed her position as a digital marketing professional, and how data is used to target the most appropriate audience for advertisers.

5/8/2024 – Sandra Santos and the News team hosted the Everett Alvarez High School media class where they got an overlook of the entire operation of the station; the students attended the morning editorial meeting, visited the weather station and were shown the functions of a weather broadcast, they also visited the control room and sales department. The students were given the opportunity to do an anchor test and record themselves on the green screen.

5/31/2024 – Kristy Santiago, General Manager and Lori Sarmiento, Bilingual Account Executive, attended the Party in Library at Hartnell College. Event raised money for the Hartnell College Foundation which gives out tuition scholarships to students.

6/21/2024 – Scott Rates, News Director, hosted a tour of the station facilities for the Porter Youth Center in Seaside, CA.

During the report period, specifically at the end of 2023, Veronica Soto, Anchor participated in a 10 week “Everyone’s a Teacher” program at local schools. Where she read to students and took questions.

4. Employee Participation in Community Events

8/11/2023 – General Manager, Kristy Santiago, represented the stations at the Arts Council for Monterey County Champions of the Arts Awards Breakfast.

8/12/2023 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove Chamber Statue Dedication Ceremony.

8/17/2023 – Michael Fusske, Account Executive, represented the stations at the Legends of the Autobahn event Meet and Greet with the marketing director.

8/26/2023 – Kristy Santiago participated in fundraising for the Veterans Day Parade by attending the booth. Daniel Cianca was a judge at the Old Town Throwdown Rib Cook-off which also raised funds for the parade.

8/26/2023 – Lori Magdaleno, Account Executive, and Edgar Olivares, Telemundo Anchor, and Sandy Santos represented the stations at the Salinas Police Activity League 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. Backpacks were handed out to 200 children at the event.

8/29/2023 – The entire news department participated in a training session with the National Coalition Building Institute. The focus to end discrimination, intolerance and inter-group tensions.

9/6/2023 – Scott Rates, News Director, represented the stations at the Monterey Chamber Leadership Luncheon.

9/14/2023 -Mauricio Urzua, Account Executive, represented the stations at the Santa Cruz County Chamber of Commerce 2022 Business Expo.

9/16/2023 – Scott Rates, News Director, emceed the Salinas Chamber Legacy of Leadership event. The station group also sponsored the event.

9/16/2023 – Kristy Santiago, General Manager, represented the stations at the Salinas Valley Chamber of Commerce Legacy of Leadership Gala. Scott Rates, News Director as the Master of Ceremonies.

9/23/2023 – Michael Fusske, Account Executive, was a host and participant at the Santa Cruz Walk to End Alzheimer's.

9/23/2023 – Lori Magdaleno, Account Executive, represented the stations as the American Cancer Society Relay for Life in Salinas.

9/23/2023 – Kristy Santiago, General Manager, represented the stations at the Monterey Peninsula Chamber of Commerce Annual Membership Luncheon.

9/28/2023 – Kristy Santiago, Telemundo Anchor Edgar Olivares and Anchor Veronica Macias represented the stations at the Siembra Latinos Celebration. Seeds of Change. Siembra Latinos was created to fund opportunities for the Latino community in MontereyCounty. Veronica Macias was the emcee, and it was announced that the fund was able to grant \$100,000 for education, mental health, and economic development for local Latinos.

9/28/2023 – Michael Fusske, Account Executive, represented the stations at the Flavors of Pacific Grove event.

9/29/2023 –Account Executives Michael Fusske and Mauricio Urzua along with Chief Meteorologist Dann Cianca and Erika Bratten, Morning Meteorologist represented the stations at the Santa Cruz Walk to End Alzheimer's. Dann served as the Master of Ceremonies.

10/5/2023 – Michael Fusske, Account Executive, was a host and participant at the Monterey Walk to End Alzheimer's.

10/5/2023 – Michael Fusske, Account Executive, represented the stations at the Taste of Carmel event.

10/07/2023 – Local Sales Manager Veronica Plascencia, Account Executive Michael Fusske, and Sr. Anchor Veronica Macias represented the stations at the Walk to End Alzheimer's Monterey.

10/12/2023 – Kristy Santiago, General Manager and Janet Gudgel, Account Executive, represented the stations at the Impower Luncheon.

10/19/2023 – Michael Fusske, Account Executive, represented the stations at the Monterey Chamber Fall Mixer.

10/25/2023 – Michael Fusske, Account Executive, and Scott Rates, News Director, represented the stations at the Boys & Girls Club of Salinas' Youth of the Year Awards event.

11/4/2023 – Michael Fusske, Account Executive, represented the stations at the Human Services' Shuman HeartHouse Ribbon Cutting event.

11/20/2023 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove Parade of Lights.

11/29/2023 – Scott Rates, News Director, attended the Ohana Grand Opening event, the organization works for children's mental health.

12/2/2023 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove Stillwell's Holiday Fun in the Park event.

12/5/2023 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove "Holiday at the Inns" event.

12/5/2023 – Michael Fusske, Account Executive, represented the stations at the Alzheimer's Association Walk Volunteer Lunch Celebration.

12/6/2023 – Michael Fusske, Account Executive, represented the stations at the Carmel Chamber Awards Dinner.

12/9/2023 – The stations sponsored the 73rd Annual Children's Shopping Tour at the Northridge Mall in Salinas.

12/12/2023 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove Chamber Holiday Mixer.

1/23/2024 – General Manager Kristy Santiago represented the stations at the Monterey Peninsula Chamber's Annual Membership Luncheon.

1/23/2024 – Scott Rates, News Director, attended the Monterey Chamber Luncheon event.

1/25/2024 – Michael Fusske, Account Executive, represented the stations at the Carmel Chamber Mixer at the Chalone Vineyards.

1/29/2024 – Scott Rates, News Director, participated with the news management team in Inclusion training provided by the California Endowment program.

2/22/2024 – Michael Fusske, Account Executive, represented the stations at the Topsy Putt Grand Opening.

2/23/2024 – Michael Fusske, Account Executive, represented the stations at the King City Stampede Rodeo.

2/23/2024 – Scott Rates, News Director, represented the stations at the Salinas Chamber Government Affairs Breakfast. The station also sponsored the event.

2/23/2024 – Kristy Santiago, General Manager, represented the stations at the Salinas Valley Chamber's 2nd Annual Legislative Breakfast.

2/28/2024 – Michael Fusske, Account Executive, represented the stations at the Santa Cruz Volunteer Center's Judge's Kickoff Meeting.

3/6/2024 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove Business Development Committee Meeting.

3/7/2024 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove Networking Mixer at the Trotter Gallery.

3/11/2024 – Michael Fusske, Account Executive, represented the stations at the LinksClub's Battle of the Bartenders Contest event.

3/13/2024 – Kristy Santiago, General Manager and Scott Rates, News Director gave a tour of the station, studios, and newsroom to the communication staff from Fort Hunter Leggett.

3/14/2024 – Michael Fusske, Account Executive, represented the stations at the Human Services' Solving Homelessness Community Conversation event.

3/15/2024 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove Chamber Membership Luncheon.

3/22/2024 – Michael Fusske, Account Executive, represented the stations at the Monterey 115th Awards Dinner.

3/28/2024 – Michael Fusske, Account Executive, represented the stations at the All Chamber Mixer, Equine Healing Collaborative Mixer.

3/28/2024 – Michael Fusske, Account Executive, represented the stations at the Santa Cruz Volunteer Center’s Volunteer Judge’s Vote Meeting.

4/4/2024 – Michael Fusske, Account Executive, represented the stations at the Pebble Beach Food & Wine Media Night.

4/4/2024 – Lori Magdaleno, Account Executive, was a guest speaker at a Girls, Inc fundraising event. She spoke to participants about career opportunities at the station and in the industry.

4/5/2024 – Michael Fusske, Account Executive, represented the stations at the Pacific Grove Chamber Business Mixer at Artisana Gallery.

4/11/2024 – Kristy Santiago, General Manager and Michael Fusske, Account Executive represented the stations at the Salinas Valley Chamber’s Annual Awards Luncheon.

4/11/2024 – Scott Rates, News Director, attended the Salinas Chamber Luncheon. The station also sponsored the event.

4/11/2024 – Account Executives Michael Fusske, Mauricio, and Kolby Higgins along with Senior Anchor Veronica Macias represented the stations at the Santa Cruz “A Night of Stars” recognition event which showcased the most impactful contributors in the community.

4/24/2024 – Dann Cianca, Anchor, hosted the 48th Annual Awards event for United Way.

4/26/2024 – Scott Rates, News Director, attended the Monterey County Victim ceremony at the District Attorney’s offices.

5/2/2024 – Michael Fusske, Account Executive, represented the stations at the Laguna Seca Raceway All Chamber Mixer.

5/4/2024-5/5/2024 – Michael Fusske, Account Executive, represented the stations at the Good Old Days Festival as a volunteer.

5/8/2024 – Michael Fusske, Account Executive, represented the stations at the Santa Cruz Volunteer Committee Awards Luncheon.

5/8/2024 – Michael Fusske, Account Executive, represented the stations at the Laguna Seca Raceway’s IMSA Fan Party.

5/12/2024 – Scott Rates, News Director, represented the stations at the Carmel Chamber annual luncheon. Jimmy Panetta was a speaker.

5/16/2024 – Michael Fusske, Account Executive, represented the stations at the Business Mixer at Nila Gallery.

5/31/2024 – Lori Magdaleno, Account Executive, spoke with students and volunteers at the Hartnell College Party in the Library Fundraiser. She talked about job openings at the station and careers in the broadcast television industry.

6/8/2024 – Michael Fusske, Account Executive, represented the stations at the Citizen of the Year Awards Dinner.

6/20/2024 – Dann Cianca, Anchor, Erika Bratten, Anchor, and Maxwell Glenn were hosts at the Salinas Street Festival which kicked off the Grand Prix of Monterey.

During the report period, Michael Fusske, Account Executive was a member of the volunteer planning committee for both the Monterey and Santa Cruz Walk's to End Alzheimer's.

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.