

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

| Job Title | Recruitment Sources ("RS") Used to Fill Vacancy | RS Referring Hiree |
|--|---|-----------------------|
| Reporter Open Date: 6/28/2013 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 Open Date: 1/13/2014 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 Open Date: 3/4/2014 Hire Date: 9/22/2014 | 1-2, 4-15, 17-23, 26-28, 33-34, 46-50, 53, 55, 57 | 50 |
| Anchor Reporter Open Date: 4/1/2014 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 Open Date: 4/16/2014 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 Open Date: 5/8/2014 Hire Date: 7/28/2014 | 1-15, 17-22, 28-30, 33-34, 38, 46-50, 53, 55, 57 | 17 |
| Reporter/Anchor Open Date: 6/30/2014 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 Open Date: 7/15/2014 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 Open Date: 8/7/2014 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 Open Date: 8/13/2014 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 Open Date: 9/5/2014 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 Open Date: 9/9/2014 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 Open Date: 9/18/2014 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 Open Date: 10/29/2014 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 Open Date: 11/12/2014 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 Open Date: 11/12/2014 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 Open Date: 11/17/2014 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 Open Date: 12/23/2014 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 Open Date: 1/30/2015 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 Open Date: 1/30/2015 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 Open Date: 2/3/2015 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 Open Date: 2/3/2015 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 Open Date: 3/3/2015 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 Open Date: 3/3/2015 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 Open Date: 3/19/2015 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 Open Date: 4/20/2015 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 Open Date: 4/22/2015 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 Open Date: 5/11/2015 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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| Job Title | Recruitment Sources ("RS") Used to Fill Vacancy | RS Referring Hiree |
|---|--|-------------------------------|
| Director of Engineering Open Date: 6/11/2015 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 ("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 | 1 |
| 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 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 | American News Women's Club 1607 22nd St. NW Washington DC , Maryland 20008 Phone : 202.332.6770 Email : ancw@ancw.org Janina Roncevic | N | 0 |
| 7 | Asian Women's Resources 940 Washington St San Francisco, California 94108 Phone : 415.788.1008 Email : awrcgloria@pacbell.net Peter Goetze | 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 | Bay Area Star 900 Front Street San Francisco, California 94111 Phone : 408-249-7682 Url : http://www.bayareastar.org/ Career Services Manual Posting | N | 0 |
| 9 | Black Journalist Association of Southern California P.O. Box 75129 Los Angeles, California 90075 Phone : 301-405-0248 Email : INFO@bjasc.org Career Services | N | 0 |
| 10 | CA State University, Chico 400 West 1st St. Chico, California 95929 Phone : 530.898.5253 Email : humanresources@csuchico.edu Career Services | N | 1 |
| 11 | CA State University, Northridge 18111 Nordhoff St Northridge, California 91330 Phone : 818-677-1200 Email : career.center@csun.edu Career Services | Y | 0 |
| 12 | Cal Jobs PO Box 826880 MIC 83 Sacramento, California 94280 Phone : 1-800-758-0398 Url : http://www.caljobs.org Career Services Manual Posting | N | 0 |
| 13 | 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 |

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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 | California Employment Development Dept. PO Box 826880 MIC 83 Sacramento, California 94280 Phone : 916-654-7241 Url : http://www.caljobs.ca.gov Career Services Manual Posting | N | 0 |
| 15 | California Indian Manpower Consortium 738 North Market Blvd. Sacramento, California 95834 Phone : 916.920.0285 Email : terrio@cimcinc.com Career Services | N | 0 |
| 16 | Career Fair | N | 1 |
| 17 | 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 | 60 |
| 18 | Center for Employment Training 8376 Fruitridge Rd Sacramento, California 92828 Phone : 916.393.7401 Email : Sacramento@cet2000.org Career Services | N | 0 |
| 19 | Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : http://www.collectivetalent.com/ Email : bille@michaelsmedia.com Michael Bille | N | 0 |
| 20 | Cosumnes River College 8401 Center Parkway Sacramento, California 95823 Phone : 916-691-7344 Email : garymartin@accesssacramento.org Gary Martin | Y | 0 |

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|-----------|---|---|--|
| 21 | Crossroads Diversified Employment Services 7011 Sylvan Rd Citrus Heights, California 95610 Phone : 916.676.2540 Email : eren@crossroadsdiversified.com Career Services | N | 0 |
| 22 | Current Employee | N | 10 |
| 23 | Employee Referral | N | 23 |
| 24 | EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting | N | 0 |
| 25 | Former Employee | N | 2 |
| 26 | Former Employee Referral | N | 2 |
| 27 | Indeed.com 7501 N. Capital of Texas Hwy Building B Austin, Texas 78731 Phone : . Url : www.indeed.com Career Services Manual Posting | N | 28 |
| 28 | Inter-Tribal Council of CA. Inc. 2755 Cottage Way Ste #14 Sacramento, California 95825 Phone : 916-973-9581 Email : larryb@itccinc.org Fax : 1-916-973-0117 Larry Barther | Y | 0 |
| 29 | Jesus Christ of Latter Day Saints Church 2090 California Circle Rancho Cordova, California 95742-6402 Phone : 916-357-5870 Email : erline.applegate@yahoo.com . . | 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 | Job Journal 3050 Fite Circle Suite 100 Sacramento, California 95827 Phone : 916-925-0800 x310 John Nelson Manual Posting | N | 1 |
| 31 | Ken Linder & Associates Inc. 2029 Century Park East, Suite 1000 Los Angeles, California Fax : 1-310-277-5806 Ken Linder | N | 4 |
| 32 | LinkedIn.com 2029 Stierlin Court Mountain View, California Phone : . Career Services Manual Posting | N | 2 |
| 33 | 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 |
| 34 | 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 |
| 35 | Napoli Management Group 8844 West Olympic Blvd Suite 100 Beverly Hill, California 90211 Phone : 310-385-8222 Recruiter . Manual Posting | N | 2 |
| 36 | Naso Group 19501 East Country Club Drive Aventura, Florida 33180 Phone : 305.682.0564 Michael Naso Manual Posting | N | 1 |

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

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|-----------|--|---|--|
| 45 | Runyon Saltzman Einhorn, Inc 2020 L Street, Suite 100 Sacramento, California 95811 Phone : 916-446-9900 Recruiter . Manual Posting | N | 1 |
| 46 | Sacramento Chinese Community Service Center 420 I St. #5 Sacramento, California 95814 Phone : 916.442.4228 Email : admin@scsc.org . . | N | 0 |
| 47 | Sacramento County Employment Services 609 9th St Sacramento, California 95814 Email : chaostasaccounty@saccounty.net Career Services | N | 0 |
| 48 | Sacramento Works Career Center 915 Broadway Sacramento, California 95818 Email : MarkSandersSWCC@delpaso.seta.net Career Services | N | 0 |
| 49 | Solano Community College 4000 Suisun Valley Rd Fairfield, California 95434 Phone : 707.864.7124 Email : jpstuden@solano.edu . . | N | 0 |
| 50 | Spots N Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Career Services Manual Posting | N | 4 |
| 51 | 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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|--|---|---|--|
| 52 | The LornaDave Agency PO Box 368 Fogelsville, Pennsylvania 18051-0368 Phone : (610) 248-1317 Url : http://www.lornadave.com/index.html John DERR Manual Posting | N | 1 |
| 53 | TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Career Services Manual Posting | N | 7 |
| 54 | TVB 120 Wall Street, 15th Floor New York , New York 10005 Phone : 212-935-5631 Career Services Manual Posting | N | 0 |
| 55 | University of California-Davis 1 Shields Avenue Davis, California 95616 Phone : 530-752-2855 Url : http://www.lccweb.ucdavis.edu Career Services Manual Posting | N | 1 |
| 56 | 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 | 1 |
| 57 | 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: | | | 163 |

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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 | 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 Digital Media Manager 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 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 Executive News Producer Digial Media Manager 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 |

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|--|-------------|--|---|-------------------------------------|--|---------------|
| 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 GSM KQCA Sales Executive Assistant 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 Executive News Producer Digital Media Manager 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 National Sales Manager-KCRA | 0.25 |
| TOTAL POINTS OVER REPORTING PERIOD: | | | | | | 5.25 |