

For the period commencing August 1, 2022, to July 31, 2023 (report term). Prepared by KVIE, Inc.

This report covers the following employment unit:

Call Sign	Facility ID No.	Type of Station	Community of Service
KVIE-DT	35855	DT (digital television)	Sacramento, CA

A. The following is a list of all full-time vacancies filled during the report term, followed by all recruitment sources contacted for the position. The recruitment sources used by interviewees and the person(s) hired, if provided, are indicated.

1. Director of Technology

of persons interviewed: 1; 1 hired for 1 position

(#) Indicates recruitment source used by that many interviewees (1 of 1 interviewee indicated recruitment source)

*Indicates recruitment source used by the person hired (1 person hired indicated recruitment source)

American Marketing Association at Sacramento State	KVIE Volunteers Email List
Asian Resources	KVIE Website
California Black Chamber of Commerce	Los Rios Community Colleges
California Broadcasters Association	Napa Valley College
California Hispanic Resource Council	Planned Giving Forum of Greater Sacramento
California Indian Manpower Consortium	PublicMediaJobs.org
Corporation for Public Broadcasting	Referral* (1)
Greater Sacramento Urban League	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Black Chamber of Commerce
KVIE Careers Email List	Sacramento Hispanic Chamber of Commerce
KVIE Facebook	Sacramento Rainbow Chamber of Commerce
KVIE LinkedIn	University of the Pacific
KVIE Twitter	Veterans – TV

2. Sponsorship Sales Coordinator

of persons interviewed: 1; 1 hired for 1 position

(#) Indicates recruitment source used by that many interviewees (1 of 1 interviewee indicated recruitment source)

*Indicates recruitment source used by the persons hired (1 person hired indicated recruitment source)

American Marketing Association at Sacramento State	KVIE Twitter
Asian Resources	KVIE Volunteers Email List
California Black Chamber of Commerce	KVIE Website
California Broadcasters Association	Los Rios Community Colleges
California Hispanic Resource Council	Napa Valley College
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
Greater Sacramento Urban League	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Black Chamber of Commerce
KVIE Careers Email List	Sacramento Hispanic Chamber of Commerce
KVIE Facebook	University of the Pacific
KVIE Internal Promotion* (1)	Veterans – TV
KVIE LinkedIn	

3. Broadcast Engineer

of persons interviewed: 1; 1 hired for 1 position

(#) Indicates recruitment source used by that many interviewees (1 of 1 interviewee indicated recruitment source)

*Indicates recruitment source used by the persons hired (1 person hired indicated recruitment source)

American Marketing Association at Sacramento State	KVIE Volunteers Email List
Asian Resources	KVIE Website
California Black Chamber of Commerce	Los Angeles Community College District
California Broadcasters Association	Los Rios Community Colleges
California Hispanic Resource Council	Napa Valley College
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
Corporation for Public Broadcasting	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Black Chamber of Commerce
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Hispanic Chamber of Commerce
KVIE Careers Email List	Sacramento Rainbow Chamber of Commerce
KVIE Facebook	University of the Pacific
KVIE LinkedIn* (1)	Veterans – TV
KVIE Twitter	

4. On-Air Fundraising & Events Coordinator

of persons interviewed: 3; 1 hired for 1 position

(#) Indicates recruitment source used by that many interviewees (3 of 3 interviewees indicated recruitment source)

*Indicates recruitment source used by the persons hired (1 person hired indicated recruitment source)

American Marketing Association at Sacramento State Asian Resources California Black Chamber of Commerce California Broadcasters Association California Hispanic Resource Council California Indian Manpower Consortium Greater Sacramento Urban League Greater Sacramento Vietnamese American Chamber of Commerce KVIE Careers Email List KVIE Facebook KVIE Twitter KVIE Website (1)	Los Rios Community Colleges Napa Valley College Planned Giving Forum of Greater Sacramento Sacramento Asian Pacific Chamber of Commerce Sacramento Black Chamber of Commerce Sacramento Hispanic Chamber of Commerce Sacramento Rainbow Chamber of Commerce Sacramento State Fall 2022 Job & Internship Fair (9/27/2023)* (2) University of the Pacific Veterans – TV
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5. Donor Services Representative

of persons interviewed: 5; 4 hired for 4 positions

(#) Indicates recruitment source used by that many interviewees (5 of 5 interviewees indicated recruitment source)

*Indicates recruitment source used by the persons hired (4 persons hired indicated recruitment source)

American Marketing Association at Sacramento State Asian Resources California Black Chamber of Commerce California Broadcasters Association California Hispanic Resource Council California Indian Manpower Consortium Greater Sacramento Urban League Greater Sacramento Vietnamese American Chamber of Commerce Indeed.com*** (4) KVIE Careers Email List KVIE Facebook KVIE Instagram	KVIE Twitter KVIE Website Los Rios Community Colleges Napa Valley College Planned Giving Forum of Greater Sacramento Employee Referral* (1) Sacramento Asian Pacific Chamber of Commerce Sacramento Black Chamber of Commerce Sacramento Hispanic Chamber of Commerce University of the Pacific Veterans – TV
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6. Broadcast Ops Supervisor

of persons interviewed: 1; 1 hired for 1 position

(#) Indicates recruitment source used by that many interviewees (1 of 1 interviewee indicated recruitment source)

*Indicates recruitment source used by the persons hired (1 person hired indicated recruitment source)

American Marketing Association at Sacramento State Asian Resources California Black Chamber of Commerce California Broadcasters Association California Hispanic Resource Council California Indian Manpower Consortium Greater Sacramento Urban League Greater Sacramento Vietnamese American Chamber of Commerce Indeed.com KVIE Careers Email List KVIE Facebook KVIE Internal Promotion* (1) KVIE LinkedIn	KVIE Twitter KVIE Website Los Rios Community Colleges Napa Valley College Planned Giving Forum of Greater Sacramento PublicMediaJobs.org Sacramento Asian Pacific Chamber of Commerce Sacramento Black Chamber of Commerce Sacramento Hispanic Chamber of Commerce Sacramento Rainbow Chamber of Commerce University of the Pacific Veterans – TV
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7. Leadership Giving Coordinator

of persons interviewed: 4; 2 hired for 2 positions

(#) indicates recruitment source used by that many interviewees (4 of 4 interviewees indicated recruitment source)

*Indicates recruitment source used by the persons hired (2 persons hired indicated recruitment source)

American Marketing Association at Sacramento State	KVIE LinkedIn
Asian Resources	KVIE Twitter
CA Nonprofits	KVIE Volunteers Email List
California Black Chamber of Commerce	KVIE Website (1)
California Broadcasters Association	Los Rios Community Colleges
California Hispanic Resource Council	Napa Valley College
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
Greater Sacramento Urban League	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Black Chamber of Commerce
Idealist.org* (1)	Sacramento Hispanic Chamber of Commerce
Indeed.com* (2)	University of the Pacific
KVIE Careers Email List	Veterans – TV
KVIE Facebook	

8. Network Administrator

of persons interviewed: 3; 1 hired for 1 position

(#) Indicates recruitment source used by that many interviewees (3 of 3 interviewees indicated recruitment source)

*Indicates recruitment source used by the persons hired (1 person hired indicated recruitment source)

American Marketing Association at Sacramento State	KVIE Twitter
Asian Resources	KVIE Volunteers Email List
California Black Chamber of Commerce	KVIE Website* (1)
California Broadcasters Association	Los Rios Community Colleges
California Hispanic Resource Council	Napa Valley College
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
Greater Sacramento Urban League	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Black Chamber of Commerce
Handshake	Sacramento Hispanic Chamber of Commerce
Indeed.com (2)	Sacramento Rainbow Chamber of Commerce
KVIE Careers Email List	University of the Pacific
KVIE Facebook	Veterans – TV
KVIE LinkedIn	

B. There were 12 regular, full-time vacancies during the report term, with 19 interviewees and 12 regular, full-time hired interviewees. The following information lists each recruitment source (with contact information) that *referred* interviewees to KVIE and the number of interviewees and hired persons referred by each source. All applicants are asked to designate the recruiting source they used. Nineteen of 19 interviewees indicated the recruitment source.

Source	Sent Via	Contact	Source used by interviewees	Source used by the hired person(s)
American Marketing Association at Sacramento State	Email	Email: amacsus@gmail.com Web: https://www.linkedin.com/in/amaat-sacstate/		
Asian Resources 6270 Elder Creek Road Sacramento, CA 95824	Email	Phone: 916-454-1892 Email: chong@asianresources.org Web: https://asianresources.org/		
CA Nonprofits https://canonprofits.com/	Web	Web: https://canonprofits.com/		
California Black Chamber of Commerce 1600 Sacramento Inn Way #232, Sacramento, CA 95815	Email	Phone: 916-467-8878 Email: cbcc@calbcc.org Web: http://www.calbcc.org/		

California Broadcasters Association 915 L Street, Suite 1150 Sacramento, CA 95814	Email	Phone: 916-444-2237 Email: cbaberry@aol.com Web: http://www.yourcba.com/		
California Hispanic Resource Council 1006 4th Street, Suite 708 Sacramento, CA 95814	Email	Phone: 916-451-7151 Email: salvadorchrc@yahoo.com Web: http://www.chrcsacramento.org/		
California Indian Manpower Consortium 738 N. Market Blvd. Sacramento, CA 95834	Email	Phone: 800-640-2462 Email: saram@cimcinc.com Web: http://www.cimcinc.org/		
Corporation for Public Broadcasting 401 9th Street, NW Washington, DC 20004-2129	Web	Phone: 202-879-9600 Web: https://cpb.org/jobline		
Employee Referral	N/A	N/A	1	1
Greater Sacramento Urban League 3725 Marysville Blvd. Sacramento, CA 95838	Email	Phone: 916-286-8600 Email: info@gsul.org Web: http://www.gsul.org/		
Greater Sacramento Vietnamese American Chamber of Commerce	Email	Email: info@gsvacc.org		
Handshake	Web	Web: https://app.joinhandshake.com/login		
Idealist.org 389 5th Ave New York, NY 10016	Web	Phone: 646-786-6886 Email: support@idealist.org Web: https://www.idealists.org/en	1	1
Indeed.com	Web	Web: http://www.indeed.com/	8	4
KVIE Careers Email List	Email	Rose Froling Email: Careers@kvie.org Web: https://www.kvie.org/employment/#close		
KVIE Facebook	Web	Rose Froling Web: https://www.facebook.com/KVIEPBS		
KVIE Instagram	Web	Web: https://www.instagram.com/kviepbs/		
KVIE Internal Promotion	Web	Web: https://www.kvie.org/employment/#close	2	2

KVIE LinkedIn	Web	Web: https://www.linkedin.com/company/kvie-public-television/	1	1
KVIE Twitter	Web	Web: https://twitter.com/KVIEPBS		
KVIE Volunteer Database Email	Email	KVIE Fundraising Events Department Volunteer Email Distribution List		
KVIE Website	Email	Rose Froling Web: www.kvie.org/careers	3	1
Los Angeles Community College District 770 Wilshire Boulevard Los Angeles, CA 90017	Email	Michael Fuller		
Los Rios Community Colleges 1919 Spanos Ct Sacramento, CA 95825	Email	Phone: 916-568-3041 Email: hr@losrios.edu Web: https://losrios.edu/about-los-rios/contact-us		
Napa Valley College 2277 Napa-Vallejo Highway Napa, CA 94558	Email	Phone: 707-256-7000 Email: Lai.Saechao@napavalley.edu Web: http://www.napavalley.edu/contact-us.html		
Planned Giving Forum of Greater Sacramento 2030 W El Camino Avenue Sacramento, CA 95833	Email	Phone: 916-715-5939 Email: pgfgs@comcast.net Web: https://www.pgfgsac.org/		
PublicMediaJobs.org 4400 Massachusetts NW, Washington, DC 20016	Web	Phone: 860-437-5700 Web: https://jobs.current.org/		
Referral	N/A	Referral (former employee)	1	1
Sacramento Asian Pacific Chamber of Commerce 1610 R Street, Suite 300 Sacramento, CA 95811	Email	Phone: 916-446-7883 Email: info@sacasiancc.org Web: https://www.sacasiancc.org/		
Sacramento Black Chamber of Commerce 1810 S Street Sacramento, CA 95811	Email	Phone: 916-231-0416 Email: lbuchanan@sacblackchamber.org Web: http://www.sacblackchamber.org/		
Sacramento Hispanic Chamber of Commerce 400 Capitol Mall, 9 th Floor Sacramento, CA 95814	Email	Phone: 916-486-7700 Email: info@sachcc.org Web: http://www.sachcc.org/		

Sacramento Rainbow Chamber of Commerce 1026 Florin Rd Suite 381 Sacramento, CA 95831	Online	Phone: 916-266-9630 Web: https://rainbowchamber.com/		
Sacramento State Fall 2022 Job & Internship Fair (9/27/2023) Main Career Center 6000 J St, Sacramento, CA 95819	In Person	Human Resources Executive and Executive Assistant to the President	2	1
University of the Pacific Career Center Career Services Center (Second Floor of the McCaffrey Center) 3601 Pacific Avenue Stockton, California 95211	Email	Phone: 209-946-2361 Email: marcos@pacific.edu Web: http://www.pacific.edu/Campus-Life/Student-Services/Career-Resource-Center.html		
Veterans – TV	Email	Email: robertlefcovich@gmail.com		

For the period commencing August 1, 2022, to July 31, 2023 (Report Term).
Prepared by KVIE, Inc.

Exhibit 3 – Long-term Recruitment Initiatives

This report covers the following employment unit:

Call Sign	Facility ID No.	Type of Station	Community of Service
KVIE-DT	35855	DT (digital television)	Sacramento, CA

During the report term, KVIE, Inc. engaged in the following long-term recruitment initiatives.

Completed long-term recruitment initiatives:

1. **Volunteer program/community events to inform and educate members of the public as to employment opportunities in broadcasting:**

KVIE offers diverse opportunities to the community for volunteer work to support its mission. Opportunities include answering donor calls, general office work, and event and production support. KVIE has hired some volunteers for employment in the past. Large-scale events in which KVIE was out in the community or the community could visit the station and used volunteers during the reporting period include:

- a. **PBS KVIE Art Auction** – various volunteer hours working with the Fundraising Events Department, July 1, 2022 – October 31, 2022
- b. **Leadership Giving Luncheon** – August 23, 2022
- c. **Antique Valuation Day** – October 29, 2022
- d. **All Creatures Great and Small on Masterpiece Season 3** Screening Event at The Crest – December 14, 2022
- e. **Legacy Circle Brunch** – February 23, 2023
- f. **Finding Your Roots: Behind the Scenes – An Evening with Nick Sheedy** – February 23, 2023
- g. **PBS KVIE Golf Classic** – May 8, 2022²³ (station personnel included teams from Fundraising Events, Sponsorship, Accounting, Donor Services, Marketing, Production, and Facilities departments along with the President and General Manager, Associate General Manager – Operations, and the Human Resources Executive
- h. **Spring Garden Party Fundraiser** – May 21, 2023
- i. **KVIE Tabling at the California State Fair** – July 20 & July 27, 2023

2. **Training programs designed to enable station personnel to acquire skills:**

KVIE encourages employees to attend at least one training seminar each year within their specific job duties to improve their skills, help them qualify for a higher-level position, and keep current with industry and job standards. KVIE provides at least one mandatory all-staff training session each year. During the reporting period, **all employees received CPB Harassment and Discrimination Prevention training completed by June 30, 2023, and safety training on June 27, 2023.** During the reporting period, staff had access to ongoing online training opportunities for multiple fields of study. Some of the job and employee-specific training offered and completed by staff include the following:

- o UC Davis Fundraising and Development Foundations – August 9, 2022
- o Business Model Refresh: Culture of Innovation – August 24, 2022
- o UC Davis Fundraising and Development Certification – Class 2 Annual Campaigns: Building a Case for Support – September 9, 2022
- o PBS Major Giving Values Workshop – September 13, 2022
- o Completing the CSG Certification of Eligibility – September 15, 2022
- o Certification Course for Major Gift Fundraisers – September 27, 2022
- o donorCentrics KVIE fundraising analysis with Target Analytics – September 27, 2022
- o Style for Media Writers – September 28, 2022
- o Style for Media Writers Course – September 30, 2022
- o ETAC Webinar: Station FCC Filings – October 18, 2022
- o Digital Transformation Program – October 18 & 27, 2022

- The Biggest Elephant: How Leaders use Conflict to Create Opportunity and Performance – October 19, 2022
- The Biggest Elephant – Managing Conflict – October 19, 2022
- Planned Giving Forum of Greater Sacramento, October Program (Making a Mark: How donors can use their retirement plans to create a charitable legacy) – October 20, 2022
- National Association of Charitable Gift Planners 2022 Conference – October 28, 2022
- Fundraising Hacks to Help You Be More Efficient – Veritus Webinar – November 10, 2022
- Pilot Institute (for drone flying) – December 10, 2022
- PBS Scarborough PRIME Lingo Training Series – December 14, 2022
- Santa Delivers Secure Act 2.0: QCDs to CRTs and CGAs – January 19, 2023
- TRAC Development Conference – January 20, 2023
- Vistage – Mindset Changes Everything: The Art and Science of Success in Business and Life, Eve Meceda – January 25, 2023
- What's In a Name? Session 1 – Naming Fundamentals: Who, What, Why & How – January 26, 2023
- Red Cross Adult & Pediatric First Aid/CPR/AED-BL Class – February 2023 (multiple dates for multiple people)
- Big Day of Giving Bootcamp – February 2, 2023
- What's In a Name? Session 2 – Naming Infrastructure: Gift Acceptance & Naming Policies – February 2, 2023
- What's In a Name? Session 3 – What to Name: Funds, Places, Spaces, & Things – February 9, 2023
- What's In a Name? Session 4 – Value Added: Physical Signage & Naming Inventories – February 16, 2023
- ETAC Satellite webinar – February 28, 2023
- How the Great Wealth Transfer Will Unfold – Sharpe Group Webinar – March 16, 2023
- Reflections on How the Great Wealth Transfer Will Unfold – March 16, 2023
- Conversational Capacity – Craig Weber – March 22, 2023
- Demystifying Estate Planning – Exploring the Myths and Realities of Proper Planning – March 23, 2023
- The future of AI in philanthropy: how nonprofits are leveraging the power of technology in fundraising – March 28, 2023
- Active Shooter Training for the Community – April 2023 (multiple dates for multiple people)
- Ross Carbonite Black Training – April 3, 2023
- 2023 NAB Show – April 15 & 17, 2023
- APTS Webinar on CPB Compliance and OIG Findings – April 26, 2023
- Vistage – Meta Trends and the Next Economy – April 26, 2023
- PBS Annual Meeting – May 15-17, 2023 (multiple people)
- Journalism Class: News Writing – May 17, 2023
- Scarborough Category One-Sheets: Travel Top Tier Markets – May 17, 2023
- Scarborough Consumer Point of View: Targets, Techniques, and Tactics – May 24, 2023
- Creating Donor Momentum with Sequential Marketing for Planned Gifts and Major Gifts of Assets – June 22, 2023
- Roundtable: Techniques to Effectively Communicate and Share Your Unique Perspective – June 29, 2023

3. Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination:

- a. During the reporting period, all managers, supervisors, and lead employees received harassment and discrimination prevention training on May 9, 2023.
- b. EEO Training: All hiring managers are trained by Human Resources to ensure equal employment opportunities are practiced during recruitment. At the beginning of each position's interview process, Human Resources meets with the hiring manager to discuss standardized questions. Human Resources ensures EEO requirements and standards are met. Human Resources seeks a candidate pool with diversity before closing recruitment.
- c. During the reporting period, the Human Resources Executive completed the following training and certifications:

- i. Employment Law Year in Review 2022 – January 26, 2023
 - ii. Adult and Pediatric First Aid/CPR/AED through American Red Cross – February 15, 2023
 - iii. Harassment & Discrimination Prevention for Managers – May 9, 2023
 - iv. CPB Harassment and Discrimination Prevention Training – June 20, 2023
- d. During the reporting period, the CFO/Associate General Manager – Operations attended and completed the following training and certifications:
- i. CPB Harassment and Discrimination Prevention Training – April 19, 2023
 - ii. Harassment & Discrimination Prevention for Managers – May 9, 2023
- e. During the reporting period, the President and General Manager attended and completed the following training and certifications:
- i. CPB Harassment and Discrimination Prevention Training – April 19, 2023
 - ii. Harassment & Discrimination Prevention for Managers – May 9, 2023

4. Listing of Upper-Level Positions in Diverse Job Bank:

PBS KVIE posts positions, including upper-level positions, with diverse organizations that have substantial participation by women or minorities. For every full-time vacancy that PBS KVIE recruits, job postings are sent to various community groups and job banks representing a diverse population. PBS KVIE may hire recruiting firms should an upper-level position become available. Open-position notifications for the 2 full-time upper-level positions hired during the reporting period were given to diverse organizations. The positions were filled as follows:

- a. Director of Technology – September 12, 2022
- b. Broadcast Ops Supervisor – May 8, 2023

5. Job fairs:

During the reporting period, staff attended the following job fairs and interacted with guests, students, employment seekers, and others in the community:

- a. Sacramento State Fall 2022 Job & Internship Fair – September 27, 2022
- b. University of the Pacific's Meet your Future Practice Interviews – February 9 & 10, 2023
- c. University of California, Davis Career Fair – February 22, 2023
- d. California Broadcasters Association Multi-Media Career Day – May 1, 2023

6. Internship program:

KVIE continues to develop a comprehensive internship program and has established more productive relationships with local colleges/universities. During the reporting period, KVIE had interns in the **Information Technology (2 interns)** and the **On-air Fundraising Events (1 intern)** departments. All interns were recruited at job fairs attended by the station. Past internships have also been available in Production, Finance, and Education. Most interns are students attending local universities and colleges, including the University of California, Davis; California State University, Sacramento; and Los Rios Community Colleges.