

KCRA-TV, KQCA (TV)
EEO PUBLIC FILE REPORT
August 1, 2019 - July 31, 2020

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Digital Client Service Specialist Open Date: 7/1/2019 Hire Date: 8/22/2019	1-5, 7, 10-12, 15-18, 20-21, 24-26, 30-34, 36-38, 40-41, 43-49	20
Bilingual Producer/Editor Open Date: 8/5/2019 Hire Date: 8/19/2019	2-5, 10-12, 14-19, 21, 24-27, 30-34, 36-38, 40-41, 43-49	19
Producer Open Date: 8/12/2019 Hire Date: 12/2/2019	2-5, 7, 10-12, 15-18, 21, 25-26, 28, 30-34, 36-38, 40-41, 43-49	15
Creative Services Coordinator Open Date: 9/6/2019 Hire Date: 9/30/2019	2-8, 10, 12-13, 15-20, 25-26, 29-44, 46-47, 49	19
KQCA News Producer Open Date: 9/9/2019 Hire Date: 11/24/2019	2, 4-8, 10, 12-13, 15-17, 19, 25-27, 29-30, 32-44, 46-47, 49	19
KCRA Account Executive Open Date: 9/9/2019 Hire Date: 1/6/2020	1-6, 8, 10, 12-13, 15-19, 22-26, 29-30, 32-44, 46-47, 49	19
Reporter Open Date: 9/11/2019 Hire Date: 2/24/2020	2, 4-8, 10, 12-13, 15-18, 20, 25-26, 29, 31-44, 46	20
Photographer/Editor Open Date: 9/11/2019 Hire Date: 11/19/2019	2-8, 10, 12-13, 15, 17-18, 20-21, 24-26, 29-30, 32-40, 42-44, 46	24
Maintenance Technician Open Date: 9/13/2019 Hire Date: 4/13/2020	2-6, 8, 10, 12, 15, 17-18, 21, 25-26, 29-30, 32-40, 42-44, 46	15
Ad Operations Assistant Open Date: 10/2/2019 Hire Date: 11/11/2019	1-8, 10-13, 15-19, 21, 25-26, 28-30, 32-34, 36-49	19
Engineering Director Open Date: 10/8/2019 Hire Date: 1/27/2020	2-5, 7, 10-12, 15-19, 21, 25-26, 30-34, 36-38, 40-49	19
National Sales Assistant Open Date: 11/6/2019 Hire Date: 2/24/2020	1-4, 6-7, 10, 15, 17, 20, 25-26, 30, 32, 34, 36-40, 42-47, 49	15
Client Service Specialist Open Date: 11/13/2019 Hire Date: 12/30/2019	1-4, 9-10, 12-13, 15, 17, 23-27, 30, 33-34, 36-40, 42-43, 45-46	15
News Producer - KQCA Open Date: 11/26/2019 Hire Date: 4/12/2020	1-5, 7, 10-12, 15-19, 21, 25-26, 30-32, 34, 36-38, 40-49	19

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News Producer Open Date: 1/29/2020 Hire Date: 4/20/2020	1-5, 7, 10-12, 15-18, 21, 25-26, 30-32, 34, 36-37, 40-49	15

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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	Y	0
3	AAJA 5 Third Street Suite 1108 San Francisco, California 94103 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	Y	0
5	American Broadcasting School 4511 SE 29th St. Oklahoma City, Oklahoma 73115 Phone : (405) 672-6511 Email : admissions@radioschool.com Career Services	N	0
6	Asian Women's Resources 940 Washington St San Francisco, California 94108 Phone : 415.788.1008 Email : awregloria@pacbell.net Peter Goetze	N	0
7	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batetech.edu Roland Robinson	N	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
8	Black Journalists Association of Southern California P.O. Box 75129 Los Angeles, California 90075 Phone : 301-405-0248 Email : INFO@bjasc.org Career Services	N	0
9	CA Broadcasters Association 915 "L" Street Suite 1150 Sacramento, California 95814 Phone : 916-444-2237 Url : http://www.cabroadcasters.org Lily Player Manual Posting	N	0
10	CA State University, Northridge 1811 Nordhoff St Northridge, California 91330 Phone : 818-677-1200 Email : career.center@csun.edu Career Services	Y	0
11	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
12	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
13	California Indian Manpower Consortium 738 North Market Blvd. Sacramento, California 95834 Phone : 916.920.0285 Email : terrio@cimcinc.com Career Services	N	0

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14	CareerBuilder.com 200 N. Lasalle St. Suite 1100 Chicago, Illinois 60601 Phone : 866-438-1485 Career Services Manual Posting	N	1
15	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	28
16	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : http://www.collectivetalent.com/ Email : bille@michaelsmedia.com Michael Bille	N	0
17	Cosumnes River College 8401 Center Parkway Sacramento, California 95823 Phone : 916-691-7344 Email : garymartin@accesssacramento.org Gary Martin	Y	0
18	Crossroads Diversified Employment Services 7011 Sylvan Rd Citrus Heights, California 95610 Phone : 916.676.2540 Email : eren@crossroadsdiversified.com Career Services	N	0
19	Current Employee	N	9
20	Employee Referral	N	6
21	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
22	Former Employee	N	1

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23	Glassdoor.com 100 Shoreline Highway Building A Mill Valley, California 94941 Phone : 7042082377 Career Services Manual Posting	N	3
24	Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas 78731 Phone : 1-800-462-5842 Url : www.indeed.com Career Services Manual Posting	N	7
25	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	Y	0
26	Johnston Amusements 4632 Gnekow Dr Stockton, California 95212 Phone : 209-478-3615 Email : accordion@att.net Cynthia Johnston	Y	0
27	Journalism Jobs PO BOX 7294 Berkeley, California 94707 Phone : 510-508-7386 Dan Rohn Manual Posting	N	2
28	LinkedIn.com 2029 Stierlin Court Mountain View, California Phone : . Career Services Manual Posting	N	2

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29	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
30	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
31	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
32	NAMIC 50 Broad Street Suite 180 New York, New York 10004 Phone : (212) 594-5985 Susan Waldman Manual Posting	N	0
33	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
34	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0

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35	Rick Gevers & Associates P O Box 577 Zionsville, Indiana 46077-0577 Phone : 317-769-7900 Url : rickgevers.com Email : rick@rickgevers.com Fax : 1-317-769-7910 Rick Gevers	N	0
36	RMC Employment Services . Sacramento, California Phone : 916-287-0762 Email : rmcemployment6854@gmail.com Gemma Wright	Y	0
37	Sacramento Chinese Community Service Center 420 I St. #5 Sacramento, California 95814 Phone : 916.442.4228 Email : admin@sccsc.org ..	N	0
38	Sacramento County Employment Services 609 9th St Sacramento, California 95814 Phone : 916-874-5593 Email : chaostasaccounty@saccounty.net Career Services	N	0
39	Sacramento Works Career Center 915 Broadway Sacramento, California 95818 Email : MarkSandersSWCC@delpaso.seta.net Career Services	N	0
40	Solano Community College 4000 Suisun Valley Rd Fairfield, California 95434 Phone : 707.864.7124 Email : jpstuden@solano.edu ..	N	0
41	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Phone : 214-951-9610 Email : connell@talentdynamics.com Sandra Connell	N	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
42	Travis AFB 351 Travis Ave, Bldg 660 Travis Air Force Base, California 94535 Maria McIntosh Manual Posting	N	0
43	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Career Services Manual Posting	N	0
44	TVB 120 Wall Street, 15th Floor New York , New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
45	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
46	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	Y	0
47	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

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48	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
49	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:			59

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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	8/12/2019	Participation in events sponsored by community groups	Anchor/Reporter Laticia Ordaz spoke to a group of approximately 15 teens at the Auburn Justice Center about a career in journalism.	1	Anchor/Reporter	0.25
2	9/4/2019	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 General Manager News Director Business Manager	1.00
3	9/7/2019	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn attended "Weather Talks" at Effie Yeaw Nature Center where he did a presentation about the weather to students of the Charter school in the greater Sacramento area.	1	Meteorologist	0.25
4	9/17/2019	Establishment of an intern program designed to assist members of the community	KCRA/KQCA maintained an internship program for the Fall of 2019. For this filing period the station had 4 interns from California State University, Sacramento, Cal Poly, San Luis Obispo, Consumnes River College and Sacramento City College who acquired skills in the area of broadcasting.	6	General Manager Anchor Operations Technician Executive Producer	1.00
5	10/8/2019	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, African Journalists Society of SDSU and others.	1	Director of Engineering	1.00

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6	10/10/2019	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn spoke to a group of students at Robert J. Fie Elementary School about Northern California weather.	1	Meteorologist	0.25
7	10/16/2019	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn spoke to students at Kimball High School about Northern California weather.	1	Meteorologist	0.25
8	10/19/2019	Participation in events sponsored by community groups	Meteorologist Tamara Berg emceed the Highwater Jamboree at Miller Park. This is a free community event that keeps citizens educated and prepared for inclement weather.	1	Meteorologist	0.25
9	10/23/2019	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn spoke to a group of students at the Public Safety Academy about Northern California weather.	1	Meteorologist	0.25
10	11/6/2019	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn spoke to a group of students at Aspire Rosa Parks Academy on the topic of Northern California weather.	1	Meteorologist	0.25
11	11/13/2019	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn spoke to students at Arcohe Elementary School about Northern California weather.	1	Meteorologist	0.25
12	2/3/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn held a weather presentation at Mercy San Juan Pulmonary Rehab Group on the topic of Northern California weather.	1	Meteorologist	0.25
13	2/5/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn held a presentation at Spring Lakes Elementary School on the topic of Northern California weather.	1	Meteorologist	0.25
14	2/12/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn held a presentation at Phoebe Hearst Elementary School on the topic of Northern California weather.	1	Meteorologist	0.25
15	2/19/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn spoke to a class of students at Aspire Vincent Shalvey Academy about weather topics related to the formation of thunderstorms.	1	Meteorologist	0.25
16	5/21/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn made an educational presentation about weather for Rocklin Elementary School's 3rd grade educational steam lab.	1	Meteorologist	0.25

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17	6/24/2020	Establishment of training programs for station personnel	The Harvard Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This development program is a comprehensive 14 week (Jan. 29th - June 24th) training with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles. All three participants completed the program.	3	Director of Engineering Promotion Manager Assistant News Director	1.00
TOTAL POINTS OVER REPORTING PERIOD:						7.25