

KCRA-TV, KQCA (TV)
EEO PUBLIC FILE REPORT
August 1, 2020 - July 31, 2021

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
Account Executive - KQCA Open Date: 11/16/2018 Hire Date: 7/26/2021	2-6, 10-15, 17-18, 20-21, 24-26, 29-31, 33-37, 39-40, 42-49	14
Executive Producer Open Date: 9/13/2019 Hire Date: 8/17/2020	2-5, 10-12, 14-15, 17-18, 21, 25-27, 29- 31, 33-37, 39-48	27
Assistant Creative Services Director Open Date: 12/4/2019 Hire Date: 2/1/2021	1-6, 10-12, 14-15, 17-19, 21, 25-26, 29- 31, 34-37, 39-48	19
Digital Media Manager Open Date: 12/4/2019 Hire Date: 10/5/2020	1-6, 10-12, 14-15, 17-19, 21-23, 25-26, 29-31, 34-37, 39-48	23
Broadcast IT Specialist Open Date: 2/24/2020 Hire Date: 8/16/2020	2, 4, 10, 12, 17, 19, 25-26, 35, 45	19
News Producer Open Date: 7/6/2020 Hire Date: 10/5/2020	1-6, 10-12, 14-15, 17-18, 21, 23-27, 29- 31, 34-36, 39-48	14
Reporter Open Date: 8/13/2020 Hire Date: 9/14/2020	2-6, 10-12, 14-15, 17-18, 20-21, 25-26, 29-32, 34-36, 39-48	32
General Sales Manager Open Date: 8/25/2020 Hire Date: 11/9/2020	2, 4, 8, 10-12, 14-18, 21, 25-26, 29-31, 34-36, 39-45, 47-48	16
Operations Technician Open Date: 9/3/2020 Hire Date: 10/12/2020	2-6, 10-12, 14-15, 17-19, 21, 25-26, 29- 31, 34-36, 39-48	19
Maintenance Technician Open Date: 9/15/2020 Hire Date: 11/9/2020	2, 4, 6, 10-12, 14, 17-18, 21, 24-26, 28- 31, 34-36, 39, 41-45, 47-48	14
Topical Promotion Producer Open Date: 10/15/2020 Hire Date: 11/8/2020	1-6, 10, 12, 14, 17-19, 25-26, 29-31, 34 -36, 39, 41-45, 47-48	19
Photographer Open Date: 10/22/2020 Hire Date: 1/4/2021	2-6, 10-12, 14, 17-18, 24-26, 29-31, 34- 36, 39, 41-45, 47-48	14
Topical Promotion Producer Open Date: 10/27/2020 Hire Date: 11/23/2020	1-6, 10-12, 17-19, 25-26, 29-31, 34-36, 39, 41-45, 47-48	19
Stockton Bureau Reporter Open Date: 10/29/2020 Hire Date: 1/4/2021	2-6, 10-12, 14, 17-18, 25-26, 29-31, 34- 36, 39, 41-45, 47-48	14

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Maintenance Technician Open Date: 11/20/2020 Hire Date: 7/4/2021	2, 4-8, 10-12, 17-19, 25-26, 29-31, 34-36, 39, 41-45, 47-48	19
7PM News Producer Open Date: 12/14/2020 Hire Date: 7/18/2021	1-8, 10-12, 14, 17-19, 23-26, 29-31, 34-36, 39, 41-45, 47-48	14
Digital Editor Open Date: 12/14/2020 Hire Date: 2/1/2021	1-8, 10-12, 14, 17-18, 25-26, 29-31, 34-36, 39, 41-45, 47-48	14
Reporter Open Date: 12/23/2020 Hire Date: 3/1/2021	1-8, 10, 12, 14, 17-18, 25-26, 29-31, 34-36, 39, 41-45, 47	14
Program Commercial Production Producer Open Date: 1/7/2021 Hire Date: 3/29/2021	1-8, 10, 12, 14, 17-18, 25-26, 29-31, 34-36, 39, 41-45, 47	14
Sales Account Associate Open Date: 2/1/2021 Hire Date: 5/3/2021	2, 4-6, 8, 10, 12, 14, 17-18, 25-26, 29-31, 34-36, 39, 41-45, 47	14
Reporter Open Date: 2/2/2021 Hire Date: 5/30/2021	1-6, 8, 10, 12-14, 17-19, 25-26, 29-31, 34-36, 38-39, 41-45, 47	19
Reporter Open Date: 2/10/2021 Hire Date: 5/17/2021	1-6, 8, 10, 12, 14, 17-19, 25-26, 29-31, 34-36, 39, 41-45, 47	19
KQCA Account Executive Open Date: 4/21/2021 Hire Date: 7/26/2021	1-2, 4-6, 8-10, 12, 14, 24-26, 29-31, 34-36, 39, 41, 43-45, 47, 49	49
KQCA Account Executive Open Date: 4/21/2021 Hire Date: 7/26/2021	1-2, 4-6, 8-10, 12, 14, 24-26, 29-31, 34-36, 39, 41, 43-45, 47	24
Digital Client Service Specialist Open Date: 5/24/2021 Hire Date: 7/7/2021	1-2, 4-6, 8-10, 12, 14, 19, 25-26, 29-31, 34-36, 39, 41, 43-45, 47	14

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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 : gnewell@602tv.graemenewell.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	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batetech.edu Roland Robinson	N	0
7	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

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8	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
9	CA State University - Sacramento 6000 J Street Sacramento, California 95819 Phone : 916-278-6231 Email : careercenter@csus.edu Career Services	N	0
10	CA State University, Northridge 18111 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	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	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	57
15	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : http://www.collectivetalent.com/ Email : bille@michaelsmedia.com Michael Bille	N	0
16	Corporate Recruiter	N	1
17	Cosumnes River College 8401 Center Parkway Sacramento, California 95823 Phone : 916-691-7344 Email : garymartin@accesssacramento.org Gary Martin Prong 2 Ended Date: 4/14/2021	N	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	12
20	Employee Referral	N	2
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	8
25	Inter-Tribal Council of CA., Inc. 3425 Arden Way Sacramento, California 95825 Phone : (916) 973-9581 Email : michaelm@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 : kjuilfs.johnstonamusement@gmail.com Cynthia Johnston	Y	0
27	LinkedIn.com 2029 Stierlin Court Mountain View, California Phone : . Career Services Manual Posting	N	2
28	Mandy.com PO BOX 7757 London, New York Career Services	N	1
29	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	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
30	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
31	NAMIC 50 Broad Street Suite 180 New York, New York 10004 Phone : (212) 594-5985 Susan Waldman Manual Posting	N	0
32	Napoli Management Group 8844 West Olympic Blvd Suite 100 Beverly Hill, California 90211 Phone : 310-385-8222 Mike Isenberg Manual Posting	N	1
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
35	RMC Employment Services . Sacramento, California Phone : 916-287-0762 Email : rmcemployment6854@gmail.com Gemma Wright	Y	0

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36	Sacramento Chinese Community Service Center 420 I St. #5 Sacramento, California 95814 Phone : 916.442.4228 Email : admin@scscsc.org ..	N	0
37	Sacramento County Employment Services 609 9th St Sacramento, California 95814 Phone : 916-874-5593 Email : chaostasaccounty@saccounty.net Career Services	N	0
38	Showbizjobs.com . ., California Url : https://www.showbizjobs.com/ Career Services	N	1
39	Solano Community College 4000 Suisun Valley Rd Fairfield, California 95434 Phone : 707.864.7124 Email : jpstuden@solano.edu ..	N	0
40	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Phone : 214-951-9610 Email : connell@talentdynamics.com Sandra Connell	N	0
41	Travis AFB 351 Travis Ave, Bldg 660 Travis Air Force Base, California 94535 Phone : 707-424-2486 Email : travisafbjobposts@gmail.com Maria McIntosh	N	0
42	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Career Services Manual Posting	N	1

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43	TVB 120 Wall Street, 15th Floor New York , New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0
44	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
45	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
46	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
47	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
48	Yuba College 2088 North Beale Road Marysville, California 95901 Phone : 509-741-6700 Email : aepler@yccd.edu Career Services	N	0

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49	ZipRecruiter . Santa Monica, California Phone : . Url : https://www.ziprecruiter.com/ Career Services	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			92

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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	8/5/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn hosted in-studio science lessons for students to learn. Viewers were able to submit their questions via KCRA 3 Facebook page where the lessons were first made available and then added to kcra.com so viewers could share, re-watch and continue learning.	1	Meteorologist	0.25
2	8/26/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn hosted in-studio science lessons for students to learn. Viewers were able to submit their questions via KCRA 3 Facebook page where the lessons were first made available and then added to kcra.com so viewers could share, re-watch and continue learning.	1	Meteorologist	0.25
3	9/2/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn hosted in-studio science lessons for students to learn. Viewers were able to submit their questions via KCRA 3 Facebook page where the lessons were first made available and then added to kcra.com so viewers could share, re-watch and continue learning.	1	Meteorologist	0.25
4	10/23/2020	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a virtual Zoom educational presentation about weather to a classroom of students at Rodriquez High School in Vacaville, CA.	1	Meteorologist	0.25
5	11/23/2020	Establishment of a mentoring program	A mentoring program between personnel at sister station WESH and KCRA-TV has been established. WESH's Creative Services Assistant and Director provides mentoring and career development support to KCRA-TV's Promotion Producer. They share common career paths and both are alums of the Emma Bowen Fellowship program.	1	Promotion Producer	1.00
6	1/6/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a Zoom educational presentation about weather to a classroom of students at Spring Lake Elementary.	1	Meteorologist	0.25

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7	2/24/2021	Participation in events or programs sponsored by educational institutions	Sports Reporter Michelle Dapper gave an interview with a student at Center High School for a Broadcasting Project. Talked about career path and how to start a career in broadcasting. Offered advice and shared stories.	1	Sports Reporter	0.25
8	3/2/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn recorded himself reading a weather storybook for elementary school kids at Lois E Borchardt Elementary School for National Read Across America Day.	1	Meteorologist	0.25
9	3/2/2021	Provision of training to management	Business Manager, Mike Akina, participated in a FCC EEO Training webinar put on by Broadcast1Source, TLP Law and the California Broadcaster's Association. Certificate was received.	1	Business Manager	1.00
10	3/4/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a virtual Zoom reading class about weather to students from John Reith Elementary School for Read Across America.	1	Meteorologist	0.25
11	3/18/2021	Participation in events or programs sponsored by educational institutions	2nd of 2 Zoom tours - Meteorologist Dirk Verdoorn gave a virtual Zoom tour of the KCRA Studio and answered questions about the weather and forecasting to Ms. Tamara Brown's 3rd grade class at George Kelly Elementary school.	1	Meteorologist	0.25
12	3/18/2021	Participation in events or programs sponsored by educational institutions	1 of 2 Zoom tours - Meteorologist Dirk Verdoorn gave a virtual Zoom tour of the KCRA Studio and answered questions about the weather and forecasting to Ms. Olsen's 3rd grade class.	1	Meteorologist	0.25
13	3/25/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a virtual Zoom tour of the KCRA studio to Hirsch Elementary and answered questions about the weather and forecasting.	1	Meteorologist	0.25
14	3/25/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a virtual Zoom tour of the KCRA studio to students at South West Park Elementary School and answered questions about the weather and forecasting.	1	Meteorologist	0.25

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15	3/30/2021	Participation in events or programs sponsored by educational institutions	News Director, Derek Schnell and Assistant News Director Claire Blakemore spoke virtually at the ASU (Arizona State University) job fair.	2	News Director Assistant News Director	0.25
16	4/15/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a virtual lesson on weather and forecasting as well as a tour of the KCRA studio to 3rd graders at North Elementary School.	1	Meteorologist	0.25
17	4/15/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a virtual lesson on weather and forecasting as well as a tour of the KCRA studio to 3rd graders at Poet Cristian Elementary School.	1	Meteorologist	0.25
18	4/22/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn hosted in-studio science lessons for students to learn. Viewers were able to submit their questions via KCRA 3 Facebook page where the lessons were first made available and then added to kcra.com so viewers could share, re-watch and continue learning.	1	Meteorologist	0.25
19	4/29/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a virtual lesson on weather and forecasting as well as a tour of the KCRA studio to Ms. Carleton's Homeschool Class.	1	Meteorologist	0.25
20	5/6/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn gave a virtual lesson on weather and forecasting as well as a tour of the KCRA studio to 3rd graders at Villalovoz Elementary School.	1	Meteorologist	0.25
21	5/19/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn hosted in-studio science lessons for students to learn. Viewers were able to submit their questions via KCRA 3 Facebook page where the lessons were first made available and then added to kcra.com so viewers could share, re-watch and continue learning.	1	Meteorologist	0.25

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22	5/26/2021	Participation in events or programs sponsored by educational institutions	Meteorologist Dirk Verdoorn hosted in-studio science lessons for students to learn. Viewers were able to submit their questions via KCRA 3 Facebook page where the lessons were first made available and then added to kcra.com so viewers could share, re-watch and continue learning.	1	Meteorologist	0.25
23	6/14/2021	Establishment of an intern program designed to assist members of the community	Our 2021 Emma Bowen Fellow is interning for 8 weeks in the news department. The Emma Bowen Foundation was founded to diversify the media industry by giving talented young students of color the opportunity to intern at leading media companies.	1	News Director Assistant News Director	1.00
24	7/19/2021	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period, the stations listed upper-level openings with media trade groups with substantial participation of women and minorities, including AAJA, Africana Journalists Society of SDSU and other agencies that focus on minority participation/job placement.	2	General Manager Business Manager	1.00
TOTAL POINTS OVER REPORTING PERIOD:						9.00