

KCRA-TV, KQCA (TV)
EEO PUBLIC FILE REPORT
August 1, 2017 - July 31, 2018

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Reporter Open Date: 7/5/2016 Hire Date: 8/1/2017	2-9, 11-20, 23, 26-29, 31-32, 34-35, 39-44, 46-49, 52-53, 55	26
Local Sales Manager Open Date: 6/20/2017 Hire Date: 9/17/2017	1-4, 6, 8-9, 11-14, 16-24, 27-29, 32, 35, 39-44, 46-49, 52, 55	24
Photographer/Editor Open Date: 6/20/2017 Hire Date: 12/11/2017	2-4, 6, 8-9, 11-14, 16-20, 22-23, 26-29, 32, 35, 39-44, 46-49, 52, 55	22
Account Executive Open Date: 7/14/2017 Hire Date: 1/8/2018	1-4, 6, 8-9, 11-14, 16-20, 22-23, 27-29, 32, 35, 39-44, 46-49, 52, 55	22
National Sales Assistant Open Date: 7/28/2017 Hire Date: 9/4/2017	2-4, 6, 8-9, 11-14, 16-21, 23, 27-29, 32, 35, 39-44, 46-49, 52, 55	21
Traffic Anchor/Reporter Open Date: 8/24/2017 Hire Date: 1/2/2018	2-4, 6, 8-9, 11-14, 16-20, 23, 27-29, 32, 35, 39-44, 46-49, 52, 55	17
Director of Engineering Open Date: 8/29/2017 Hire Date: 10/23/2017	2-4, 6, 8-9, 11-14, 16-21, 23, 27-29, 32, 35, 39-43, 46-49, 52, 55	21
Account Executive Open Date: 9/28/2017 Hire Date: 1/1/2018	1-4, 6, 8-9, 11-14, 16-21, 23, 27-29, 32, 35, 39-43, 46-49, 52, 55	21
Sales Assistant Open Date: 10/11/2017 Hire Date: 11/27/2017	1-4, 6, 8-9, 12-14, 16-21, 23, 27-29, 32, 35, 37, 39-43, 46-49, 52, 55	17
Producer Open Date: 10/19/2017 Hire Date: 1/2/2018	2-4, 6, 8-9, 12-14, 16-20, 23, 27-29, 32, 35, 37, 39-43, 46-49, 52, 55	17
Executive Producer Open Date: 11/8/2017 Hire Date: 1/29/2018	2-4, 6, 8-9, 12-14, 16-21, 23, 27-29, 32, 35, 40-43, 46-49, 52, 55	21
Operations Technician Open Date: 11/29/2017 Hire Date: 1/21/2018	2-4, 6, 8-9, 12-14, 16-21, 23, 27-29, 32, 35, 40-41, 43, 46-49, 52, 54-55	21
Reporter Open Date: 11/29/2017 Hire Date: 4/9/2018	2-4, 6, 8-9, 12-14, 16-20, 23, 27-29, 32, 35, 40-43, 46-49, 52, 54-55	17
Digital Client Service Specialist Open Date: 11/29/2017 Hire Date: 12/23/2017	2-4, 6, 8-9, 12-14, 16-21, 23, 26-29, 32, 35, 40-41, 43, 46-49, 52, 54-55	21

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Producer Open Date: 12/13/2017 Hire Date: 1/15/2018	2-4, 6, 8-9, 12-14, 16-21, 23, 27-29, 32, 35, 40-43, 46-49, 52, 54-55	21
Producer Open Date: 12/18/2017 Hire Date: 1/22/2018	2-4, 9, 12-14, 16-17, 19-20, 23, 27-29, 32, 35, 37, 40-43, 46-49, 54-55	37
KCRA - Client Service Specialist Open Date: 1/4/2018 Hire Date: 3/30/2018	1-4, 6, 8-9, 12-14, 16-20, 23, 26-30, 32, 35, 40-43, 46-49, 52, 54-55	30
Assignment Editor Open Date: 2/15/2018 Hire Date: 4/9/2018	2-4, 6, 9, 12-14, 16-20, 22-23, 27-29, 32, 35, 37, 40-43, 46-50, 52, 54-55	37
KCRA - Account Executive Open Date: 2/21/2018 Hire Date: 4/9/2018	1-4, 6, 9, 12-14, 16-20, 23-24, 27, 29, 32, 35, 40-43, 45-50, 52, 54-55	24
Producer Open Date: 2/21/2018 Hire Date: 6/18/2018	2-4, 6, 9, 12-14, 16-20, 23, 25-27, 29, 32, 35, 40-43, 46-50, 52, 54-55	17
Reporter Open Date: 3/16/2018 Hire Date: 7/30/2018	2-4, 6, 9, 12-14, 16-21, 23, 27, 32, 35, 37-38, 40-43, 46-50, 52, 54-55	21
KQCA - Client Service Specialist Open Date: 3/22/2018 Hire Date: 4/16/2018	1-4, 6, 9, 12-14, 16-20, 23, 26-27, 32, 35, 40-43, 46-50, 52, 54-55	26
Executive Producer- Program Development Open Date: 4/4/2018 Hire Date: 7/23/2018	2-4, 6, 9-10, 12-14, 16-20, 23, 26-27, 32-33, 35-37, 40-43, 46-52, 54-55	37

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications Graeme Newell 3339 E. Wickieup Lane Phoenix, Arizona 85050 Phone : 602-954-8373 Email : slizik@602communications.com Sandy Lizik	N	0
2	A Family Affair Connections 3521 Broadway Sacramento, California 95817 Phone : 916-393-9682 Email : afabridges@yahoo.com Albert Johnson Prong 2 Start Date: 11/30/2010	Y	0
3	AAJA 5 Third Street Suite 1108 San Francisco, California Phone : 415-346-2051 Career Services Manual Posting	N	0
4	Africana Journalists Society of San Diego State University 5500 Campanile Drive San Diego, California 92182 Phone : (619) 594-6531 Email : africana@mail.sdsu.edu Career Services Prong 2 Start Date: 9/30/2008	Y	0
5	Agency Referral	N	2
6	American Broadcasting School 4511 SE 29th St. Oklahoma City, Oklahoma 73115 Phone : (405) 672-6511 Email : admissions@radioschool.com Career Services	N	0
7	Asian Women's Resources 940 Washington St San Francisco, California 94108 Phone : 415.788.1008 Email : awrcgloria@pacbell.net Peter Goetze	N	0

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8	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@bates.ctc.edu Roland Robinson	N	0
9	Bay Area Star 900 Front Street San Francisco, California 94111 Phone : 408-249-7682 Url : http://www.bayareastar.org/ Career Services Manual Posting	N	0
10	Broadcasting & Cable 8228 W. Sunset Blvd., Suite 200 West Hollywood, California Phone : (212) 378-0455 Zach Kalish Manual Posting	N	0
11	CA State University, Chico 400 West 1st St. Chico, California 95929 Phone : 530.898.5253 Email : humanresources@csuchico.edu Career Services	N	0
12	CA State University, Northridge 18111 Nordhoff St Northridge, California 91330 Phone : 818-677-1200 Email : career.center@csun.edu Career Services Prong 2 Start Date: 9/30/2008	Y	0
13	Cal Jobs PO Box 826880 MIC 83 Sacramento, California 94280 Phone : 1-800-758-0398 Url : http://www.caljobs.ca.gov Career Services Manual Posting	N	0

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14	California Broadcasters Assoc. 915 "L" Street Suite #1150 Sacramento, California 95814 Phone : 916-444-2237 Url : http://www.yourcba.com Joe Berry Manual Posting	N	0
15	California Employment Development Dept. PO Box 826880 MIC 83 Sacramento, California 94280 Phone : 916-654-7241 Url : http://www.caljobs.ca.gov Career Services Manual Posting	N	0
16	California Indian Manpower Consortium 738 North Market Blvd. Sacramento, California 95834 Phone : 916.920.0285 Email : terrio@cimcinc.com Career Services	N	0
17	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : 704-348-8073 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com HTV Careers	N	25
18	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : http://www.collectivetalent.com/ Email : bille@michaelsmedia.com Michael Bille	N	0
19	Cosumnes River College 8401 Center Parkway Sacramento, California 95823 Phone : 916-691-7344 Email : garymartin@accesssacramento.org Gary Martin Prong 2 Start Date: 9/30/2008	Y	0

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20	Crossroads Diversified Employment Services 7011 Sylvan Rd Citrus Heights, California 95610 Phone : 916.676.2540 Email : eren@crossroadsdiversified.com Career Services	N	0
21	Current Employee	N	12
22	Employee Referral	N	11
23	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
24	Former Employee	N	2
25	Glassdoor.com 100 Shoreline Highway Building A Mill Valley, California 94941 Phone : 7042082377 Career Services Manual Posting	N	1
26	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas 78731 Phone : . Url : www.indeed.com Career Services Manual Posting	N	13
27	Inter-Tribal Council of CA. Inc. 3425 Arden Way Sacramento, California 95825 Phone : (916) 973-9581 Email : intertribal.ca@itccinc.org Fax : 1-916-973-0117 Larry Barther Prong 2 Start Date: 11/30/2010	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	Jesus Christ of Latter Day Saints Church 2090 California Circle Rancho Cordova, California 95742-6402 Phone : 916-357-5870 Email : erline.applegate@yahoo.com . .	N	0
29	Job Journal 3050 Fite Circle Suite 100 Sacramento, California 95827 Phone : 916-925-0800 x310 John Nelson Manual Posting	N	0
30	LinkedIn.com 2029 Stierlin Court Mountain View, California Phone : . Career Services Manual Posting	N	1
31	Maynard Institute for Journalism Education 663 13th St., suite 200 Oakland, California 94612 Phone : 510.891.9202 Email : djm@maynardije.org Career Services	N	0
32	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : http://www.medialine.com Email : medialine@medialine.com Career Services	N	0
33	NAMIC 50 Broad Street Suite 180 New York, New York 10004 Phone : (212) 594-5985 Susan Waldman Manual Posting	N	0

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34	National Association of Black Journalists 1100 Knight Hall Suite 3100 College Park, Maryland 20742 Phone : 866-964-2765 Url : http://www.careerservices.najb.org Stephanie Anderson Manual Posting	N	1
35	National Association of Hispanic Journalists 1000 National Press Building Washington, District of Columbia 20045 Phone : 202-662-7145 Url : http://nahj.ihispano.com/ Career Services Manual Posting	N	0
36	NATPE 5757 Wilshire Blvd Penthouse 10 Los Angeles, California 90036 Phone : (310) 857-1601 Job Postings Manual Posting	N	0
37	Non-Employee Referral	N	6
38	NWT Group 2110 Elmwood Bryan, Texas Phone : 817-987-3600 Nancy Shafran Manual Posting	N	1
39	Radio Television Digital News Association 529 14th St, NW Suite 425 Washington, District of Columbia 20045 Phone : 202-725-8318 Url : http://www.rtnda.org/jobs Fax : 1-202-223-4007 Career Services	N	0
40	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0

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41	RMC Employment Services . Sacramento, California Phone : 916-287-0762 Email : rmcemployment6854@gmail.com Gemma Wright Prong 2 Start Date: 5/2/2016	Y	0
42	Sacramento Chinese Community Service Center 420 I St. #5 Sacramento, California 95814 Phone : 916.442.4228 Email : admin@sccsc.org ..	N	0
43	Sacramento County Employment Services 609 9th St Sacramento, California 95814 Email : chaostasaccounty@saccounty.net Career Services	N	0
44	Solano Community College 4000 Suisun Valley Rd Fairfield, California 95434 Phone : 707.864.7124 Email : jpstuden@solano.edu ..	N	0
45	Spots N Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Career Services Manual Posting	N	1
46	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Phone : 214-951-9610 Email : connell@talentdynamics.com Sandra Connell	N	0
47	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Career Services Manual Posting	N	2

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48	TVB 120 Wall Street, 15th Floor New York , New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	1
49	University of California-Davis 1 Shields Avenue Davis, California 95616 Phone : 530-752-2855 Url : http://www.Iccweb.ucdavis.edu Career Services Manual Posting	N	0
50	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting Prong 2 Start Date: 1/22/2018	Y	0
51	Variety 11175 Santa Monica Blvd Los Angeles, California 90025 Phone : +1 323-617-9100 Career Services Manual Posting	N	0
52	Willinger Talent Agency 875 Avenue of the Americas Suite 201 New York, New York 10001 Phone : 2126957950 Email : info@willingertalent.com Fax : 1-212-695-1855 Greg Willinger	N	0
53	Word of Mouth Referral	N	2

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54	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
55	Yuba College 2088 North Beale Road Marysville, California 95901 Phone : 509-741-6700 Email : aepler@yccd.edu Career Services	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			81

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/1/2017	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period KCRA/KQCA listed upper-level (and other) positions with recruitment sources whose membership includes substantial participation of women and minorities, including AAJA, NAHJ, Africana Journalists Society of SDSU, and others.	3	President and General Manager General Sales Manager News Director	1.00
2	8/31/2017	Establishment of an intern program designed to assist members of the community	KCRA/KQCA maintained an internship program for the Fall of 2017. For this filing period the station had 2 interns who acquired skills in the area of broadcasting.	6	Executive Producer News Director General Manager Executive Assistant	1.00
3	10/17/2017	Provision of training to management	Hearst's Director of Veteran Recruiting visited the station to provide training to hiring managers relating to the hiring of US Armed Forces veterans. Among the topics covered in the training session were: how to evaluate the past employment and duties of armed services personnel and the "transferability" or applicability of those skills and qualifications to a broadcast/newsgathering/digital business; the process or "pipeline" for identifying, interviewing, and attracting qualified candidates from the Armed Services pool; ensuring non-discrimination in the consideration and hiring of veterans and periodic leave status; and common misconceptions about veteran employment.	8	Director of Veteran Recruiting President, General Manager News Director Programming Director	1.00
4	10/26/2017	Participation in events sponsored by community groups	Anchor/reporter Kathy Park was on a panel who discussed and took questions from the audience regarding "Breaking the Bamboo Ceiling" at the Central Valley Asian American Chamber of Commerce 3rd Annual Women's Leadership Event.	1	Anchor/Reporter	0.25
5	3/19/2018	Participation in events or programs sponsored by educational institutions	Reporter Mike Luery was invited to speak to Public Policy Graduate students at USC. Discussion topics were the state budget process and topical events at the state Capitol. Also showed several news clips of stories on state government.	1	Reporter	0.25

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6	4/11/2018	Participation in events sponsored by community groups	A Media and public speaking session for the Nehemiah Emerging Leaders Program was held at KCRA for 10 participants who were given feedback/advice on how to talk with the media.	4	Creative Services Director Anchor Anchor Anchor	0.25
7	5/10/2018	Participation in events or programs sponsored by educational institutions	Our Creative Services Director worked with 6 high school students from Sacramento New Technology High School to produce a PSA for the Race for the Arts event that will air on KCRA.	1	Creative Services Director	0.25
8	6/18/2018	Establishment of an intern program designed to assist members of the community	KCRA/KQCA maintained an internship program for the Summer of 2018. For this filing period the station had 7 interns who acquired skills in the area of broadcasting.	6	Executive Producer New Director General Manager Executive Assistant	1.00
TOTAL POINTS OVER REPORTING PERIOD:						5.00