

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0922 (September 2002)	FOR FCC USE ONLY
FCC 397		

BROADCAST MID-TERM REPORT	FOR COMMISSION USE ONLY FILE NO. - 20100730ADT
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Legal Name of the Licensee
KVIE, INC.

Mailing Address
2030 W. EL CAMINO AVE.

City SACRAMENTO	State or Country (if foreign address) CA	Zip Code 95833 -
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Telephone Number (include area code) 9169295843	E-Mail Address (if available) GJOHNSON@KVIE.ORG
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FCC Registration Number 0001545722	Facility ID Number 35855	Call Sign KVIE
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TYPE OF BROADCAST STATION:	Commercial Broadcast Station	Noncommercial Broadcast Station
	<input type="radio"/> Radio	<input type="radio"/> Educational Radio
	<input type="radio"/> TV	<input checked="" type="radio"/> Educational TV
	<input type="radio"/> Low Power TV	
	<input type="radio"/> International	

Application Purpose

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Station List]

Station List

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KVIE	35855	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	SACRAMENTO, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name GREG JOHNSON	Street Address 2030 W. EL CAMINO AVE.
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City SACRAMENTO	State CA	Zip Code 95833-	Telephone Number 9169295843
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FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification] .

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent DAVID LOWE
Title PRESIDENT AND GENERAL MANAGER	Telephone No. (include area code) 9169235843
Date 7/30/2010	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

Section II

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: ROSE FROLING	Title: HUMAN RESORCES MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

Section III**MID-TERM REPORT**

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

[Exhibit 1]

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits**Exhibit 1**

Description: KVIE 2009 & 2010 EEO REPORTS

Attachment 1

Description
KVIE 2009 EEO Public File Report
KVIE 2010 EEO Public File Report



For the period commencing August 1, 2008 to July 31, 2009 (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 (analog)	35855	TV	Sacramento, CA
KVIE-DT	35855	DT (digital television)	Sacramento, CA

A. The following is a list of the job titles of all full-time positions filled during the Report Term, followed by all recruitment sources contacted for the position. The recruitment sources used by interviewees, if provided, and the person hired are indicated.

1. Facilities Manager

of persons interviewed: 2

(#) indicates recruitment source used by that many interviewees (2 interviewees indicated recruitment source)

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	Inter-Tribal Council of California
California Chicano News Media	ITT Technical Institute
California Department of Veterans Affairs	KVIE Web
Careerbuilder.com	MTI College of Business & Technology
Craigslist.org (1)	Non-Profit Resource Center
Crossroads Employment Services	PBS Connect
Employee Referral (1)*	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Black Chamber of Commerce
Hotjobs.com	Sacramento Hispanic Chamber of Commerce

2. Accounting Manager

of persons interviewed: 3

(#) indicates recruitment source used by that many interviewees (2 interviewees indicated recruitment source, 1 interviewee did not indicate recruitment source)

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	KVIE Web
California Chicano News Media	MTI College of Business & Technology
California Department of Veterans Affairs	National Association of Hispanic Journalists
Careerbuilder.com	Non-Profit Resource Center
Craigslist.org (1)*	PBS Connect
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee (1)
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento Women in Radio & Television

3. Receptionist

of persons interviewed: 3

(#) indicates recruitment source used by that many interviewees (2 interviewees indicated recruitment source, 1 interviewee did not indicate recruitment source)

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	KVIE Web (1)*
California Chicano News Media	MTI College of Business & Technology
California Department of Veterans Affairs	National Association of Hispanic Journalists
Careerbuilder.com	Non-Profit Resource Center
Craigslist.org (1)	PBS Connect
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento Women in Radio & Television

4. Chief Financial Officer

of persons interviewed: 4

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

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	KVIE Web
California Chicano News Media	MTI College of Business & Technology
California Department of Veterans Affairs	National Association of Hispanic Journalists
Careerbuilder.com (1)	Non-Profit Resource Center
Craigslist.org	PBS Connect
Crossroads Employment Services	Referral (3)*
Current Classifieds	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento Women in Radio & Television

5. Staff Accountant

of persons interviewed: 3

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

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	MTI College of Business & Technology
California Chicano News Media	National Association of Hispanic Journalists
California Department of Veterans Affairs	Non-Profit Resource Center
Careerbuilder.com	PBS Connect
Craigslist.org (2)*	Sacramento Asian Pacific Chamber of Commerce
Crossroads Employment Services	Sacramento Bee
Greater Sacramento Urban League	Sacramento Black Chamber of Commerce
Hotjobs.com	Sacramento Hispanic Chamber of Commerce
Inter-Tribal Council of California	Sacramento Women in Radio & Television
ITT Technical Institute	Women's Empowerment Program (1)
KVIE Web	

6. Accounting Clerk

of persons interviewed: 1

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

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	KVIE Web (1)*
California Chicano News Media	MTI College of Business & Technology
California Department of Veterans Affairs	National Association of Hispanic Journalists
Careerbuilder.com	Non-Profit Resource Center
Craigslist.org	Referral
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento Women in Radio & Television

7. On-air Fundraising Coordinator

of persons interviewed: 5

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

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	MTI College of Business & Technology
California Chicano News Media	National Association of Hispanic Journalists
California Department of Veterans Affairs	Non-Profit Resource Center
Careerbuilder.com	PBS Connect
Craigslist.org (2)	Referral
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento Women in Radio & Television
KVIE Web (3)*	Tvjobs.com

8. Outreach Coordinator

of persons interviewed: 4

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

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	MTI College of Business & Technology
California Chicano News Media	National Association of Hispanic Journalists
California Department of Veterans Affairs	Non-Profit Resource Center
Careerbuilder.com	PBS Connect
Craigslist.org (2)	Referral
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento PR Website
KVIE Web (2)*	Sacramento Women in Radio & Television
	Tvjobs.com

9. Producer/Reporter

of persons interviewed: 2

(#) indicates recruitment source used by that many interviewees (2 interviewees indicated recruitment source)

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	MTI College of Business & Technology
California Chicano News Media	National Association of Hispanic Journalists
California Department of Veterans Affairs	Non-Profit Resource Center
Careerbuilder.com	PBS Connect
Craigslist.org	Referral
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento PR Website
KVIE Web (2)*	Sacramento Women in Radio & Television
Media Match	Tvjobs.com

10. Producer

of persons interviewed: 3

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

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	MTI College of Business & Technology
California Chicano News Media	National Association of Hispanic Journalists
California Department of Veterans Affairs	Non-Profit Resource Center
Careerbuilder.com	PBS Connect
Craigslist.org	Referral (1)
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento PR Website
KVIE Web (2)*	Sacramento Women in Radio & Television
Media Match	Tvjobs.com

11. Producer/Editor

of persons interviewed: 4

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

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

Asian American Journalists	MTI College of Business & Technology
California Chicano News Media	National Association of Hispanic Journalists
California Department of Veterans Affairs	Non-Profit Resource Center
Careerbuilder.com	PBS Connect
Craigslist.org (3)	Referral (1)*
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Bee
Hotjobs.com	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Hispanic Chamber of Commerce
ITT Technical Institute	Sacramento Women in Radio & Television
KVIE Web	Tvjobs.com

B. A total of 1,023 applicants applied for the 11 regular, full-time vacancies during the Report Term. The following lists each recruitment source that *referred* interviewees to KVIE and the number referred with contact information for sources used. All applicants are asked to designate the recruiting source.

Source	Sent Via	Contact	Source used by hired person(s)	Source used by interviewees
Asian American Journalists 1182 Market Street Ste 320 San Francisco CA 94102	Web	Phone (415) 346-2051 Fax (415) 346-6343 Email: post@aja.org		
Association of Fundraising Professionals 1101 King Street #700 Alexandria VA 22314	Web	Phone (703) 519-8462 Fax (703) 683-0517 Email: jobs@afpnet.org Web: www.afpnet.org		
California Chicano News Media One California Plaza 300 S. Grand Ave., Suite 3950 • Los Angeles, CA 90071-3175 Ph: (213) 437-4408 • Fax: (213) 437-4423 Email: ccnmainfo@ccnma.org	Web	http://www.ccnma.org/		
California Department of Veterans Affairs Personnel Office 1227 O Street Sacramento CA 95814	Mail	Phone (916) 653-2535		
Careerbuilder.com	Web	www.careerbuilder.com		1
Craigslist.org	Web	on line posting only www.craigslist.org	2	12
Crossroads Employment Services 3823 V Street #1 Sacramento CA 95817	Email	Danny Marquez Phone (916) 457-1900 Fax (916) 457-4439 Web: www.crossroadsdiversified.com		
California State University, Sacramento 6000 J Street Sacramento, CA 95819	Web	Phone: (916) 278-6011 Web: www.csus.edu		
Current Classifieds Advertising/Production Director 6930 Carroll Ave., Suite 350 Takoma Park, MD 20912	Email	Phone: 301-270-7240, ext. 38 Fax: 301-270-7241 E-mail: classifieds@current.org Web: http://www.current.org/		
Employee Referral	Web	www.kvie.org	1	1
Greater Sacramento Urban League 3725 Marysville BLVD. Sacramento, CA 95838	Email	Phone (916) 286-8600 Email: info@gsul.org Web: www.gsul.org		
Hotjobs.com	Web	Web: www.hotjobs.com		



EEO PUBLIC FILE REPORT FOR LICENSEE, KVIE, INC.

Inter-Tribal Council of California 2755 Cottage Way Ste. #14 Sacramento, CA 95825	Mail	Phone (916) 973-9581 Fax (916) 973-0117 Web: www.itccinc.org		
ITT Technical Institute Placement Office 10868 Gold Center Drive Rancho Cordova CA 95670	Email	Phone (916) 851-5658 Email: prydell@itt-tech.edu		
KVIE Public Television Website	Email	Rose Froling www.kvie.org	6	11
Media-Match	Web	www.media-match.com		
MTI College of Business & Technology 5221 Madison Avenue Sacramento CA 95841	Web	Phone: (916) 339-1500 Web: www.mticollege.edu		
National Association of Hispanic Journalists 1000 National Press Building Washington, DC 20045	Email	Phone: (202) 662-7145 Email: jobbank@nahj.org Web: http://www.nahj.org/		
Non-Profit Resource Center Sacramento Library 828 I Street Sacramento CA 95814	Web	Phone: (916) 264-2772 Web: nrc@nonprofitresourcectr.org		
Opportunitynocs.com 870 Market Street #800 San Francisco CA 94102	Web	Phone: (800) 344-6627 Fax: (415) 362-4603 Email: nocs@tmcenter.org Web: www.opportunitynocs.org		
PBS Connect	Web	Web: connect.pbs.org		
Referral	Other		2	5
Sacramento Asian Pacific Chamber of Commerce 1331 T Street #3 Sacramento CA 95814	Mail			
Sacramento Bee 2100 "Q" Street Sacramento CA 95816	Fax	Rae Libman Phone: (916) 321-1313 Fax: (916) 326-5570 Web: www.sacbee.com		1
Sacramento Black Chamber of Commerce 2251 Florin Road #132 Sacramento CA 95822	Email	info@sacblackchamber.org		
Sacramento Hispanic Chamber of Commerce 2848 Arden Way #230 Sacramento CA 95825	Mail	Phone: (916) 544-7420 Fax: (916) 554-7429		
Sacramento PR SPRA P.O. Box 162610 Sacramento, CA 95816	Web	Web: http://www.spra.org/		



Sacramento Women in Radio and Television	Web	Web: www.sacramentoawrt.org		
Tvjobs.com	Web	Web: www.tvjobs.com		
Women's Empowerment Program	Email	1400 N C St Sacramento, CA 95811-0611 (916) 341-0730 womensempowerment@yahoo.com		1

C. During the Report Term, KVIE, Inc. engaged in the following long-term recruitment initiatives:

- 1. Internship Program:** KVIE continues to develop a comprehensive internship program and has established more productive relationships with local colleges/universities. KVIE's volunteer and internship coordinator attends job fairs. KVIE employs 2 long-term paid internships in the On Air Fundraising, Public Relations, and Education Outreach departments. In the past, interns have been bilingual furthering KVIE's goal to reach out to non-English speaking communities. Additionally, KVIE offers unpaid internships within various departments. Most interns are students attending University of California, Davis, California State University, Sacramento, and Los Rios Community Colleges.
- 2. Training Programs:** KVIE requires all employees to attend at least two training seminars each year within their specific job duties to improve their skills and help them qualify for a higher level position and keep current with industry and job standards. Additionally KVIE provides at least 2 mandatory ALL Staff training sessions each year. All employees are technically trained in various aspects of pledge production outside of their typical job functions such as: audio board, camera, on-air talent, technical direction, and teleprompter.
- 3. Listing of Upper-Level Positions in Diverse Job Bank:** KVIE posts all of its positions, including upper-level positions, with diverse organizations that have substantial participation by women or minorities.
- 4. Management EEO Training:** During the report term, two employees, including the Manager of Human Resources, completed a Webinar hosted by Dow Lohnes, PLLC on June 18, 2009 regarding methods of ensuring equal employment opportunity, preventing discrimination, and compliance with the Federal Communications Commission Equal Employment Opportunity rules. Participation in this training satisfies the standards set forth in 47 C.F.R. § 73.2080(c)(2)(xiv).
- 5. Recruitment/Interview:** All hiring managers are trained by Human Resources to ensure equal employment opportunities are practiced during recruitment. Human Resources and the General Manager must approve candidate pool for diversity before interviewing process begins. Upon interview process Human Resources meets with hiring manager to discuss standardized questions.



For the period commencing August 1, 2009 to July 31, 2010 (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 the job titles of all full-time positions filled during the Report Term, followed by all recruitment sources contacted for the position. The recruitment sources used by interviewees, if provided, and the person hired are indicated.

1. Leadership Giving Administrator

of persons interviewed: 4

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

*indicates recruitment source used by person hired (*1 of 1 person(s) hired indicated recruitment source*)

American Marketing Association – Sacramento Valley	Inter-Tribal Council of California
American Women in Radio & Television	Internal Employee (1)
Asian American Journalists	ITT Technical Institute
California Chicano News Media	KVIE Facebook
California Department of Veterans Affairs	KVIE Web
California Hispanic Resource Council	MTI College of Business & Technology
California Indian Manpower Consortium	National Association of Hispanic Journalists
Craigslist.org	Non-Profit Resource Center (1)
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Employee Referral (2)*	Sacramento Women in Radio and Television
Greater Sacramento Urban League	Vietnam Veterans of California

2. Staff Accountant A/R

of persons interviewed: 3

(#) indicates recruitment source used by that many interviewees (*3 interviewees indicated recruitment source*)

*indicates recruitment source used by person hired (*1 of 1 person(s) hired indicated recruitment source*)

American Women in Radio & Television	ITT Technical Institute
Asian American Journalists	KVIE Web
California Chicano News Media	MTI College of Business & Technology
California Department of Veterans Affairs	National Association of Hispanic Journalists
Craigslist.org (3)*	Non-Profit Resource Center
Crossroads Employment Services	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Black Chamber of Commerce
Inter-Tribal Council of California	Sacramento Women in Radio & Television

3. Outreach Coordinator

of persons interviewed: 4

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

*indicates recruitment source used by person hired (*1 of 1 person(s) hired indicated recruitment source*)

American Marketing Association – Sacramento Valley	Greater Sacramento Urban League
American Women in Radio & Television	Inter-Tribal Council of California
Asian American Journalists	ITT Technical Institute KVIE Web
California Black Chamber of Commerce	KVIE Web (1)
California Chicano News Media	MTI College of Business & Technology
California Department of Veterans Affairs	National Association of Hispanic Journalists
California Hispanic Resource Council	Non-Profit Resource Center
California Indian Manpower Consortium	Other (1)
Craigslist.org (2)*	Sacramento Women in Radio & Television
Crossroads Employment Services	Vietnam Veterans of California

4. Production Assistant

of persons interviewed: 3

(#) indicates recruitment source used by that many interviewees (*3 interviewees indicated recruitment source*)

*indicates recruitment source used by person hired (*1 of 1 person(s) hired indicated recruitment source*)

American Marketing Association – Sacramento Valley	Facebook
American Women in Radio & Television	Inter-Tribal Council of California
Asian American Journalists	ITT Technical Institute
California Black Chamber of Commerce	Internal Employee (2)*
California Chicano News Media	KVIE Web
California Department of Veterans Affairs	MTI College of Business & Technology
California Hispanic Resource Council	National Association of Hispanic Journalists
California Indian Manpower Consortium	Non-Profit Resource Center
Craigslist.org (1)	Sacramento Asian Pacific Chamber of Commerce
Crossroads Employment Services	Sacramento Women in Radio & Television
Greater Sacramento Urban League	Vietnam Veterans of California

5. Receptionist

of persons interviewed: 2

(#) indicates recruitment source used by that many interviewees (*1 interviewee indicated recruitment source*)

*indicates recruitment source used by person hired (*0 of 1 person(s) hired indicated recruitment source*)

American Marketing Association – Sacramento Valley	Employee Referral (1)
American Women in Radio & Television	Facebook
Asian American Journalists	Greater Sacramento Urban League
Asian Resources	Heald College – School of Technology
Association of Fundraising Professionals	Inter-Tribal Council of California
California Black Chamber of Commerce	ITT Technical Institute
California Broadcasters Association	KVIE Web
California Hispanic Resource Council	MTI College of Business & Technology
California Indian Manpower Consortium	National Association of Hispanic Journalists
California Chicano News Media	Non-Profit Resource Center
California Department of Veterans Affairs	Other (1)*
California State University, Sacramento	Sacramento Asian Pacific Chamber of Commerce
Chronicle of Philanthropy	Sacramento Women in Radio & Television
Crossroads Employment Services	Twitter
	Vietnam Veterans of California

6. Donor Services Representative

of persons interviewed: 1

(#) indicates recruitment source used by that many interviewees (*1 interviewee indicated recruitment source*)

*indicates recruitment source used by person hired (*1 of 1 person(s) hired indicated recruitment source*)

American Marketing Association – Sacramento Valley	Greater Sacramento Urban League
American Women in Radio & Television	Inter-Tribal Council of California
Asian Resources	ITT Technical Institute
Asian American Journalists	KVIE Web (1)*
Association of Fundraising Professionals	MTI College of Business & Technology
California Black Chamber of Commerce	National Association of Hispanic Journalists
California Broadcasters Association	Non-Profit Resource Center
California Chicano News Media	Sacramento Asian Pacific Chamber of Commerce
California Hispanic Resource Council	Sacramento Black Chamber of Commerce
California Indian Manpower Consortium	Sacramento Chinese Community Service Center
Chronicle of Philanthropy	Sacramento Hispanic Chamber of Commerce
Craigslist.org	Twitter
Crossroads Employment Services	Vietnam Veterans of California
Facebook	

7. Donor Services Representative

of persons interviewed: 2

(#) indicates recruitment source used by that many interviewees (2 interviewee indicated recruitment source)

*indicates recruitment source used by person hired (1 of 1 person(s) hired indicated recruitment source)

American Marketing Association – Sacramento Valley	Greater Sacramento Urban League
American Women in Radio & Television	Inter-Tribal Council of California
Asian Resources	ITT Technical Institute
Asian American Journalists	KVIE Web (1)*
Association of Fundraising Professionals	KVIE Volunteer (1)
California Black Chamber of Commerce	MTI College of Business & Technology
California Broadcasters Association	National Association of Hispanic Journalists
California Chicano News Media	Non-Profit Resource Center
California Hispanic Resource Council	Sacramento Asian Pacific Chamber of Commerce
California Indian Manpower Consortium	Sacramento Black Chamber of Commerce
Chronicle of Philanthropy	Sacramento Chinese Community Service Center
Craigslist.org	Sacramento Hispanic Chamber of Commerce
Crossroads Employment Services	Twitter
Facebook	Vietnam Veterans of California

B. A total of 1,164 applicants applied for the 7 regular, full-time vacancies during the Report Term. The following lists each recruitment source that referred interviewees to KVIE and the number referred with contact information for sources used. All applicants are asked to designate the recruiting source.

Source	Sent Via	Contact	Source used by hired person(s)	Source used by interviewees
American Marketing Association – Sacramento Valley	Email	Phone: (800) 467-9867 Email: jobs@amasv.org Web: http://www.amasv.org/		
American Women in Radio & Television Alliance for Women in Media National Headquarters 1760 Old Meadow Road, Suite 500 ~ McLean, VA 22102	Web	Phone: (703) 506-3290 Fax: (703) 506-3266 Web: http://www.awrt.org/		
Asian American Journalists 1182 Market Street Ste 320 San Francisco CA 94102	Email	Phone: (415) 346-2051 Fax: (415) 346-6343 Email: albertl@aaaja.org Web: http://www.aaaja.org/		
Asian Resources 5709 Stockton Boulevard Sacramento, CA 95824-1613	Email	Email: chong@asianresources.org		
Association of Fundraising Professionals 1101 King Street #700 Alexandria VA 22314	Web	Phone: (703) 519-8462 Fax: (703) 683-0517 Email: jobs@afpnet.org Web: www.afpnet.org		
California Black Chamber of Commerce 2951 Sunrise Blvd Suite 175 Rancho Cordova, CA 95742	Email	Phone: (916) 463-0177 Fax: (916) 463-0190 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 Chicano News Media 727 West 27th St., Room 201 Los Angeles, CA 90007-3212	Email	Phone: (213) 821-0075 Fax: (213) 743-1838 Email: ccnmainfo@ccnma.org Web: http://www.ccnma.org/		



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California Department of Veterans Affairs Personnel Office 1227 O Street Sacramento CA 95814	Mail	Phone: (800) 952-5626 Web: http://www.cdva.ca.gov/newhome.aspx		
California Hispanic Resource Council 3512 Stockton Boulevard Sacramento, CA 95820-1442	Email	Phone: (916) 451-7151 Email: salvadorchrc@yahoo.com		
California Indian Manpower Consortium 738 N. Market Blvd. Sacramento, CA 95834	Email	Phone: (916) 920-0285 Fax: (916) 641-6338 Email: hainanus@cimcinc.com Web: http://www.cimcinc.org/		
California State University, Sacramento 6000 J Street Sacramento, CA 95819	Web	Phone: (916) 278-6011 Web: www.csus.edu		
Chronicle of Philanthropy 1255 Twenty-Third St, N.W. Washington, D.C. 20037	Email	Email: jobs@philanthropy.com Web: http://philanthropy.com/section/Home/172		
Craigslist.org	Web	on line posting only www.craigslist.org	2	6
Crossroads Employment Services 3823 V Street #1 Sacramento CA 95817	Email	Danny Marquez Phone (916) 457-1900 Fax (916) 457-4439 Web: www.crossroadsdiversified.com		
Employee Referral	Other	Web: www.kvie.org	1	3
Facebook (KVIE Page)	Web	Rose Froling Web: http://www.facebook.com/KVIEPBS?v=photos#!/KVIEPBS		
Greater Sacramento Urban League 3725 Marysville BLVD. Sacramento, CA 95838	Email	Phone: (916) 286-8600 Email: info@gsul.org Web: www.gsul.org		
Heald College – School of Technology 7 Sierra Gate Plaza Roseville, CA 95678-6602	Email	Phone: (916) 789-8600 Email: Courtney_Bettencourt@heald.edu Web: http://www.heald.edu/		
Inter-Tribal Council of California 2755 Cottage Way Ste. #14 Sacramento, CA 95825	Email	Phone: (916) 973-9581 Fax: (916) 973-0117 Email: larryb@itccinc.org Web: www.itccinc.org		
Internal Employee	n/a	Rose Froling Email: careers@kvie.org Web: www.kvie.org	1	3
ITT Technical Institute Placement Office 10868 Gold Center Drive Rancho Cordova CA 95670	Email	Phone: (916) 851-5658 Email: prydell@itt-tech.edu		



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KVIE Public Television Website	Email	Rose Froling Web: www.kvie.org	2	3
MTI College of Business & Technology 5221 Madison Avenue Sacramento CA 95841	Web	Phone: (916) 339-1500 Web: www.mticollege.edu		
National Association of Hispanic Journalists 1000 National Press Building Washington, DC 20045	Email	Phone: (202) 662-7145 Email: jobbank@nahj.org Web: http://www.nahj.org/		
Non-Profit Resource Center Sacramento Library 828 I Street Sacramento CA 95814	Web	Phone: (916) 264-2772 Web: nrc@nonprofitresourcectr.org		1
Other	n/a	n/a	1	3
Referral	Other			
Sacramento Asian Pacific Chamber of Commerce 2012 H Street Sacramento, CA 95811-3100	Email	Phone: (916) 446-7883 Email: info@sacasiancc.org Web: http://www.sacasiancc.org/		
Sacramento Black Chamber of Commerce 5770 Freeport Blvd, Suite 44 Sacramento, CA 95822	Email	Phone: (916) 231-0416 Fax: (916) 706-0477 Email: lbuchanan@sacblackchamber.org Web: http://www.sacblackchamber.org/		
Sacramento Chinese Community Service Center 420 I Street, Suite 5 Sacramento, CA 95814	Email	Phone: (916) 442-4228 Fax: (916) 442-4281 Email: nai@sccsc.org Web: http://www.sccsc.org/		
Sacramento Hispanic Chamber of Commerce 1491 River Park Drive Sacramento, CA 95815-4512	Email	Phone: (916) 486-7700 Email: ruby@sachcc.org Web: http://www.sachcc.org/		
Sacramento Women in Radio and Television P.O. Box 254468, Sacramento, CA 95865-4468	Web	Web: www.sacramentoawrt.org		
Twitter.com (KVIE)	Web	Rose Froling Web: http://twitter.com/KVIEPBS		
Vietnam Veterans of California Sacramento Veterans Resource Center 7270 East Southgate Drive, Sacramento	Email	Phone: (916) 393-VETS Email: yvcsac@vietvets.org Web: http://www.vietvets.org/svrc.htm		

C. During the Report Term, KVIE, Inc. engaged in the following long-term recruitment initiatives:

1. **Internship Program:** KVIE continues to develop a comprehensive internship program and has established more productive relationships with local colleges/universities. KVIE's volunteer and internship coordinator attends job fairs. KVIE employs 2 long-term paid internships in the On Air Fundraising, Public Relations, and Education Outreach departments. In the past, interns have been bilingual furthering KVIE's goal to reach out to non-English speaking communities. Additionally, KVIE offers unpaid internships within various departments. Most interns are students attending University of California, Davis, California State University, Sacramento, and Los Rios Community Colleges.
2. **Training Programs:** KVIE requires all employees to attend at least two training seminars each year within their specific job duties to improve their skills and help them qualify for a higher level position and keep current with industry and job standards. Additionally KVIE provides at least 2 mandatory ALL Staff training sessions each year. All employees are technically trained in various aspects of pledge production outside of their typical job functions such as: audio board, camera, on-air talent, technical direction, and teleprompter.
3. **Management EEO Training:** During the mid-year report term, two employees, including the Manager of Human Resources, completed a Webinar hosted by Dow Lohnes, PLLC on June 18, 2009, regarding methods of ensuring equal employment opportunity, preventing discrimination, and compliance with the Federal Communications Commission Equal Employment Opportunity rules. Participation in this training satisfies the standards set forth in 47 C.F.R. § 73.2080(c)(2)(xiv). This training was completed during the last annual reporting period, but is included in the most recent two-year period as required.
4. **Listing of Upper-Level Positions in Diverse Job Bank:** KVIE posts all of its positions, including upper-level positions, with diverse organizations that have substantial participation by women or minorities.
5. **Recruitment/Interview:** All hiring managers are trained by Human Resources to ensure equal employment opportunities are practiced during recruitment. Human Resources and the General Manager must approve candidate pool for diversity before interviewing process begins. Upon interview process Human Resources meets with hiring manager to discuss standardized questions.