



For the period commencing August 1, 2010 to July 31, 2011 (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. Marketing Associate Producer-Editor

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)

American Marketing Association – Sacramento Valley	Greater Sacramento Urban League
Asian American Journalists	Heald College
Asian Resources	Inter-Tribal Council of California
Association of Fundraising Professionals	ITT Technical Institute
California Black Chamber of Commerce	KVIE Facebook
California Broadcasters Association	KVIE Web (1) *
California Chicano News Media	National Association of Hispanic Journalists
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 (1)	Sacramento Hispanic Chamber of Commerce

2. 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)

American Women in Radio & Television	Heald College
Asian American Journalists	Inter-Tribal Council of California
Asian Resources	ITT Technical Institute
Association of Fundraising Professionals	KVIE Facebook
California Black Chamber of Commerce	KVIE Web (1)
California Broadcasters Association	KVIE Twitter
California Chicano News Media	National Association of Hispanic Journalists
California Hispanic Resource Council	Referral (2)*
California Indian Manpower Consortium	Sacramento Asian Pacific Chamber of Commerce
Chronicle of Philanthropy	Sacramento Black Chamber of Commerce
Corporation for Public Broadcasting	Sacramento Chinese Community Service Center
Craigslist.org (1)	Sacramento Hispanic Chamber of Commerce
Financial Executive Networking Group	
Greater Sacramento Urban League	

3. Marketing Producer-Editor

of persons interviewed: 1

(#) indicates recruitment source used by that many interviewees (1 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	Heald University
Asian American Journalists	Inter-Tribal Council of California
Asian Resources	ITT Technical Institute
Association of Fundraising Professionals	KVIE Facebook
California Black Chamber of Commerce	KVIE Web (1)*
California Broadcasters Association	KVIE Twitter
California Chicano News Media	National Association of Hispanic Journalists
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
Greater Sacramento Urban League	

4. Receptionist

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	Heald College
Asian American Journalists	Inter-Tribal Council of California
Asian Resources	Internal EE (1) *
Association of Fundraising Professionals	ITT Technical Institute
California Black Chamber of Commerce	KVIE Web (1)
California Broadcasters Association	Metro Edge
California Chicano News Media	National Association of Hispanic Journalists
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 (1)	Sacramento Hispanic Chamber of Commerce
Greater Sacramento Urban League	

5. Leadership Giving Administrator

of persons interviewed: 3

(#) indicates recruitment source used by that many interviewees (3 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	Heald College
Asian American Journalists	Inter-Tribal Council of California
Asian Resources	ITT Technical Institute
Association of Fundraising Professionals	KVIE Web (1)
California Black Chamber of Commerce	Metro Edge
California Broadcasters Association	National Association of Hispanic Journalists
California Chicano News Media	Referral (2) *
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
Greater Sacramento Urban League	Sacramento Hispanic Chamber of Commerce

6. Account Manager

of persons interviewed: 6

(#) indicates recruitment source used by that many interviewees (6 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
Asian American Journalists	ITT Technical Institute
Asian Resources	KVIE Facebook
Association of Fundraising Professionals	KVIE Web (4)
California Black Chamber of Commerce	National Association of Hispanic Journalists
California Broadcasters Association	Non-Profit Resource Center
California Chicano News Media	Other (1)
California Hispanic Resource Council	Referral (1) *
California Indian Manpower Consortium	Sacramento Asian Pacific Chamber of Commerce
Chronicle of Philanthropy	Sacramento Black Chamber of Commerce
Craigslist.org (1)	Sacramento Chinese Community Service Center
Greater Sacramento Urban League	Sacramento Hispanic Chamber of Commerce
Heald University	

7. On-Air Fundraising & Special Events 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	Heald College
Asian American Journalists	Inter-Tribal Council of California
Asian Resources	ITT Technical Institute
Association of Fundraising Professionals	KVIE Facebook
California Black Chamber of Commerce	KVIE Twitter
California Broadcasters Association	KVIE Web (2)*
California Chicano News Media	Metro Edge
California Hispanic Resource Council	National Association of Hispanic Journalists
California Indian Manpower Consortium	Sacramento Asian Pacific Chamber of Commerce
Chronicle of Philanthropy	Sacramento Black Chamber of Commerce
Craigslist.org (1)	Sacramento Chinese Community Service Center
Greater Sacramento Urban League	Sacramento Hispanic Chamber of Commerce

B. There were 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/		
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/		
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/		
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		5
Employee Referral	Other	Web: www.kvie.org	3	5
Facebook (KVIE Page)	Web	Rose Froling Web: http://www.facebook.com/KVIEPBS?v=photos#!/KVIEPBS		



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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	1
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 Web: www.kvie.org	3	11
Metro Edge One Capitol Mall, Suite 300 Sacramento, CA 95814	Email	Phone: (916)552-6800 Email: metroedge@metrochamber.org		
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/		
Other	n/a	n/a		1
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/		



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Twitter.com (KVIE)	Web	Rose Froling Web: http://twitter.com/KVIEPBS		
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For the period commencing August 1, 2010 to July 31, 2011 (Report Term).

Prepared by KVIE, Inc.

Exhibit 3

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:

- 1. Internship Program:** KVIE continues to develop a comprehensive internship program and has established more productive relationships with local colleges/universities. KVIE's Human Resources Manager attends job fairs at local colleges and universities. KVIE employs 2 long-term paid internships in the On Air Fundraising, Public Relations, and Education Outreach departments. KVIE recently had a paid internship in the Accounting department. 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:** 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 two annual reporting periods ago, 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. The Human Resources Manager ensures EEO requirements and standards are met.