

EEO Public File Report

This Report covers full-time vacancy recruitment data for the period
August 1, 2018 to July 31, 2019.

- 1) Employment Unit: Sacramento Television Stations Inc.
- 2) Unit Members (Stations and Communities of License): KOVR/KMAX, Sacramento, CA
- 3) EEO Contact Information for Unit Member:

Mailing Address: 2713 KOVR Drive West Sacramento, CA 95605	Telephone Number: 916.374.1453
	Contact Person: Ken Calderhead
	E-mail Address: kcalderhead@kmaxtv.com

I. **Full Time Vacancies During Reporting Period – Jobs Filled**
(See Master Recruitment Source List for recruitment source data)

Job Title:	Recruitment Source Notified of Job Vacancy	Recruitment Source of Hire
Account Executive	1-34	6
Account Executive	1-34	6
Account Executive	1-34	6
Account Executive	1-34	6
Account Executive	1-34	6
Account Executive	1-34	6
Assignment Manager	1-34	31
Assistant News Director	1-34	8
Digital Sales Manager	1-34	17
Director	1-34	8
Director	1-34	8
Executive Producer	1-34	8
Maintenance Engineer	1-34	6
Maintenance Engineer	1-34	6
Marketing Coordinator	1-34	6
Photographer/Editor	1-34	6
Producer	1-34	6
Producer	1-34	6
Reporter	1-34	14
Reporter	1-34	13
Reporter	1-34	6
Reporter	1-34	6
Reporter	1-34	13
Sales Manager	1-34	6
Sports Anchor	1-34	13
Weather Anchor	1-34	6

II. Master Recruitment Source List Utilized During Reporting Period

Code #	Recruitment Source	Address	Contact	Phone	Requested Notification (Y/N)	Number of Interviewees Referred
1	Direct Employers (Distributed to list #1 below)		Online CBS System		YES	
2	Asian Resources	5709 Stockton Blvd., Sacramento, CA 95824		916-454-1892	YES	
3	Cal State University, Sacramento	600 J Street Sacramento, CA 95819	Career Center	916-278-7207	NO	
4	California Broadcasters Association Job Bank	915 L. Street, Suite 1150 Sacramento, Ca 95814	Joe Berry - VP Director of Special Projects	916-444-2237	YES	
5	California State University, Chico	400 West First Street Chico, CA 95929	Placement Office	530-898-5253	NO	
6	CBS Applicant Tracking System	Avature	Avature			80
7	Chinese Community Services Center	915 T. Street Sacramento, CA 95814	Kevin Thai - Job Developer	916-442-2523	NO	
8	Employee Referral	CBS Television Stations				10
9	Heald College	7 Sierra Gate Plaza, Roseville, CA	Elizabeth Smith	916-789-8600	YES	
10	Hispanic Chamber of Commerce	1451 River Park Dr #220 Sacramento, Ca 95815		916-486-7700	NO	
11	Inalliance	6950 21st Ave. Sacramento, CA 95820		916-381-1300	NO	
12	Indeed	Online Job Bank	Website posting via CBS Applicant Tracking System (AJE)			
13	Industry					20
14	Internal Candidate	CBS Corporation				6
15	KMAX-TV CW31 Sacramento Website Posting	Job bank	Online website posting			
16	KOVR-TV CBS13 Sacramento	Job bank	Online website posting			1

	Website Posting					
17	Linked In	Online posting	Online website posting			10
18	MediaLine	PO Box 51909 Pacific Grove, CA 93905	Mark Shilstone, Manager	800- 237- 8073	YES	
19	MTI Business Schools	5221 Madison Ave. Sacramento, CA 95841	Job Announcements	916- 339- 1500	NO	
20	National Assoc. of Hispanic Journalist	1193 National Press Blvd. Washington, DC 20025		202- 662- 7145	NO	
21	Outside Talent Agency	Outreach				
22	Placer ARC	522 Vernon St Roseville, Ca 95678	Office	916- 781- 3016	NO	
23	Referral					13
24	Sacramento AWRT	1710 Arden Way, Sac,CA	Kristie Gong	916- 446- 3333	YES	
25	Sacramento Black Chamber of Commerce	2655 Del Monte Street W. Sacramento, CA 95691	L Buchanan	916- 374- 9355	YES	
26	Sacramento County Affirmative Action Coord.	609 9th Street Sacramento, CA 95814	Department of Personal Management	916- 874- 7148	NO	
27	Sacramento Job Corp Center	3100 Meadowview Rd. Sacramento, CA 95832	Joe Pearson - Career Transition Services	916- 394- 0770	YES	
28	Sacramento Society for the Blind – dist. (Distributed to list #1 below)	1238 S Street Sacramento, CA 95811	FRONT DESK	916- 452- 8271	YES	
29	Sacramento Urban League	3725 Marysville Blvd. Sacramento, CA 95838	Kevin Daniel	916- 561- 0856	NO	
30	Sacramento Works Career Center	925 Del Paso Blvd., Suite 100 Sacramento, CA 95815	Marketing Specialist	916- 263- 3800	NO	
31	Self-Referral					9
32	SETA	5655 Hillsdale Blvd., Ste. 16 Sacramento, CA 95842	J. Woods	916- 263- 4100	NO	
33	SETA Hillsdale Career Center	5655 Hillsdale Blvd., Ste. 16 Sacramento, CA 95842	Betty Conley	916- 263- 4100	YES	
34	Workforce Investment Board (Distributed to list #2 below)	320 Campus Lane Fairfield, CA 94534		707- 863- 3543	YES	

Total Interviewees for the 12-Month Period: 149

List #1 / Career Developers Network Partners Code #28:

Distributed by Sacramento Society for the Blind - Group contains over 200 career development professionals from the following agencies:

The Sacramento Career Developers Network includes over 200 people in an eight county area (Sacramento, Yolo, Yuba, Placer, Solano, El Dorado, San Joaquin, Sutter) who help other people find jobs. Members work for the community colleges, universities, one- stop career centers, the Employment Development Department, Department of Human Assistance and other non-profit and for-profit job development agencies.

- AARP
- ABC Resume Service
- Acustaff
- Advocacy, Resources and Choices
- Agency 4 on Aging
- All Sacramento Works Career Centers
- American River College
- Beale AFB Career Center
- BTTI
- California Department of Corrections
- California Indian Manpower Consortium
- California Youth Authority
- Center for Employment Training
- City of West Sacramento
- Cosumnes River College
- Department of Rehabilitation
- Elk Grove Unified School District Adult Education
- Elk Grove Unified School District High Schools
- Employment Development Department
- Fathers and Families
- Folsom Lake College
- Grant Joint Union School District
- Greater Sacramento Urban League
- Heald College
- Lutheran Charities
- Mercy Housing
- Nevada County Cal Works
- Norcal Center on Deafness
- Placer County Cal Works
- Pride Industries
- Randstad
- Sacramento Children's Home
- Sacramento City College
- Sacramento City Unified School District High Schools
- Sacramento County Department of Human Assistance
- Sacramento County Office of Education
- Sacramento Housing and Redevelopment Agency
- Sacramento Regional Occupational Program
- Sacramento Regional Transit
- San Joaquin County Worknet
- San Juan Unified School District
- Solano County Workforce Investment Board
- Tech Skills
- Turning Point
- United States Department of Veteran's Affairs
- University of California, Davis
- University of San Francisco
- University of the Pacific
- Vietnam Veterans
- Washoe Indian TANF
- Westaff

- Women’s Empowerment
- Yolo County Department of Employment Services
- Yuba County Cal Works

List #2 / Career Developers Network Partners Code #34:

Distributed by Workforce Investment Board

- Area Agency on Aging – Napa/Solano
- Catholic Social Services
- Chapman University
- Christian Help Center
- Contra Costa County – Employment & Human Services Div.
- Dept of Rehabilitation – Solano
- Diablo Valley College
- Dixon Family Services
- EastBay Works (Alameda & Contra Costa Counties)
- EDDs – Solano, Yolo, Napa, Sonoma, Marin, Contra Costa, Alameda, Sacramento, Placer, etc.
- Experience Works – Solano
- Fairfield & Benicia Community Action Councils (CAC)
- Fairfield – Suisun Adult School
- Goodwill – multiple Counties
- LDS Placement Services – Solano & Contra Costa
- Mission Solano
- Napa County – Various Departments
- Napa Valley College
- Oakland PIC
- One Stop Career Centers in Solano, Yolo, Sonoma, Napa, Marin, Contra Costa, Alameda, Sacramento, and other Bay Area and Northern California Counties
- Ready Center
- Regional Occupation Program (Solano)
- Sacramento Works
- Salvation Army – Solano
- SETA – Sacramento Employment & Training Agency
- Society for the Blind – Sacramento
- Solano Community College
- Solano County Office of Education, incl. High Sch. Employment Programs
- Solano Diversified Services
- Success Center – Vallejo
- Travis AFB Career Center and Transition Assistance Program
- University of Phoenix
- Vacaville Unified School District, Vallejo Unified School District
- Veterans Representatives - EDD
- ... and others.

List #3 / Career Developers Network Partners Code #1:

Distributed by Direct Employers Association

- Online job postings to community based organizations, State Employment offices, veterans, disabled and diversity candidates.

III. Supplemental Recruitment Measures

a) Job Fairs

Description of Recruitment Measure:	Date:	Personnel Involved (Name & Position):
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<p>1. Greater Sacramento Urban League 2019 Diversity Job Fair For the past 25 years, GSUL has hosted the Diversity Job Fair, bringing employers and job seekers together. Their mission is to provide underserved youth and adults with educational, career training and employment opportunities in order to achieve economic self-reliance. KMAX-31 and KOVR-13 attended this job fair and highlighted available positions with flyers containing job descriptions, qualifications, where to apply online while also speaking with people who came by our booth to educate them on careers in broadcasting.</p>	<p>3/15/19</p>	<ul style="list-style-type: none"> • Chris Williams
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b) Internship

Description of Recruitment Measure:	Date:	Personnel Involved (Name & Position):
<p>1. Station Internship Program KMAX-31 and KOVR-13 continue to collaborate with various colleges, universities and technical schools to offer a widespread internship program that allows students to gain first-hand experience in the broadcasting field-includes news, graphic arts, production and promotions.</p>	<p>Summer 2018 and 2019</p>	<ul style="list-style-type: none"> • Mike Dello Stritto, News Director • Mitch Hanner, Assignment Manager • Cameron Glenn, Web Master • Ken Calderhead, Business Manager

c) Participation in Events

Description of Recruitment Measure:	Date:	Personnel Involved (Name & Position):
<p>1. Inderkum High School Broadcast Students Junior and Senior students from Inderkum's Broadcast Media classes were given an in depth tour of our facilities to see how our station worked behind the scenes and learned of career opportunities available in TV. They also came prepared with questions to ask to gain insight on how they can get started in media/TV.</p>	<p>9/28/18</p>	<ul style="list-style-type: none"> • Drew Fowler, News Director • Brian Wheatley, Art Director
<p>2. California Police Chiefs Association Media Panel "What's Your Story" Summit Our News Director spoke on the media panel at this one-day summit that focused on why we need to change the narrative through digital/mainstream media, how to build your news platform, telling stories to the community they may not know about, and asking what the community wants to hear.</p>	<p>2/7/19</p>	<ul style="list-style-type: none"> • Mike Dello Stritto, News Director

<p>3. Fairmont Charter Elementary After School Education Program Our Meteorologist Darla Givens visited their after school program to speak with a group of 60 students from Kindergarten through 6th Grade about her job as a meteorologist, educating them on what it entails, while also teaching them weather.</p>	<p>1/31/19</p>	<ul style="list-style-type: none"> • Darla Givens, Meteorologist
<p>4. River City High School Journalism Class Presentation Cameron spoke to the River City High School journalism class, educating them on digital content strategy, including social media, and about our TV stations.</p>	<p>3/5/19</p>	<ul style="list-style-type: none"> • Cameron Glenn, Executive Producer of Digital Media
<p>5. Kaiser Permanente African American Professional Association 6th Annual Women's Conference Our anchor shared her personal journeys and lessons learned during her career in TV and educated attendees on a career in broadcasting.</p>	<p>3/30/19</p>	<ul style="list-style-type: none"> • Courtney Dempsey, Anchor
<p>6. Women's Empowerment Brunch Our anchor spoke at a Women's Empowerment Brunch about her career in media to a diverse crowd of women while also sharing challenges, keys to success and did an interactive Q&A session with attendees.</p>	<p>3/30/19</p>	<ul style="list-style-type: none"> • Tina Macuha, Anchor
<p>7. Lee Middle School Career Day Our anchor spoke to Lee Middle School about the skills and knowledge necessary to be successful in a career in TV, the roles and responsibilities of her job, minimum education and training necessary, activities students can involve themselves in now if they have an interest in perusing this type of career, and more!</p>	<p>4/19/19</p>	<ul style="list-style-type: none"> • Tina Macuha, Anchor

<p>8. Sacramento State Academic Talent Search Presented by Sacramento State and local anchor/reporter Tina Macuha, this course allowed 6th-9th grade students to get a look into TV news and create stories to be broadcast-ready. Students teamed up to decide which stories to cover, write about, and present. Students learned how to pitch stories in a creative way and be supportive of one another to develop team-building skills and improve communication. Through the presentation of mini “newscasts,” students discovered new things about student-related subjects, the campus, local current events, and each other. Students learned how to read news stories that were covered in actual broadcasts. They also heard from guest speakers who work in the local TV industry, including TV anchor/reporter, TV director, TV cameraperson, TV production assistant, TV producer, and/or TV advertising executive. By the end of the course, students gained public speaking experience, developed both interviewing and interpersonal skills, and increased self-confidence.</p>	6/24-6/28/19	<ul style="list-style-type: none"> • Tina Macuha, Anchor
<p>9. Public Station Tours Station tours are given to various organizations and area school students for the primary purpose of providing an educational experience to the viewing public as to the inner workings of the station.</p>	Year round	<ul style="list-style-type: none"> • Emily Steenbuck, Administrative Assistant • Drew Fowler, Creative Services Director • Brian Wheatley, Art Director
<p>10. American Lakes School in Sacramento Our anchor, Cody Stark, presented to Alex Wright's 7th Grade Science classes and weather station and related science experiments. This is so they can participate in our Weather Watchers program and provide us with weather readings and information while learning about weather and climate in the classroom.</p>	12/6/18	<ul style="list-style-type: none"> • Cody Stark, Anchor • Brian Wheatley, Art Director

d) Training Management Personnel

Description of Recruitment Measure:	Date:	Personnel Involved (Name & Position):
1. Training manual concerning Sexual Harassment & EEO	All staff (at hire)	Training manual, including signed certification that all materials were read and understood.

2. Business Conduct Certification	All employees including Managers and Human Resources Employees	An on-line training program reviewing Company policies, the law and what the Company expects of employees.
3. Cover EEO diversification each quarter – present our EEO figures for the past quarters and discuss ways to improve our diversification	All managers	Meeting presentation once each quarter
4. Unconscious Bias	All employees including Managers and Human Resources Employees	An on-line training program reviewing Unconscious Bias to give staff an understanding of what it is, how to recognize it, what the company expects from employees and appropriate response.