

For the period commencing August 1, 2023, to July 31, 2024 (report term). Prepared by KVIE, Inc.
 This report covers the following employment unit:

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

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

1. Editor

- # of person(s) interviewed: 7
- # of person(s) hired: 2 hired for 2 positions
- (#) Indicates recruitment source used by that many interviewees (*7 of 7 interviewees indicated recruitment source*)
- *Indicates recruitment source used by the persons hired (*2 persons hired indicated recruitment source*)

American Marketing Association at Sacramento State Asian Resources California Black Chamber of Commerce California Broadcasters Association California Hispanic Resource Council California Indian Manpower Consortium Greater Sacramento Urban League Greater Sacramento Vietnamese American Chamber of Commerce Indeed.com (1) KVIE Careers Email List KVIE Facebook KVIE LinkedIn	KVIE Website (2) KVIE X Los Rios Community Colleges Napa Valley College Planned Giving Forum of Greater Sacramento Referral** (4) Sacramento Asian Pacific Chamber of Commerce Sacramento Black Chamber of Commerce Sacramento Hispanic Chamber of Commerce University of the Pacific Veterans – TV
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2. Production Assistant

- # of person(s) interviewed: 3
- # of person(s) hired: 1 hired for 1 position
- (#) Indicates recruitment source used by that many interviewees (*3 of 3 interviewees indicated recruitment source*)
- *Indicates recruitment source used by the persons hired (*1 person hired indicated recruitment source*)

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

- # of person(s) interviewed: 2
- # of person(s) hired: 1 hired for 1 position
- (#) Indicates recruitment source used by that many interviewees (*2 of 2 interviewees indicated recruitment source*)
- *Indicates recruitment source used by the persons hired (*1 person hired indicated recruitment source*)

American Marketing Association at Sacramento State Asian Resources Association for Fundraising Professionals California Capital Chapter California Black Chamber of Commerce California Broadcasters Association California Hispanic Resource Council California Indian Manpower Consortium Greater Sacramento Urban League Handshake KVIE Careers Email List KVIE Facebook	KVIE Website* (2) KVIE X Los Rios Community Colleges Napa Valley College Planned Giving Forum of Greater Sacramento Sacramento Asian Pacific Chamber of Commerce Sacramento Black Chamber of Commerce Sacramento Hispanic Chamber of Commerce University of the Pacific Veterans – TV
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4. Accounting & HR Clerk

of person(s) interviewed: 2

of person(s) hired: 1 hired for 1 position

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

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

American Marketing Association at Sacramento State	KVIE Website
Asian Resources	KVIE X
Association for Fundraising Professionals California Capital Chapter	Ledgent Recruiting Firm* (2)
California Black Chamber of Commerce	Los Rios Community Colleges
California Broadcasters Association	Napa Valley College
California Hispanic Resource Council	Planned Giving Forum of Greater Sacramento
California Indian Manpower Consortium	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Black Chamber of Commerce
Handshake	Sacramento Hispanic Chamber of Commerce
KVIE Careers Email List	Sierra College
KVIE Facebook	University of the Pacific
KVIE LinkedIn	Veterans – TV

5. Producer

of person(s) interviewed: 4

of person(s) hired: 2 hired for 2 positions

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

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

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

6. Marketing Assistant

of person(s) interviewed: 2

of person(s) hired: 1 hired for 1 position

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

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

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

B. During the report term, there were eight regular, full-time vacancies, with 20 interviewees and eight regular, full-time hired interviewees. The following information lists each recruitment source (with contact information) that *referred* interviewees to KVIE and the number of interviewees and hired persons referred by each source. All applicants are asked to designate the recruiting source they used. Twenty of the 20 interviewees indicated the recruitment source.

Source	Sent Via	Contact	Source used by interviewees	Source used by the hired person(s)
American Marketing Association at Sacramento State	Email	Email: amacsus@gmail.com Web: https://www.linkedin.com/in/amaatsacstate/		
Asian Resources 6270 Elder Creek Road Sacramento, CA 95824	Email	Phone: 916-454-1892 Email: chong@asianresources.org Web: https://asianresources.org/		
California Black Chamber of Commerce 1600 Sacramento Inn Way #232, Sacramento, CA 95815	Email	Phone: 916-467-8878 Email: cbcc@calbcc.org Web: http://www.calbcc.org/		
California Broadcasters Association 915 L Street, Suite 1150 Sacramento, CA 95814	Email	Phone: 916-444-2237 Email: cbaberry@aol.com Web: http://www.yourcba.com/		
California Hispanic Resource Council 500 Capitol Mall, Suite 2350 Sacramento, CA 95814	Email	Phone: 916-451-7151 Email: salvadorchrc@yahoo.com Web: http://www.chrcsacramento.org/		
California Indian Manpower Consortium 738 N. Market Blvd. Sacramento, CA 95834	Email	Phone: 800-640-2462 Email: saram@cimcinc.com Web: http://www.cimcinc.org/		
Career Fair – American River College October 11, 2023 4700 College Oak Drive Sacramento, CA 95841	In Person	Human Resources Executive and Executive Assistant to the President		
Career Fair – Sacramento State March 5, 2024 6000 J Street Sacramento, CA 95819	In Person	Human Resources Executive and Executive Assistant to the President		
Career Fair – University of California, Davis February 21, 2024 1 Shields Drive Davis, CA 95616	In Person	Human Resources Executive and Executive Assistant to the President		
Career Fair – University of the Pacific February 22, 2024 3601 Pacific Avenue Stockton, CA 95211	In Person	Human Resources Executive and Executive Assistant to the President		
Current.org 4400 Massachusetts NW, Washington, DC 20016	Web	Phone: 860-437-5700 Web: https://jobs.current.org/		

Employee Referral	N/A	N/A		
Greater Sacramento Urban League 3725 Marysville Blvd. Sacramento, CA 95838	Email	Phone: 916-286-8600 Email: info@gsul.org Web: http://www.gsul.org/		
Greater Sacramento Vietnamese American Chamber of Commerce	Email	Email: info@gsvacc.org		
Handshake	Web	Web: https://app.joinhandshake.com/login	2	1
Indeed.com	Web	Web: http://www.indeed.com/	1	
KVIE Careers Email List	Email	Rose Froling Email: Careers@kvie.org Web: www.kvie.org/careers		
KVIE Facebook	Web	Rose Froling Web: https://www.facebook.com/KVIEPBS		
KVIE LinkedIn	Web	Web: https://www.linkedin.com/company/kvie-public-television/	2	
KVIE Volunteer Database Email	Email	KVIE Fundraising Events Department Volunteer Email Distribution List		
KVIE Website	Email	Rose Froling Web: www.kvie.org/careers	8	3
KVIE X	Web	Web: https://twitter.com/KVIEPBS		
Ledgent Recruiting Firm 1425 River Park Drive, Suite 540 Sacramento, CA 95815	N/A they contacted KVIE	Phone: 916- 643-1570 Email: sacramento@ledgent.com Web: https://www.ledgent.com/	2	1
Los Rios Community Colleges 1919 Spanos Ct Sacramento, CA 95825	Email	Phone: 916-568-3041 Email: hr@losrios.edu Web: https://losrios.edu/about-los-rios/contact-us		
Napa Valley College 2277 Napa-Vallejo Highway Napa, CA 94558	Email	Phone: 707-256-7000 Email: Lai.Saechao@napavalley.edu Web: http://www.napavalley.edu/contact-us.html		

Planned Giving Forum of Greater Sacramento 2030 W El Camino Avenue Sacramento, CA 95833	Email	Phone: 916-715-5939 Email: pgfgs@comcast.net Web: https://www.pgfgsac.org/		
Referral	N/A	Referral	5	3
Sacramento Asian Pacific Chamber of Commerce 2125 19 th Street, Suite 220 Sacramento, CA 95818	Email	Phone: 916-446-7883 Email: info@sacasiancc.org Web: https://www.sacasiancc.org/		
Sacramento Black Chamber of Commerce 1810 S Street Sacramento, CA 95811	Email	Phone: 916-231-0416 Email: lbuchanan@sacblackchamber.org Web: http://www.sacblackchamber.org/		
Sacramento Hispanic Chamber of Commerce 400 Capitol Mall, 9 th Floor Sacramento, CA 95814	Email	Phone: 916-486-7700 Email: info@sachcc.org Web: http://www.sachcc.org/		
Sacramento Rainbow Chamber of Commerce 1026 Florin Rd Suite 381 Sacramento, CA 95831	Online	Phone: 916-266-9630 Web: https://rainbowchamber.com/		
University of the Pacific Career Center Career Services Center (Second Floor of the McCaffrey Center) 3601 Pacific Avenue Stockton, California 95211	Email	Phone: 209-946-2361 Email: marcos@pacific.edu Web: http://www.pacific.edu/Campus-Life/Student-Services/Career-Resource-Center.html		
Veterans – TV	Email	Email: robertlefcovich@gmail.com		

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Exhibit 3 – Long-term Recruitment Initiatives

This report covers the following employment unit:

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KVIE-DT	35855	DT (digital television)	Sacramento, CA

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

Completed long-term recruitment initiatives:

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

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

- **Leadership Giving Luncheon** – August 17, 2023
- **PBS KVIE Art Auction** – this station-wide staffed endeavor features events and three live broadcast days of the auction and includes various volunteer hours working with the Fundraising Events Department, July 1, 2023 – October 31, 2023
- **American Buffalo Screening** – October 12, 2023
- **Trunk or Treat** – October 27, 2023
- **Antique Valuation Day** – October 28, 2023
- **An Evening with Lowell Bergman** – November 9, 2023
- **Rick Steves Lecture Event** – December 4, 2023
- **All Creatures Great and Small on Masterpiece Screening Event** – December 6, 2023
- **Gospel Screening** – February 6, 2024
- **Legacy Circle Brunch** – February 15, 2024
- **An Evening with Miranda Esmonde-White** – February 15, 2024
- **PBS KVIE Curiosity Day at MOSAC** – March 2024
- **PBS KVIE Golf Classic** – May 6, 2024 (station personnel included teams from Fundraising Events, Sponsorship, Accounting, Donor Services, Marketing, Production, and Facilities departments along with the President and General Manager, Associate General Manager – Operations, and the Human Resources Executive
- **Spring Garden Party Fundraiser** – June 2, 2024
- **Leadership Giving Luncheon** – July 17, 2024
- **KVIE Tabling at the California State Fair** – July 26, 2024

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

KVIE encourages employees to attend at least one training seminar each year within their specific job duties to improve their skills, help them qualify for a higher-level position, and keep current with industry and job standards. KVIE provides at least one mandatory all-staff training session each year. During the reporting period, **all employees received CPB Harassment and Discrimination Prevention training completed by June 30, 2024, and safety training on July 25, 2024.** During the reporting period, staff had access to online and in-person training opportunities for multiple fields of study. Some of the job and employee-specific training offered and completed by staff include the following:

- Empowering Non-Profits: Creative Strategies for Prospect Research and Planned Giving – August 24, 2023
- Planned Giving Forum of Greater Sacramento – Empowering Non-Profits: Creative Strategies for Prospect Research – August 24, 2023

- Veritus Three Steps to Triple Your Mid-Level Donors Giving – August 31, 2023
- Xpression Training – September 26, 2023
- SEPC Behavioral Finance – September 27, 2023
- Top Ways to Thank Donors and Inspire Loyalty: Chronicle of Philanthropy – September 28, 2023
- Philanthropy Always Sounds Like Someone Else: A Portrait of High Net-Worth Donors of Color (PGFGS) – September 28, 2023
- Completing the FSR – October 11, 2023
- PBS Virtual Annual Meeting – October 24, 2023
- TAC Presents: Art of the Break (Traffic Advisory Committee) – October 24, 2023
- Cloud Transformation of the Media Supply Chain – October 25, 2023
- SEPC: Navigating an Estate Planner's Minefield – Tips to Safeguard Intent and Steer Clear of Trust Disputes – October 25, 2023
- TAC Presents: Traffic Jam (Traffic Advisory Committee) – October 25-26, 2023
- Negotiating For Success 2.0 – Planned Giving Forum of Greater Sacramento – October 26, 2023
- siX: A Conversation – October 26, 2023
- Summer 2023 Hot Switching Experiment Results Webinar – November 9-10, 2023
- CA Advancement Researchers Association: Intro to Prospect Research – November 15, 2023
- LGBTQ+ Donors: The Market and Giving Among the Community – November 16, 2023
- Engaging Donors of All Generations (Chronicle of Philanthropy) – November 16, 2023
- TRAC – January 16-18, 2024
- Google Analytics Training – January 17, 2024
- Current: A Live Users' Guide to Generative AI Tools – January 18, 2024
- Local on National March Onboarding Group Meeting – January 18, 2024
- Public Media Single Sign-On Webinar – January 23, 2024
- SEPC January Meeting – Advanced Considerations in Asset Protection – January 24, 2024
- 5.1 Audio Monitoring for QC – February 6, 2024
- Steal This Idea: Building Relationships with Major Donors – February 6, 2024
- Local on National Local Messages Program Logistics Overview – February 8, 2024
- "Co-Intelligence: Living and Working with AI" with Ethan Mollick – February 15, 2024
- Gift Acceptance Policies: A Call to Action! – February 22, 2024
- PBS Climate Engagement Webinar: Audience Research Insights – February 28, 2024
- PBS Climate Engagement Webinar: Playbook for Activation – March 13, 2024
- Specialization in Podcasting & Audio Storytelling Certificate Course – March 27-June 26, 2024
- SEPC Meeting (CSPG credit hours continuing education) – March 27, 2024
- Weaving Planned Giving Into – Your Donor Conversations – April 4, 2024
- Tech Connect – April 11, 2024
- NAB – April 14-16, 2024
- The Future of Nonprofit Regulation in the United States – April 18-19, 2024
- Break Strategy & Cross-Platform Promotion Best Practices with Lee Hunt – May 1, 2024
- High Touch Webinar: Managing Donor Interactions – May 2, 2024
- How AI is Changing the Future of Work: A Conversation with Expert Academics – May 9, 2024
- Parallax Factory Training Class – May 14-16, 2024
- Sacramento Estate Planning Forum – May 30, 2024
- High Touch Webinar – June 6, 2024
- Major Giving Office Hours – June 6, 2024
- PBS Station Town Hall Meeting – June 12, 2024
- Integrating AI with DEI in Public Media: Challenges, Solutions, and Opportunities – June 20, 2024
- Lee Hunt Cross-Platform Promotion Best Practices Webinar – June 26, 2024
- Single Sign-On Update Webinar – June 26, 2024
- YouTube Consolidation Project – June 28, 2024
- Current Trends in Fundraising – June 28, 2024
- Iterable Training – Ongoing (multiple dates; multiple people during the reporting period)
- PBS Annual Meeting (multiple people) – May 13-15, 2024
- TalentLMS / RevCRM Training – Ongoing (multiple dates; multiple people during the reporting period)
- Cybersecurity Training – (multiple dates; multiple people during the reporting period)

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

- EEO Training: Human Resources trains all hiring managers to ensure equal employment opportunities are practiced during recruitment. At the beginning of each position's interview process, Human Resources meets with the hiring manager to discuss standardized questions. Human Resources ensures EEO requirements and standards are met. Human Resources seeks a diverse candidate pool before closing recruitment.
- During the reporting period, the Human Resources Executive completed the following training and certifications:
 - i. CPB Harassment and Discrimination Prevention Training – January 23, 2024
 - ii. SHRM 2024 HR Conference – June 23-27, 2024
- During the reporting period, the CFO/Associate General Manager – Operations attended and completed the following training and certifications:
 - i. CSG Requirements and Resources – September 7, 2023
 - ii. CPB Harassment and Discrimination Prevention Training – January 22, 2024
 - iii. Avoid Penalties and Protect Your Federal Funding: CPB Community Service Grant Compliance – April 23, 2024
- During the reporting period, the President and General Manager attended and completed the following training and certifications:
 - i. Vistage – Navigating Change Amid, Life, Leadership, and Loss; Bob Day – October 18, 2023
 - ii. Vistage – Make or Break Execution Strategy – January 17, 2024
 - iii. CPB Harassment and Discrimination Prevention Training – February 1, 2024
 - iv. PBS Annual Meeting – May 13-15, 2024
 - v. Vistage – How to Leverage Your Culture as a Strategic & Competitive Advantage – February 28, 2024
 - vi. Vistage – A CEO's Field Guide to AI in your Business – March 27, 2024
 - vii. Vistage – Predict the Future Success of your Organization by Understanding the Corporate Lifecycle – May 29, 2024

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

PBS KVIE posts positions, including upper-level positions, with diverse organizations that have substantial participation by women or minorities. For every full-time vacancy that PBS KVIE recruits, job postings are sent to various community groups and job banks representing a diverse population. Should an upper-level position become available, PBS KVIE may hire recruiting firms.

5. Job fairs:

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

- American River College Career Fair – October 11, 2023
- University of California, Davis Career Fair – February 21, 2024
- University of the Pacific's Career Fair – February 22, 2024
- Sacramento State Career Fair – March 5, 2024

6. Internship program:

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