

For the period commencing August 1, 2025, to July 31, 2026 (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 reporting term, along with the recruitment sources contacted for each position. The recruitment sources used by interviewees and, if provided, the person(s) hired are indicated.

1. Citizen Journalism Editor

of persons interviewed: 4

of persons hired: 1 hired for 1 position

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

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

American Marketing Association at Sacramento State	KVIE Volunteer Email Distribution List
Asian American Journalists Association	KVIE Website
Asian Resources	KVIE X
California Black Chamber of Commerce	Los Rios Community Colleges
California Broadcasters Association	Napa Valley College
California Indian Manpower Consortium	National Association of Black Journalists
Greater Sacramento Urban League	National Association of Hispanic Journalists
Handshake	Pacific University
Indigenous Journalists Association	Planned Giving Forum of Greater Sacramento
JournalismJobs.com (1)	Referral (2)
KVIE Careers Email List	Sacramento Asian Pacific Chamber of Commerce
KVIE Facebook	Sacramento Hispanic Chamber of Commerce
KVIE LinkedIn* (1)	Veterans – TV

2. Education Reporter

of persons interviewed: 4

of persons hired: 1 hired for 1 position

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

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

American Marketing Association at Sacramento State	KVIE Website (1)
Asian American Journalists Association	KVIE X
Asian Resources	Los Rios Community Colleges
California Black Chamber of Commerce	Napa Valley College
California Broadcasters Association	National Association of Black Journalists
California Indian Manpower Consortium	National Association of Hispanic Journalists
Greater Sacramento Urban League	Referral (1)
Handshake	Pacific University
JournalismJobs.com*(2)	Planned Giving Forum of Greater Sacramento
KVIE Careers Email List	Sacramento Asian Pacific Chamber of Commerce
KVIE Facebook	Sacramento Hispanic Chamber of Commerce
KVIE LinkedIn	Veterans – TV
KVIE Volunteer Email Distribution List	

3. Audience Engagement Reporter

of persons interviewed: 1

of persons hired: 1 hired for 1 position

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

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

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

4. Leadership Giving Officer

of persons interviewed: 3

of persons hired: 1 hired for 1 position

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

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

American Marketing Association at Sacramento State	KVIE LinkedIn
Asian Resources	KVIE Volunteer Email Distribution List
Association of Fundraising Professionals	KVIE Website
Association of Fundraising Professionals, CCC Local	KVIE X
California Black Chamber of Commerce	Los Rios Community Colleges
California Broadcasters Association	Napa Valley College
California Indian Manpower Consortium	Pacific University
Certified Fundraising Executive	Planned Giving Forum of Greater Sacramento
Greater Sacramento Urban League	Referral* (2)
Indeed.com (1)	Sacramento Asian Pacific Chamber of Commerce
KVIE Careers Email List	Sacramento Hispanic Chamber of Commerce
KVIE Facebook	Veterans – TV

5. Community Room Coordinator

of persons interviewed: 4

of persons hired: 1 hired for 1 position

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

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

American Marketing Association at Sacramento State	KVIE Website (1)
California Black Chamber of Commerce	KVIE X
California Broadcasters Association	Los Rios Community Colleges
California Indian Manpower Consortium	Napa Valley College
Greater Sacramento Urban League	Pacific University
Handshake* (3)	Planned Giving Forum of Greater Sacramento
KVIE Careers Email List	Sacramento Asian Pacific Chamber of Commerce
KVIE Facebook	Sacramento Hispanic Chamber of Commerce
KVIE LinkedIn	Sacramento Rainbow Chamber of Commerce
KVIE Volunteer Email Distribution List	Veterans – TV

6. Community Engagement Events Coordinator

of persons interviewed: 2

of persons hired: 1 hired for 1 position

(#) Indicates the recruitment source used by that many interviewees (*1 of 2 interviewees indicated the recruitment source*)

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

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

7. Accounting Clerk

of persons interviewed: 4

of persons hired: 1 hired for 1 position

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

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

American Marketing Association at Sacramento State	KVIE X
California Black Chamber of Commerce	Los Rios Community Colleges
California Broadcasters Association	Napa Valley College
California Indian Manpower Consortium	Referral* (1)
Greater Sacramento Urban League	Pacific University
Handshake (2)	Planned Giving Forum of Greater Sacramento
KVIE Careers Email List	Sacramento Asian Pacific Chamber of Commerce
KVIE Facebook	Sacramento Hispanic Chamber of Commerce
KVIE LinkedIn	Sacramento Rainbow Chamber of Commerce
KVIE Website (1)	Veterans – TV

8. Local News Editor

of persons interviewed: 2

of persons hired: 1 hired for 1 position

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

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

American Marketing Association at Sacramento State	KVIE X
California Black Chamber of Commerce	Los Rios Community Colleges
California Broadcasters Association	Napa Valley College
California Indian Manpower Consortium	Referral* (1)
Greater Sacramento Urban League	Pacific University
JournalismJobs.com	Planned Giving Forum of Greater Sacramento
KVIE Careers Email List	Sacramento Asian Pacific Chamber of Commerce
KVIE Facebook	Sacramento Hispanic Chamber of Commerce
KVIE LinkedIn (1)	Sacramento Rainbow Chamber of Commerce
KVIE Volunteer Email Distribution List	Veterans – TV
KVIE Website	

9. Leadership Giving Officer

of persons interviewed: 1

of persons hired: 1 hired for 1 position

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

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

American Marketing Association at Sacramento State	KVIE Website
Association of Fundraising Professionals	KVIE X
Association of Fundraising Professionals, CCC Local* (1)	Los Rios Community Colleges
California Black Chamber of Commerce	Napa Valley College
California Broadcasters Association	Pacific University
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
Greater Sacramento Urban League	PublicMediaJobs.org
Handshake	Sacramento Asian Pacific Chamber of Commerce
KVIE Careers Email List	Sacramento Hispanic Chamber of Commerce
KVIE Facebook	Sacramento Rainbow Chamber of Commerce
KVIE LinkedIn	Veterans – TV
KVIE Volunteer Email Distribution List	

- B. During the report term, there were nine regular, full-time vacancies, with 25 interviewees and nine regular, full-time hired interviewees. The following information lists each recruitment source (with contact information) that *referred* interviewees to KVIE, along with the number of interviewees and hired individuals referred by each source. All applicants are asked to designate the recruiting source they used. Twenty-four interviewees of the 25 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 American Journalists Association 5 Third Street, Suite 1108 San Francisco, CA 94103	Web	Email: support@aja.org Web: https://www.aja.org/		
Asian Resources 6270 Elder Creek Road Sacramento, CA 95824	Email	Phone: 916-454-1892 Email: chong@asianresources.org Web: https://asianresources.org/		
Association of Fundraising Professionals 4200 Wilson Boulevard, Suite 480 Arlington, VA 22203-4416	Web	Phone: 703-684-0410 Email: afp@afpglobal.org Web: https://careers.afpglobal.org/jobs/		
Association of Fundraising Professionals, CCC Local 1721 Eastern Ave. Sacramento, CA 95864	Email	Phone: 916-302-4440 Email: info@afpccc.org Web: https://www.afpccc.org/	1	1
California Black Chamber of Commerce 1600 Sacramento Inn Way, Suite 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 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 – Pacific University 601 Pacific Avenue Stockton, CA 95211 February 19, 2026	In Person	Human Resources Executive and Executive Assistant to the President		

Career Fair – Woodland Community College Building 800 – Community Room 2300 E. Gibson Road, Woodland, CA 95776 March 17, 2026	In Person	Human Resources Executive		
Certified Fundraising Executive 2000 Duke Street, Floor 3 Alexandria, VA 22314	Web	Phone: 703-820-5555 Web: https://www.cfre.org/		
Greater Sacramento Urban League 3725 Marysville Blvd. Sacramento, CA 95838	Email	Phone: 916-286-8600 Email: info@gsul.org Web: http://www.gsul.org/		
Handshake	Web	Web: https://joinhandshake.com/	5	1
Indeed.com	Web	Web: http://www.indeed.com/	1	
Indigenous Journalists Association	Web	Web: https://indigenousjournalists.org/jobs/post-a-job/preview/		
JournalismJobs.com	Web	Phone: 510-508-7386 Email: info@journalismjobs.com Web: https://www.journalismjobs.com/	3	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/	3	2
KVIE Volunteer Email Distribution List	Email	KVIE Fundraising Events Department Volunteer Email Distribution List		
KVIE Website	Web	Rose Froling Web: www.kvie.org/careers	3	
KVIE X	Web	Web: https://x.com/KVIEPBS		
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: https://www.napavalley.edu/index.htm		

National Association of Black Journalists NABJ Career Center 8800 Lakewood Dr #117 Windsor, CA 95492	Web	Phone: 703-629-0178 Email: info@nabjcareers.org Web: https://nabjcareers.org/		
National Association of Hispanic Journalists NAHJ Career Center PO Box 117 Windsor, CA 95492	Web	Phone: 703-629-0178 Email: info@nahjcareers.org Web: https://www.nahjcareers.org/		
Pacific University 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		
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/		
PublicMediaJobs.org 4400 Massachusetts NW, Washington, Dist. Columbia 20016	Web	Phone: 860-437-5700 Web: https://jobs.current.org/		
Referral	N/A	Referral	8	4
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 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 Sacramento, CA 95831	Online	Phone: 916-266-9630 Web: https://rainbowchamber.com/		
Veterans – TV	Email	Email: robertlefcovich@gmail.com		

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Prepared by KVIE, Inc.

Exhibit 3 – Long-term Recruitment Initiatives

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

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

Completed long-term recruitment initiatives:

1. Training programs designed to enable station personnel to acquire skills:

KVIE encourages employees to attend at least one training seminar per year, relevant to their specific job duties, to enhance their skills, qualify for higher-level positions, and stay current with industry and job standards. KVIE provides at least one mandatory all-staff training session each calendar year. All new hires are required to complete anti-harassment training upon starting employment with KVIE.

1. Harassment & Discrimination Prevention for Managers – June 2, 2026
2. Sexual Harassment Prevention Training for Non-Managers & Supervisors – July 2026 (completed by July 31, 2026)
3. Some of the job- and employee-specific training offered and completed by staff include the following:
 - i. Grant Center Orientation Part 3 – August 5, 2025
 - ii. 2023 Your Role: Internet Security and You – August 11, 2025
 - iii. YoPro Talks #2: Finding Your Audience Through Community Engagement (multiple people during the reporting period) – August 15, 2025
 - iv. Planned Giving Fundamentals – August 21, 2025
 - v. To Flight or Not to Flight! – September 11, 2025
 - vi. BIG Presents: Local Nielsen TV Dashboard + DOMO Streaming Data – Building a Reach Story – October 23, 2025
 - vii. General Audience Programming Long Lead Preview – October 31, 2025
 - viii. Wheatstone Strata Audio Console Technical Training (multiple people during the reporting period) – January 14 & January 15, 2026
 - ix. Innovate With Current: The Future of Public Media – January 15, 2026
 - x. 2026/27 TOT Grant Workshop – January 20, 2026
 - xi. What's the Deal With That? – February 11, 2026
 - xii. Nonprofit Fundraising Summit: The Great Connection – March 4 and March 5, 2026
 - xiii. Diversifying Grant Funding in an Era of Uncertainty – March 5, 2026
 - xiv. CGP Webinar: Why Your Pitch Isn't Landing: What Donors Actually Hear in Gift Planning Conversations (multiple people during the reporting period) – March 17, 2026
 - xv. SPCC Plans for APSA Sites – Sac County EMD – March 18, 2026
 - xvi. Workshop – Building Relationships with our Supporters (of all kinds) (multiple people during the reporting period) – March 26, 2026
 - xvii. MSB Leadership Summit – April 8, 2026
 - xviii. Segment Smarter, Not Harder – April 8, 2026
 - xix. Additional Phishing Training – April 22, 2026
 - xx. PBS Annual Meeting (multiple people during the reporting period) – May 5 to May 7, 2026
 - xxi. ProTrack Mythbusters: Separating Fact from Fiction – June 10, 2026
 - xxii. INN Days – June 16-18, 2026
 - xxiii. Planned Giving Forum of Greater Sacramento – Storytelling in Philanthropy – June 24, 2026
4. During the reporting period, the Associate General Manager – Philanthropy attended and completed the following training and certifications:
 1. MSB Leadership Summit – April 8, 2026

2. 2026 Estate Planning Forum – May 21, 2026

5. During the reporting period, the President and General Manager attended and completed the following training and certifications:
 1. 40 Hour Work Year – September 24, 2025
 2. MSB Leadership Summit – April 8, 2026
 3. Driving Profitability Through Strategic Pricing – March 25, 2026
 4. PBS GM Annual Meeting – May 5, 2026
 5. From Harvard to Hostages: How Executives Can Negotiate Practically Anything – May 20, 2026

2. Training management-level personnel in methods of ensuring equal employment opportunity and preventing discrimination:

1. 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.
2. During the reporting period, the Human Resources Executive completed the following training and certifications:
 1. InterWest 2026 Employment Law Updates – January 13, 2026
 2. PKWH Webinar: 2026 Labor Law & Employment Law Updates – January 27, 2026
 3. Employment Law Year-in-Review 2025 – January 29, 2026
 4. CA Legislative & HR Leadership Summit – April 15, 2026

3. 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 for, job postings are sent to various community groups and job banks that represent a diverse population. Should an upper-level position become available, PBS KVIE may hire recruiting firms.

4. Job fairs:

Across the current two-year period (August 1, 2024 – July 31, 2026), station personnel with substantial hiring responsibility participated in five job fairs, satisfying the four-fair threshold of the requirement: three during the 2024–25 term (Sacramento State Career Fair – October 1, 2024, University of California, Davis Career Fair – February 5, 2025, and University of the Pacific's Career Fair – February 20, 2025) and two during the 2025–26 term listed below:

1. Pacific University Career Fair – February 19, 2026
2. Woodland Community College Career Fair – March 17, 2026