

## **KION-TV & KMUV-LP**

### **EEO Public File Report – 2016**

#### **Annual EEO Public File Report 2016**

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 and 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, 2015](#) to and including [July 31, 2016](#) (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 follow 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 number 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 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, 2015](#) to [July 31, 2016](#)

Stations Comprising Employment Unit: KION, KMUV

### Section 1: Vacancy Information

	Full-time Positions Filled by Job Title & Date	Recruitment Source of Successful Candidate	Source Requested Job Vacancy Notifications (Yes or NO)	Total Number of Interviewees from All Sources for This Position
1	Asst News Director 8/17/2015	Internal Promotion		3
2	Anchor/Reporter 8/17/2015	Internal Promotion		1
3	Anchor/Reporter 8/31/2015	Employee Referral		6
4	Account Executive 9/16/2015	KMUV Commercial		5
5	Multi Media Journalist 10/01/2015	Employee Referral		4
6	Multi Media Journalist 10/7/2015	TV Jobs		5
7	News Operations Manager 10/12/2015	Internal Promotion		4
8	Digital Operation Ctr Operator 11/3/2015	Employee Referral		1

9	Newscast Director 11/30/2015	TV Jobs		5
10	Anchor/Multi Media Journalist 1/2/2016	TV Jobs		8
11	Local Sales Manager 2/24/2016	Employee Referral		6
12	Account Executive 3/21/2016	Employee Referral		7
13	Account Executive Telemundo 5/9/2016	KMUV Commercial		2
14	News Producer – Paid Intern 6/1/2016	Website		1
15	Sales – Paid Intern 6/13/2016	San Jose State		1
16	Digital Content Director 6/30/2016	Internal Promotion		1
17	Multi Media Journalist 7/11/2016	Website		4

Total Number of Persons Interviewed During applicable Period: 64

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## Appendix 2

Covering the Period from [August 1, 2015](#) to [July 31, 2016](#)

Stations Comprising Employment Unit: KION, 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	KION Website <a href="http://Kionrightnow.com">Kionrightnow.com</a>		8	1-17
B	In House / Word of mouth / employee referral /walk in 1550 Moffett Street Salinas, Ca 93905		15	1-17
C	TVJOBS.COM Broadcast Employment Services PO BOX 4116 Oceanside, CA 92052 (760) 754-8177 <a href="mailto:admin@tjjobs.com">admin@tjjobs.com</a> Attention: Mark Holloway		10	1,2,3,5,6,7,9,10, 16,17
D	Craigslist.org (Monterey) 1381 9 <sup>th</sup> Avenue San Francisco, CA 94122 <a href="mailto:webmaster@craigslist.com">webmaster@craigslist.com</a> <a href="tel:4155046394">(415) 504-6394</a>		4	1-17
E	Rick Gevers & Associates Newsletter PO Box 577 Zionsville, IN 46077-0577 317-769-7900 (phone) 317-769-7910 (fax) Email: <a href="mailto:rick@rickgevers.com">rick@rickgevers.com</a>		1	1
F	Frank N. Magid & Assoc., INC. One Research Center,  Marion, Iowa 52302 (319)377-7345		1	1,2,3,5,6,7,9,10, 16,17
G	Indeed.com		1	1-17

H	Local TV Commercial		2	4,12,13
I	Spots N Dots		2	11
J	Unknown		11	1-17
K	University of Calif, Santa Cruz		2	
L	Employee Promotion		3	1-17
M	Linked In		1	
N	Corporate Website		1	1-17
O	California State University, San Jose		2	1-17

## 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 was contacted for all the positions listed.

Allan Hancock College  
Career/Job Placement Center  
800 S. College Dr.  
Santa Maria, CA 93454  
(805) 922-6966 x3374  
[www.myinterfase.com/hancockcollege/employer](http://www.myinterfase.com/hancockcollege/employer)

Arizona State University  
Michael Wong  
Director, Career Services  
Walter Cronkite School Journalism  
[Mike.wong@asu.edu](mailto:Mike.wong@asu.edu)

Cabrillo College  
6500 Soquel Drive, Aptos, CA 95003  
Phone: (831) 479-6100  
<https://cabrillo-csm.symplicity.com>

Cal Poly University  
San Luis Obispo, CA 93407  
Phone: (805) 756-2236  
<https://calpoly-csm.symplicity.com>

Chapman College  
<http://chapman-csm.symplicity.com/employers>

California Broadcasters Association  
915 L Street STE 1150, Sacramento, CA 95814  
Phone: (916) 444-2237  
[www.yourcba.com](http://www.yourcba.com)

Craig's List Monterey  
PO Box 225159, San Francisco, CA 94122-519  
Phone: (415) 566-9844  
[www.craigslist.org](http://www.craigslist.org)

CSU Monterey Bay  
Rhonda Espinoza  
100 Campus Center, Seaside, CA 93955

Phone: (831) 582-3095  
<https://csumb-csm.symplicity.com>

CSU San Francisco  
<http://www.sfsu.edu/~sicc/postingjobs.html>  
(to post on Gator Jobs)

CSU Fresno  
Betsy Hays  
559-278-6154  
[bhays@csufresno.edu](mailto:bhays@csufresno.edu)

CSU Los Angeles  
[careers@cslanet.casstatela.edu](mailto:careers@cslanet.casstatela.edu)  
front desk 323-343-3237  
[https://myinterfase.com/csula/employer\\_newjob.aspx?clear =1](https://myinterfase.com/csula/employer_newjob.aspx?clear =1)

CSU San Francisco  
<http://www.sfsu.edu/~sicc/postingjobs.html> (to post on  
Gator jobs)

CSU San Jose  
Career Center-Building Q  
1 Washington Square  
San Jose, CA 95192  
[www.sjsuedu/careercenter](http://www.sjsuedu/careercenter)

Cuesta College - San Luis Obispo Campus  
PO Box 8106, San Luis Obispo CA 93403  
805 546 3129  
<https://cuesta-csm.symplicity.com>

Central Coast College  
Denise Cook  
Director of Career Services  
480 South Main Street  
Salinas, CA 93901  
831-424-6767  
[dcook@dentralcoastcollege.edu](mailto:dcook@dentralcoastcollege.edu)

Employment Development Department  
730 La Guardia Street, Salinas, CA 93905  
Phone: (831) 796-3636  
[www.caljobs.ca.gov](http://www.caljobs.ca.gov)  
[www.saljobs.ca.gov](http://www.saljobs.ca.gov)

Cuesta College – San Luis Obispo Campus  
Gaye Steil

PO Box 8106, San Luis Obispo CA 93403  
805-546 3129  
<https://curesta-csm.symplicity.com>

Gavilan College  
Vania Parakati  
5055 Santa Teresa Blvd, Gilroy, CA 95020  
Phone: (408) 848-4818  
[vparakati@gavilan.edu](mailto:vparakati@gavilan.edu)

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Hartnell Community College  
156 Homestead Ave, Salinas, CA 93901  
Phone: (831) 759-6007  
[careers@hartnell.edu](mailto:careers@hartnell.edu)

Media Line  
Mark Shilstone  
PO Box 51909, Pacific Grove, CA 93950  
Phone: (800) 237-8073

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

Napa Valley Jr. College  
Steve Goze  
2277 Napa Vallejo Hwy, Napa CA 94558  
707 253 3258  
[napavalley.edu/student services/career center](http://napavalley.edu/student_services/career_center)

Natl Assoc Black Journalists  
PO Box 782  
Seaside, Ca 93955  
831 394 3727  
<https://careerservices.nabj.org>  
[mcbnaacp1049@att.net](mailto:mcbnaacp1049@att.net)

Natl Assoc of Hispanic Journalists  
1050 Connecticut Ave NW 10th Floor  
202-662-7145  
[nahj@nahj.org](mailto:nahj@nahj.org)

UC Santa Cruz  
1156 High Street, Santa Cruz, CA 95064  
Santa Cruz, CA 95064  
831 459 4420  
[www.careercenter.ucsc.edu](http://www.careercenter.ucsc.edu)

UC Santa Barbara  
(805) 893-4412  
<http://ucsb-csm.symplicity.com/employers>

Univ of Southern California  
Stacy Scholder, Assoc Prof  
ATVN Director  
Annenberg School of Journalism  
[scholder@usc.edu](mailto:scholder@usc.edu)

News Press & Gazette  
825 Edmond, St. Joseph, MO 64501  
[Maryann.felts@npgco.com](mailto:Maryann.felts@npgco.com)

Rick Gevers Newsletter  
PO Box 577  
Zionsville, IN 46077-0577  
Spots N Dots

TV Jobs – Broadcast Employment Service  
Mark C. Holloway  
PO Box 4116  
Oceanside, CA 92052  
800-374-0119

Veteran's Services at CSUMB  
Giselle Young  
831 582 3608  
[giyoung@csumb.edu](mailto:giyoung@csumb.edu)

Veteran's Transition Center, Marina  
Xinia Whitley  
831-883-8387 x 26

# **Annual EEO Public File Report 2016**

## Appendix 3

Covering the Period from Aug 1, 2015 to July 31, 2016

Station Comprising Station employment Unit: KION, KMUV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities  
Undertaken by KION 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/KMUV has always been involved in helping members of the community achieve their educational goals. During this period, we provided an internship to UC Berkeley in the News Department. Student interns must be enrolled in a class at their institution and must receive class credits for their internship

KION/KMUV offered a paid 12 week summer internship program budgeting for one intern in the news department and one in sales. Paid internships were provided to UC Berkeley, UC Davis, and CSU Sacramento.

## **2. Description of Supplemental Outreach Initiatives 2015-2016**

- 1) On September 29, 2015 General Manager Kristy Santiago and the morning news team attended the Boys and Girls Club Community Breakfast in Salinas. The Boys and Girls Club supports local youth with a host of programs and are committed to anti-gang activities.
- 2) On August 13, 2015 Dann Cianca, our chief meteorologist, participated as a judge for the Old town Throw down Rib Competition in Salinas.
- 3) Dann Cianca was master of ceremonies for the City of Marina, Labor Day Parade on Sept 5, 2015.
- 4) Sept 15, 2015 saw Lori Magdaleno, account executive, volunteer at the Girls, Inc Wine & Chocolate Annual Fundraiser.
- 5) Beginning in October and continuing monthly throughout the school year, the station sponsors Classroom Makeover. Each month viewers nominate a teacher/class that exemplifies excellence in education. The winner receives \$500 to use in the classroom. Evening anchors Amanda Gomez and Spencer Washburn make the award each month to the teacher and students. PSAs are aired to promote the importance of schools and education in our communities.
- 6) On October 3, 2015 morning anchor Ashley Allen participated in the Central Coast Heart and Stroke Walk for the American Heart Association in Monterey. The walk celebrated those who have made lifestyle changes and encourages everyone to take the pledge to live a healthier lifestyle while raising money to fund life-saving research.
- 7) On October 11, 2015 anchor Michelle Pulido participated in the Salinas Valley Dream Academy which is a nonprofit youth leadership academy composed of 100 high achieving and dedicated high school students most of whom live in east Salinas. The central mission of the Dream Academy is to inspire, engage, and empower high school students through powerful experiences so they can become the leaders of today. This is done through numerous community service activities, community impact projects, a dynamic speaker's series and the fundraising that students do to take a year-end educational trip to the east coast.
- 8) News Channel 5 and Telemundo sponsored the Capital Insurance Group (CIG) Insurance Community Safety Saturday on Oct 15, 2015. It was held at the Monterey Fairgrounds. Employees worked to raise awareness about child, teen, and community safety in a fun, educational atmosphere.

- 9) On October 17<sup>th</sup> the station sponsored the Olive Festival in Hollister. Anchor Ashley Allen and Promotions Manager, Erika Bratten represented the station at the event.
- 10) During the month of November, with the Boys and Girls Club the station sponsors Adopt a Family in which gifts for families in need are collected and distributed. This year we supported 110 families.
- 11) Evening anchors, Amanda Gomez and Spencer Washburn emceed the Make-A-Wish Monterey Bay Gala in Carmel on November 7, 2015. This fundraiser for Make-A-Wish supports wish granting in the Monterey region and 16 other counties in California.
- 12) Spencer Washburn, our evening anchor emceed the Holidays d'Eleganz for the Dominican Hospital Foundation in Santa Cruz on November 21, 2015. The "Over the Moon" gala featured Tom Dressen's stand-up comedy performance.
- 13) The stations sponsored the Hartnell College Western Stage Gala on Oct 17, 2015 in Salinas. Dann Cianca, Amanda Gomez, Michelle Pulido attended as station representatives.
- 14) In December the stations promote gift giving to foster children through Project Santa in conjunction with the Monterey County Department of Social Services. This program guarantees each child in the county receives a holiday gift.
- 15) December 16, 2015 the stations sponsored the Recycle-A-Ride giveaway in Salinas in which a local needy family is given a car.
- 16) Lori Magdaleno, volunteered on Feb 23, 2016 at the YMCA Annual fundraising campaign.
- 17) Chief Engineer, Adam Perez, participated in the North Salinas High School Mock Interview Program in Salinas on Feb 23, 2016. Members of the business community assist students with interviews and review their resumes
- 18) Local Sales Manager, Jeff Mitchell, represented the stations at the Salinas Chamber of Commerce membership awards luncheon on Feb 24, 2016.
- 19) General Manager Kirsty Santiago met with Sheriff Bernal on Feb 25, 2016 for lunch in Salinas where he thanked the station for fair coverage and support.
- 20) Michelle Pulido and Amanda Gomez made presentations on February 26, 2016 to students about journalism and how to get into the news business at Gavilan View Middle School Career Day in Salinas.

- 21) The Carmel Chamber of Commerce spring mixer on March 16, 2016 at the Barnyard was attended by Jeff Mitchell, Local Sales Manager
- 22) Josef Kachman, account executive, and Jeff Mitchell represented the stations at the Santa Cruz Business Fair on March 16, 2016. The fair is Santa Cruz's largest business event and premier opportunity to connect businesses, organizations, and the Santa Cruz County community face-to-face.
- 23) Dann Cianca and Amanda Gomez emceed the Boys and Girls Club of Monterey County, Comics for Kids in Pebble Beach on March 19, 2016
- 24) On March 22, 2016 Dann Cianca visited Calaveras Elementary in Hollister for a special weather report from the school.
- 25) On March 23, 2016 Lupe Martinez, News Operations Manager, participated in the Salinas Valley Chamber Leadership Development program. Lupe filmed adults as they practiced their interview skills. This activity helps them see themselves as the employer sees them in an interview situation.
- 26) On March 30, 2016 Dann Cianca visited Green Acres Elementary in Live Oak and talked to students about the weather and being a meteorologist.
- 27) Dann Cianca visited Lincoln Elementary School in Salinas on April 6, 2016 to introduce students to the study and reporting of weather.
- 28) Westlake Elementary School in Santa Cruz was visited by Dann Cianca on April 13, 2016. The students got to see what goes into a weather report.
- 29) The United Way of Monterey County Community Service Awards was emceed by Dann Cianca on April 19, 2016
- 30) On April 20, 2016 Monte Vista Elementary in Monterey was visited by Dann Cianca. The students learned about weather reporting and why it's important.
- 31) Marina Vista Elementary in Marina was visited by Dann Cianca on April 26, 2016. . The students learned about weather reporting and why it's important.
- 32) The Monterey/Salinas Chamber of Commerce mixer at Laguna Seca was attended by Jeff Mitchell, Local Sales Manger
- 33) Anchors Amanda Gomez and Michelle Pulido attended the Boys and Girls Club Career Fair where they introduced the boys and girls to the news and broadcasting

- industry by filming them live while they read news stories and were interviewed by the professionals.
- 34) On April 28, 2016 KION went live at Calif State University Monterey Bay broadcasting “Central Coasting” from the campus. A table was set up and the students were able to meet and talk with broadcasting professionals.
  - 35) Jack Francioni Elementary in Soledad was visited by Dann Cianca on April 29, 2016. . The students learned about weather reporting and why it’s important.
  - 36) Jeff Mitchell represented the stations at the Monterey Hospitality Association’s luncheon at Carmel Highlands.
  - 37) May 17, 2016 General Manager Kirsty Santiago as well as our anchors and meteorologist, Jason Atcho supported the library at Hartnell College by attending the Party in the Library fundraiser.
  - 38) Radcliff Elementary in Watsonville was visited by Dann Cianca on May 18, 2016. The students learned about weather reporting and why it’s important.
  - 39) Ord Terrace Elementary in Seaside was visited by Dann Cianca on May 10, 2016. . The students learned about weather reporting and why it’s important.
  - 40) Hartnell MUREP Aerospace Academy in Salinas was visited by Dann Cianca on June 24, 2016. Dann discussed the science of meteorology.
  - 41) On July 21, 2016 Barry Brown emceed the annual Monterey Peninsula Chamber of Commerce Awards Ceremony. The awards recognize outstanding performance by local businesses in a number of categories
  - 42) On June 23, 2016 General Manager Kristy Santiago represented the stations at the Boys and Girls Club Community Breakfast in Seaside. The Boys and Girls Club supports local youth with a host of programs and are committed to anti-gang activities.

### **3. Job Fair Participation:**

KION and KMUV participated in two job fairs. The first job fair on March 15, 2016 was hosted and presented by the Center for Employment Training. The second fair attended was at Hartnell College, the "Spring 2016 Job Fair" on April 20, 2016.

### **4. Employee participation in community events and nonprofits.**

General Manager, Kristy Santiago, is a member of the Marketing Board of the Boys and Girls Club of Monterey. Kirsty is also on the executive committee of the Carmel Chamber of Commerce. Lori Sarmiento, Account Executive, serves on the YMCA's board and the Board of Girls, Inc of the Central Coast. Ruth Williams, Business Manager regularly volunteers at St. Vincent DePaul Society in Pacific Grove. Yolanda Cervantes is serving a 3 year term representing District 1 for Monterey County Commission on the Status of Women. Jason Atcho, morning meteorologist volunteers each Wednesday at the Seaside Boys and Girls club where works in the science center with kids from kindergarten to fifth grade. Jeff Mitchell, Local Sales Manager, is on the board of the Pebble Beach Junior Golf Association.

### **5. EEO Dept. Head Meeting.**

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