

**KCRA-TV, KQCA (TV)**  
**EEO PUBLIC FILE REPORT**  
**July 22, 2014 - July 31, 2015**

**I. VACANCY LIST**

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

| <b>Job Title</b>   | <b>Recruitment Sources ("RS")<br/>Used to Fill Vacancy</b>             | <b>RS Referring<br/>Hiree</b> |
|--|--|-------------------------------|
| Reporter<br>Open Date: 6/28/2013<br>Hire Date: 8/11/2014   | 2, 4, 8-9, 11-14, 17, 19-20, 28, 30, 32, 34, 36, 40-41, 47, 53, 55, 57 | 17                            |
| Executive News Producer<br>Open Date: 1/13/2014<br>Hire Date: 8/18/2014                          | 2, 4, 8-9, 11-13, 17, 19-20, 22, 28, 32, 34, 47-48, 52-53, 55, 57      | 22                            |
| Account Executive<br>Open Date: 3/4/2014<br>Hire Date: 9/22/2014                                 | 1-2, 4-15, 17-23, 26-28, 33-34, 46-50, 53, 55, 57                      | 50                            |
| Anchor Reporter<br>Open Date: 4/1/2014<br>Hire Date: 9/8/2014                                    | 2-4, 8-9, 11-14, 17, 20, 23, 28, 30, 34, 41, 47-48, 53, 55, 57         | 41                            |
| Modesto Bureau Reporter<br>Open Date: 4/16/2014<br>Hire Date: 9/22/2014                          | 2-4, 8-9, 11-14, 17, 19-20, 23, 28, 30-31, 34, 47-48, 53, 55, 57       | 23                            |
| Local Sales Manager<br>Open Date: 5/8/2014<br>Hire Date: 7/28/2014                               | 1-15, 17-22, 28-30, 33-34, 38, 46-50, 53, 55, 57                       | 17                            |
| Reporter/Anchor<br>Open Date: 6/30/2014<br>Hire Date: 9/22/2014                                  | 2-15, 17-21, 23-24, 28-30, 33-34, 37-38, 47-49, 53, 55, 57             | 17                            |
| KCRA Sports Reporter /Anchor<br>Open Date: 7/15/2014<br>Hire Date: 9/22/2014                     | 2-11, 13-15, 17-21, 24, 26, 28-30, 33-34, 37-38, 43, 47-49, 53, 55-57  | 17                            |
| News Photographer/Live Truck Operator – Full Time<br>Open Date: 8/7/2014<br>Hire Date: 10/7/2014 | 2-8, 10-15, 17, 19-21, 23-24, 28-30, 33-34, 38, 43, 47-49, 53, 55-57   | 23                            |
| Client Service Specialist<br>Open Date: 8/13/2014<br>Hire Date: 9/2/2014                         | 1-8, 10-15, 17, 19-21, 23-24, 27-30, 33-34, 43, 45, 47-49, 53, 55-57   | 23                            |
| Digital Client Service Specialist<br>Open Date: 9/5/2014<br>Hire Date: 10/6/2014                 | 1-5, 7-15, 17-21, 24, 27-30, 33-34, 38, 43, 47-49, 53, 55-57           | 27                            |
| Client Service Specialist<br>Open Date: 9/9/2014<br>Hire Date: 10/20/2014                        | 1-5, 7-24, 27-30, 33-34, 38, 42-43, 47-49, 53, 55-57                   | 22                            |
| News Reporter – Full Time<br>Open Date: 9/18/2014<br>Hire Date: 6/15/2015                        | 2-5, 7-15, 17-21, 24, 28-31, 33-34, 38, 40, 43, 47-49, 53, 55-57       | 17                            |
| News Editor<br>Open Date: 10/29/2014<br>Hire Date: 12/11/2014                                    | 2-5, 7-14, 17-21, 24-25, 28-30, 33-34, 38, 43, 46-49, 53, 55-57        | 25                            |

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|---|--|-------------------------------|
| KCRA Multi-cast Producer<br>Open Date: 11/12/2014<br>Hire Date: 1/6/2015              | 1-2, 4-5, 7-15, 17-21, 23-24, 27-30, 33-34, 38, 43, 46-49, 53, 55-57       | 17                            |
| Assistant Creative Services Director<br>Open Date: 11/12/2014<br>Hire Date: 1/26/2015 | 1-5, 7-15, 17-22, 24, 27-30, 33-34, 38, 43, 46-49, 53, 55-57               | 22                            |
| Director of Programming<br>Open Date: 11/17/2014<br>Hire Date: 3/30/2015              | 1-2, 4-5, 7-15, 17-21, 24-25, 27-30, 33-34, 39, 43, 46-49, 53, 55-57       | 25                            |
| Account Executive<br>Open Date: 12/23/2014<br>Hire Date: 3/30/2015                    | 1-5, 7-15, 17, 19-21, 23-24, 28-30, 33-34, 38-39, 43, 46-49, 53, 55-57     | 23                            |
| Senior Producer/Editor<br>Open Date: 1/30/2015<br>Hire Date: 4/1/2015                 | 1-5, 8-15, 17, 19-22, 24, 28-30, 32-34, 38, 46-49, 53, 55, 57              | 22                            |
| Client Service Specialist<br>Open Date: 1/30/2015<br>Hire Date: 3/30/2015             | 1-2, 4, 7-8, 10-15, 17, 19-20, 23-24, 27-30, 33-34, 46-49, 53, 55, 57      | 27                            |
| Assignment Editor-FT<br>Open Date: 2/3/2015<br>Hire Date: 4/1/2015                    | 1-5, 7-15, 17, 19-24, 28-30, 33-34, 38, 43, 46-49, 53, 55-57               | 22                            |
| News Reporter – Full Time<br>Open Date: 2/3/2015<br>Hire Date: 6/15/2015              | 1-5, 7-15, 17, 19-21, 23-24, 28-31, 33-35, 38, 43, 46-49, 53, 55-57        | 23                            |
| Producer<br>Open Date: 3/3/2015<br>Hire Date: 6/3/2015                                | 1-5, 7-15, 17, 19-21, 23-24, 28-30, 33-34, 38, 43, 46-49, 51, 53, 55, 57   | 23                            |
| Producer<br>Open Date: 3/3/2015<br>Hire Date: 4/20/2015                               | 1-5, 7-15, 17, 19-21, 23-24, 28-30, 33-34, 38, 43, 46-49, 51, 53, 55, 57   | 17                            |
| Client Service Specialist<br>Open Date: 3/19/2015<br>Hire Date: 4/27/2015             | 2-5, 7-15, 17, 19-21, 24, 27-30, 33-34, 38, 43, 46-49, 51, 53-57           | 17                            |
| Producer<br>Open Date: 4/20/2015<br>Hire Date: 6/15/2015                              | 1-5, 9-15, 17, 19-21, 23-24, 28-30, 33-34, 38, 43-44, 46-49, 51, 53-55, 57 | 23                            |
| Producer/Editor-Bilingual<br>Open Date: 4/22/2015<br>Hire Date: 7/20/2015             | 1-5, 7, 9-15, 17, 19-21, 23-24, 28-30, 33-34, 38, 43-44, 46-49, 51, 53-57  | 17                            |
| Client Service Specialist<br>Open Date: 5/11/2015<br>Hire Date: 7/13/2015             | 1-2, 4, 7-15, 17, 20-21, 24, 27-30, 33-34, 38, 44, 46-49, 53-55, 57        | 17                            |

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

| <b>Job Title</b>  | <b>Recruitment Sources ("RS")<br/>Used to Fill Vacancy</b>                 | <b>RS Referring<br/>Hiree</b> |
|---|--|-------------------------------|
| Director of Engineering<br>Open Date: 6/11/2015<br>Hire Date: 7/13/2015 | 2, 4-5, 7-15, 17, 19-22, 24, 28-30, 33-34, 38, 43-44, 46-49, 51, 53-55, 57 | 22                            |

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

| <b>RS<br/>Number</b> | <b>RS Information</b>  | <b>Source Entitled<br/>to Vacancy<br/>Notification?<br/>(Yes/No)</b> | <b>No. of Interviewees<br/>Referred by RS<br/>Over<br/>Reporting Period</b> |
|----------------------|--|--|---|
| 1                    | 602 Communications<br>Graeme Newell 3339 E. Wickieup Lane<br>Phoenix, Arizona 85050<br>Phone : 602-954-8373<br>Email : slizik@602communications.com<br>Sandy Lizik                               | N  | 1   |
| 2                    | A Family Affair Connections<br>3521 Broadway<br>Sacramento, California 95817<br>Phone : 916-393-9682<br>Email : afabridges@yahoo.com<br>Albert Johnson   | Y  | 0   |
| 3                    | AAJA<br>5 Third Street Suite 1108<br>San Francisco, California<br>Phone : 415-346-2051<br>Career Services<br>Manual Posting  | N  | 0   |
| 4                    | Africana Journalists Society of San Diego State University<br>5500 Campanile Drive<br>San Diego, California 92182<br>Phone : (619) 594-6531<br>Email : africana@mail.sdsu.edu<br>Career Services | Y  | 0   |
| 5                    | American Broadcasting School<br>4511 SE 29th St.<br>Oklahoma City, Oklahoma 73115<br>Phone : (405) 672-6511<br>Email : admissions@radioschool.com<br>Career Services                             | N  | 0   |
| 6                    | American News Women's Club<br>1607 22nd St. NW<br>Washington DC , Maryland 20008<br>Phone : 202.332.6770<br>Email : ancw@ancw.org<br>Janina Roncevic   | N  | 0   |
| 7                    | Asian Women's Resources<br>940 Washington St<br>San Francisco, California 94108<br>Phone : 415.788.1008<br>Email : awrcgloria@pacbell.net<br>Peter Goetze  | N  | 0   |

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| <b>RS Number</b> | <b>RS Information</b>  | <b>Source Entitled to Vacancy Notification? (Yes/No)</b> | <b>No. of Interviewees Referred by RS Over Reporting Period</b> |
|------------------|--|--|---|
| 8                | Bay Area Star<br>900 Front Street<br>San Francisco, California 94111<br>Phone : 408-249-7682<br>Url : <a href="http://www.bayareastar.org/">http://www.bayareastar.org/</a><br>Career Services<br>Manual Posting         | N  | 0   |
| 9                | Black Journalist Association of Southern California<br>P.O. Box 75129<br>Los Angeles, California 90075<br>Phone : 301-405-0248<br>Email : <a href="mailto:INFO@bjasc.org">INFO@bjasc.org</a><br>Career Services          | N  | 0   |
| 10               | CA State University, Chico<br>400 West 1st St.<br>Chico, California 95929<br>Phone : 530.898.5253<br>Email : <a href="mailto:humanresources@csuchico.edu">humanresources@csuchico.edu</a><br>Career Services             | N  | 1   |
| 11               | CA State University, Northridge<br>18111 Nordhoff St<br>Northridge, California 91330<br>Phone : 818-677-1200<br>Email : <a href="mailto:career.center@csun.edu">career.center@csun.edu</a><br>Career Services            | Y  | 0   |
| 12               | Cal Jobs<br>PO Box 826880 MIC 83<br>Sacramento, California 94280<br>Phone : 1-800-758-0398<br>Url : <a href="http://www.caljobs.org">http://www.caljobs.org</a><br>Career Services<br>Manual Posting                     | N  | 0   |
| 13               | California Broadcasters Assoc.<br>915 "L" Street Suite #1150<br>Sacramento, California 95814<br>Phone : 916-444-2237<br>Url : <a href="http://www.yourcba.com">http://www.yourcba.com</a><br>Joe Berry<br>Manual Posting | N  | 0   |

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|------------------|--|--|---|
| 14               | California Employment Development Dept.<br>PO Box 826880 MIC 83<br>Sacramento, California 94280<br>Phone : 916-654-7241<br>Url : <a href="http://www.caljobs.ca.gov">http://www.caljobs.ca.gov</a><br>Career Services<br>Manual Posting  | N  | 0   |
| 15               | California Indian Manpower Consortium<br>738 North Market Blvd.<br>Sacramento, California 95834<br>Phone : 916.920.0285<br>Email : <a href="mailto:terrio@cimcinc.com">terrio@cimcinc.com</a><br>Career Services   | N  | 0   |
| 16               | Career Fair  | N  | 1   |
| 17               | Careers.HearstTelevision.com<br>214 N. Tryon St<br>Charlotte, North Carolina 28202<br>Phone : 704-348-8073<br>Url : <a href="http://careers.hearsttelevision.com/">http://careers.hearsttelevision.com/</a><br>Email : <a href="mailto:htv.careers@hearst.com">htv.careers@hearst.com</a><br>HTV Careers | N  | 60  |
| 18               | Center for Employment Training<br>8376 Fruitridge Rd<br>Sacramento, California 92828<br>Phone : 916.393.7401<br>Email : <a href="mailto:Sacramento@cet2000.org">Sacramento@cet2000.org</a><br>Career Services  | N  | 0   |
| 19               | Collective Talent<br>26150 Hersheyvale<br>Franklin, Michigan 48025<br>Phone : 813-254-9695<br>Url : <a href="http://www.collectivetalent.com/">http://www.collectivetalent.com/</a><br>Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a><br>Michael Bille                     | N  | 0   |
| 20               | Cosumnes River College<br>8401 Center Parkway<br>Sacramento, California 95823<br>Phone : 916-691-7344<br>Email : <a href="mailto:garymartin@accesssacramento.org">garymartin@accesssacramento.org</a><br>Gary Martin   | Y  | 0   |

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|------------------|---|--|---|
| 21               | Crossroads Diversified Employment Services<br>7011 Sylvan Rd<br>Citrus Heights, California 95610<br>Phone : 916.676.2540<br>Email : eren@crossroadsdiversified.com<br>Career Services       | N  | 0   |
| 22               | Current Employee  | N  | 10  |
| 23               | Employee Referral   | N  | 23  |
| 24               | EqualityMagazines.com<br>13351 Riverside Dr. #514<br>Sherman Oaks, California 91423<br>Phone : 818.654.0870<br>Jeff Palmatier<br>Manual Posting   | N  | 0   |
| 25               | Former Employee   | N  | 2   |
| 26               | Former Employee Referral  | N  | 2   |
| 27               | Indeed.com<br>7501 N. Capital of Texas Hwy Building B<br>Austin, Texas 78731<br>Phone : .<br>Url : www.indeed.com<br>Career Services<br>Manual Posting                                      | N  | 28  |
| 28               | Inter-Tribal Council of CA. Inc.<br>2755 Cottage Way Ste #14<br>Sacramento, California 95825<br>Phone : 916-973-9581<br>Email : larryb@itccinc.org<br>Fax : 1-916-973-0117<br>Larry Barther | Y  | 0   |
| 29               | Jesus Christ of Latter Day Saints Church<br>2090 California Circle<br>Rancho Cordova, California 95742-6402<br>Phone : 916-357-5870<br>Email : erline.applegate@yahoo.com<br>. .            | N  | 0   |

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|------------------|---|--|---|
| 30               | Job Journal<br>3050 Fite Circle Suite 100<br>Sacramento, California 95827<br>Phone : 916-925-0800 x310<br>John Nelson<br>Manual Posting   | N  | 1   |
| 31               | Ken Linder & Associates Inc.<br>2029 Century Park East, Suite 1000<br>Los Angeles, California<br>Fax : 1-310-277-5806<br>Ken Linder   | N  | 4   |
| 32               | LinkedIn.com<br>2029 Stierlin Court<br>Mountain View, California<br>Phone : .<br>Career Services<br>Manual Posting  | N  | 2   |
| 33               | Maynard Institute for Journalism Education<br>663 13th St., suite 200<br>Oakland, California 94612<br>Phone : 510.891.9202<br>Email : djm@maynardije.org<br>Career Services   | N  | 0   |
| 34               | Medialine<br>PO Box 51909<br>Pacific Grove, California 93950<br>Phone : 800-237-8073<br>Url : <a href="http://www.medialine.com">http://www.medialine.com</a><br>Email : medialine@medialine.com<br>Career Services | N  | 0   |
| 35               | Napoli Management Group<br>8844 West Olympic Blvd Suite 100<br>Beverly Hill, California 90211<br>Phone : 310-385-8222<br>Recruiter .<br>Manual Posting  | N  | 2   |
| 36               | Naso Group<br>19501 East Country Club Drive<br>Aventura, Florida 33180<br>Phone : 305.682.0564<br>Michael Naso<br>Manual Posting  | N  | 1   |



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|------------------|---|--|---|
| 37               | National Association of Black Journalists<br>1100 Knight Hall Suite 3100<br>College Park, Maryland 20742<br>Phone : 866-964-2765<br>Url : <a href="http://www.careerservices.najb.org">http://www.careerservices.najb.org</a><br>Stephanie Anderson<br>Manual Posting | N  | 2   |
| 38               | National Association of Hispanic Journalists<br>1000 National Press Building<br>Washington, District of Columbia 20045<br>Phone : 202-662-7145<br>Url : <a href="http://nahj.ihispano.com/">http://nahj.ihispano.com/</a><br>Career Services<br>Manual Posting        | N  | 0   |
| 39               | Non-Employee Referral   | N  | 2   |
| 40               | NSB Talent Agency<br>250 West 57th street Suite 333<br>New York, New York 10107<br>Phone : 212 765 3040<br>Recruiter .<br>Manual Posting  | N  | 2   |
| 41               | NWT Group<br>2110 Elmwood<br>Bryan, Texas<br>Phone : 817-987-3600<br>Nancy Shafran<br>Manual Posting  | N  | 2   |
| 42               | Previous Applicant  | N  | 2   |
| 43               | Radio Television Digital News Association<br>529 14th St, NW Suite 425<br>Washington, District of Columbia 20045<br>Phone : 202-725-8318<br>Url : <a href="http://www.rtnda.org/jobs">http://www.rtnda.org/jobs</a><br>Fax : 1-202-223-4007<br>Career Services        | N  | 0   |
| 44               | RecruitMilitary<br>422 West Loveland Ave<br>Loveland, Ohio 45140<br>Phone : 5136835020<br>Robert Walker<br>Manual Posting   | N  | 0   |

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|------------------|--|--|---|
| 45               | Runyon Saltzman Einhorn, Inc<br>2020 L Street, Suite 100<br>Sacramento, California 95811<br>Phone : 916-446-9900<br>Recruiter .<br>Manual Posting        | N  | 1   |
| 46               | Sacramento Chinese Community Service Center<br>420 I St. #5<br>Sacramento, California 95814<br>Phone : 916.442.4228<br>Email : admin@scsc.org<br>. .     | N  | 0   |
| 47               | Sacramento County Employment Services<br>609 9th St<br>Sacramento, California 95814<br>Email : chaostasaccounty@saccounty.net<br>Career Services         | N  | 0   |
| 48               | Sacramento Works Career Center<br>915 Broadway<br>Sacramento, California 95818<br>Email : MarkSandersSWCC@delpaso.seta.net<br>Career Services            | N  | 0   |
| 49               | Solano Community College<br>4000 Suisun Valley Rd<br>Fairfield, California 95434<br>Phone : 707.864.7124<br>Email : jpstuden@solano.edu<br>. .           | N  | 0   |
| 50               | Spots N Dots<br>1635 Old Highway 41 NW Suite 112-338<br>Kennesaw, Georgia 30152<br>Career Services<br>Manual Posting                                     | N  | 4   |
| 51               | Talent Dynamics<br>600 Las Colinas Blvd Suite 100<br>Irving, Texas 75039<br>Phone : 214-951-9610<br>Email : connell@talentdynamics.com<br>Sandra Connell | N  | 0   |

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|--|---|--|---|
| 52   | The LornaDave Agency<br>PO Box 368<br>Fogelsville, Pennsylvania 18051-0368<br>Phone : (610) 248-1317<br>Url : <a href="http://www.lornadave.com/index.html">http://www.lornadave.com/index.html</a><br>John DERR<br>Manual Posting            | N  | 1   |
| 53   | TV Jobs<br>PO Box 4116<br>Oceanside, California 92052<br>Phone : 800-374-0119<br>Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a><br>Career Services<br>Manual Posting   | N  | 7   |
| 54   | TVB<br>120 Wall Street, 15th Floor<br>New York , New York 10005<br>Phone : 212-935-5631<br>Career Services<br>Manual Posting  | N  | 0   |
| 55   | University of California-Davis<br>1 Shields Avenue<br>Davis, California 95616<br>Phone : 530-752-2855<br>Url : <a href="http://www.lccweb.ucdavis.edu">http://www.lccweb.ucdavis.edu</a><br>Career Services<br>Manual Posting                 | N  | 1   |
| 56   | Willinger Talent Agency<br>875 Avenue of the Americas Suite 201<br>New York, New York 10001<br>Phone : 2126957950<br>Email : <a href="mailto:info@willingertalent.com">info@willingertalent.com</a><br>Fax : 1-212-695-1855<br>Greg Willinger | N  | 1   |
| 57   | Yuba College<br>2088 North Beale Road<br>Marysville, California 95901<br>Phone : 509-741-6700<br>Email : <a href="mailto:aepler@yccd.edu">aepler@yccd.edu</a><br>Career Services  | N  | 0   |
| <b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b> |   |  | <b>163</b>  |

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**III. RECRUITMENT INITIATIVES**

|   | <b>Date</b> | <b>Type of Recruitment Initiative (Menu Selection)</b>                         | <b>Brief Description Of Activity</b>  | <b>No. of Stations Participants</b> | <b>Participant Title</b>  | <b>Points</b> |
|---|-------------|--|---|-------------------------------------|---|---------------|
| 1 | 7/30/2014   | Participation in events sponsored by community groups                          | National Association of Black Journalists four day Convention and Career Expo (7/30/14-8/3/14). Discussed career opportunities in broadcast journalism in general and with Hearst Stations, Inc. with convention attendees.   | 1                                   | News Director   | 0.25          |
| 2 | 9/1/2014    | Establishment of an intern program designed to assist members of the community | KCRA/KQCA maintained an internship program for the Fall of 2014. For this filing period the station had 13 interns who acquired skills in the area of broadcasting.   | 5                                   | Executive News Producer<br>Digital Media Manager<br>Assistant News Director         | 1.00          |
| 3 | 9/6/2014    | Participation in Job Fairs   | Hiring Our Heroes Veterans Event - A workshop for current military personnel, veterans, and their families focusing on resume writing, tips on how to navigate hiring fairs, military skill translation and interviewing. Interviewed candidates for open positions and hired one person as an editor on a temporary basis. Forwarded resumes to corporate HR to share with other stations. | 2                                   | Business Manager<br>Director of Engineering   | 0.25          |
| 4 | 11/20/2014  | Participation in events or programs sponsored by educational institutions      | Dustin Snyder spoke to a group of students at Sacramento State University about Broadcast Career opportunities.   | 1                                   | GSM KQCA Sales  | 0.25          |
| 5 | 12/14/2014  | Establishment of an intern program designed to assist members of the community | KCRA/KQCA maintained an internship program for the Spring of 2015. For this filing period the station had 13 interns who acquired skills in the area of broadcasting.   | 5                                   | News Director<br>Executive News Producer<br>Digial Media Manager<br>General Manager | 1.00          |
| 6 | 3/3/2015    | Participation in events or programs sponsored by educational institutions      | Gretchen Littlejohn spoke to a Communications Class at California State University, Sacramento about KCRA's internship program.   | 1                                   | Executive Producer  | 0.25          |
| 7 | 3/27/2015   | Participation in events or programs sponsored by educational institutions      | Melinda Meza spoke to over 40 students from the Workability Program at John C. Kimball High School in Tracy. She talked about the day to day responsibilities of a reporter. She also talked about job opportunities in the broadcasting industry.  | 1                                   | Reporter  | 0.25          |

**KCRA-TV, KQCA (TV)**  
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**III. RECRUITMENT INITIATIVES**

|  | <b>Date</b> | <b>Type of Recruitment Initiative (Menu Selection)</b>                         | <b>Brief Description Of Activity</b>  | <b>No. of Stations Participants</b> | <b>Participant Title</b>   | <b>Points</b> |
|--|-------------|--|---|-------------------------------------|--|---------------|
| 8  | 4/2/2015    | Participation in Job Fairs   | University of Southern California's Anneberg School of Communication and Journalism held a job fair on 4-2-15. News Director met with college juniors and seniors who were looking for both internships and entry level positions.  | 1                                   | News Director  | 0.25          |
| 9  | 4/16/2015   | Participation in events or programs sponsored by educational institutions      | Larry Kellogg gave a tour of the station to students from Sacramento New Tech High School. He also lectured on what is expected from a producer and how to create a good promo spot. He worked with the students to create a spot for a non-profit project they were working on and over the next few weeks provided feedback to the teacher and students.                      | 1                                   | Director Creative Services   | 0.25          |
| 10   | 5/6/2015    | Participation in Job Fairs   | Sacramento City College Annual Career Day - Discussed and distributed information regarding the station's current open positions and the required skills for various careers in the broadcasting industry in general. Accepted resumes from people interested in open positions.  | 3                                   | GSM KCRA Sales<br>GSM KQCA Sales<br>Executive Assistant<br>GM                        | 0.25          |
| 11   | 6/1/2015    | Establishment of an intern program designed to assist members of the community | KCRA/KQCA maintained an internship program for the Summer of 2015. For this filing period the station had 15 interns who acquired skills in the area of broadcasting.   | 16                                  | News Director<br>Executive News Producer<br>Digital Media Manager<br>General Manager | 1.00          |
| 12   | 6/15/2015   | Participation in events or programs sponsored by educational institutions      | Arizona State University in partnership with NAB Education Foundation held a two day Media Sales Institute Program. College level candidates who have an interest in media sales are selected and offered a 10 day training course. GSM and NSM watched participants present a media marketing strategy to clients and then interviewed 16 candidates for open sales positions. | 2                                   | General Sales Manager -KCRA<br>National Sales Manager-KCRA                           | 0.25          |
| <b>TOTAL POINTS OVER REPORTING PERIOD:</b> |             |  |   |                                     |  | <b>5.25</b>   |