

For the period commencing August 1, 2019 to July 31, 2020 (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 and the person(s) hired, if provided, are indicated.

**1. Marketing Assistant and Marketing Coordinator**

*This one recruitment posting for Marketing Assistant resulted in the hiring of 2 people for 2 different positions: Marketing Assistant and Marketing Coordinator. # of persons interviewed: 3; 2 hired for 2 positions; 1 for each position.*

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

*\*indicates recruitment source used by person hired (2 persons hired indicated recruitment source)*

American Marketing Association at Sacramento State	PBS KVIE Facebook
Asian Resources	PBS KVIE LinkedIn
Association of Fundraising Professionals California Capital Chapter	PBS KVIE Twitter
California Black Chamber of Commerce	PBS KVIE Volunteer Database Email
California Broadcasters Association	<b>PBS KVIE Web** (3)</b>
California Hispanic Resource Council	Planned Giving Forum of Greater Sacramento
California Indian Manpower Consortium	Sacramento Asian Pacific Chamber of Commerce
California State University – Career Fair	Sacramento Black Chamber of Commerce
Greater Sacramento Urban League	Sacramento Hispanic Chamber of Commerce
Greater Sacramento Vietnamese American Chamber	University of California, Davis Intern & Career Center
Inter-Tribal Council of California	University of the Pacific
Los Rios Community Colleges	Veterans – TV
Napa Valley College	

**2. Network Administrator**

*# of persons interviewed: 2; 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 person hired (1 person hired indicated recruitment source)*

American Marketing Association at Sacramento State	Napa Valley College
Asian Resources	PBS KVIE Facebook
Association of Fundraising Professionals California Capital Chapter	PBS KVIE LinkedIn
California Black Chamber of Commerce	PBS KVIE Twitter
California Broadcasters Association	PBS KVIE Volunteer Database Email
California Hispanic Resource Council	<b>PBS KVIE Web* (1)</b>
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
California State University – Career Fair	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Black Chamber of Commerce
Greater Sacramento Vietnamese American Chamber	Sacramento Hispanic Chamber of Commerce
<b>Indeed.com (1)</b>	University of California, Davis Intern & Career Center
Inter-Tribal Council of California	University of the Pacific
Los Rios Community Colleges	Veterans – TV

**3. Director of Development & Marketing**

# of persons interviewed: 5; 1 hired for 1 position

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

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

American Marketing Association at Sacramento State Asian Resources Association of Fundraising Professionals California Capital Chapter California Black Chamber of Commerce California Broadcasters Association California Hispanic Resource Council California Indian Manpower Consortium Current Classifieds <b>Employee Referral (1)</b> Greater Sacramento Urban League Greater Sacramento Vietnamese American Chamber Inter-Tribal Council of California Los Rios Community Colleges	Napa Valley College PBS KVIE Facebook <b>PBS KVIE LinkedIn (1)</b> PBS KVIE Twitter PBS KVIE Volunteer Database Email <b>PBS KVIE Web* (3)</b> 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
---	--

**4. Donor Services Representative**

# of persons interviewed: 7; 1 hired for 1 position

(#) indicates recruitment source used by that many interviewees (7 of 7 interviewees indicated recruitment source)

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

American Marketing Association at Sacramento State Asian Resources Association of Fundraising Professionals California Capital Chapter California Black Chamber of Commerce California Broadcasters Association California Hispanic Resource Council California Indian Manpower Consortium <b>Craigslist.org (1)</b> <b>Employee Referral (1)</b> Greater Sacramento Urban League Greater Sacramento Vietnamese American Chamber <b>Indeed.com (1)</b>	Inter-Tribal Council of California Los Rios Community Colleges Napa Valley College Planned Giving Forum of Greater Sacramento PBS KVIE Facebook PBS KVIE Twitter <b>PBS KVIE Web* (4)</b> Sacramento Asian Pacific Chamber of Commerce Sacramento Black Chamber of Commerce Sacramento Hispanic Chamber of Commerce University of the Pacific Veterans – TV
---	--

**5. Chief Philanthropy Officer**

# of persons interviewed: 2; 1 hired for 1 position

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

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

American Marketing Association at Sacramento State Asian Resources <b>Association of Fundraising Professionals California Capital Chapter* (1)</b> 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 Impact Foundry <b>Indeed.com (1)</b> Impact Foundry Inter-Tribal Council of California	Los Rios Community Colleges Napa Valley College PBS KVIE Facebook PBS KVIE LinkedIn.com PBS KVIE Twitter PBS KVIE Volunteer Database Email PBS KVIE Web 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
--	--

B. There were six regular, full-time vacancies (two of which were in one recruitment posting) during the Report Term with a total of six regular, full-time hired interviewees. The following information lists each recruitment source (with contact information) that *referred* interviewees to PBS KVIE and the number of interviewees and hired persons referred by each source. All applicants are asked to designate the recruiting source they used.

Source	Sent Via	Contact	Source used by interviewees	Source used by hired person(s)
<b>American Marketing Association at Sacramento State</b>	Email	Email: amacus@gmail.com Web: <a href="https://www.linkedin.com/in/amaatsacstate/">https://www.linkedin.com/in/amaatsacstate/</a>		
<b>Asian Resources</b> 6270 Elder Creek Road Sacramento, CA 95824	Email	Phone: 916-454-1892 Web: <a href="https://asianresources.org/">https://asianresources.org/</a> Email: <a href="mailto:chong@asianresources.org">chong@asianresources.org</a>		
<b>Association of Fundraising Professionals California Capital Chapter</b> 1721 Eastern Ave, Suite 19 Sacramento, CA 95864	Web	Phone: 916-302-4440 Email: <a href="mailto:jobs@afpnet.org">jobs@afpnet.org</a> Web: <a href="http://www.afpccc.org/">http://www.afpccc.org/</a>	1	1
<b>California Black Chamber of Commerce</b> 600 Sacramento Inn Way #232, Sacramento, CA 95815	Email	Phone: 916-467-8878 Email: <a href="mailto:cbcc@calbcc.org">cbcc@calbcc.org</a> Web: <a href="http://www.calbcc.org/">http://www.calbcc.org/</a>		
<b>California Broadcasters Association</b> 915 L Street, Suite 1150 Sacramento, CA 95814	Email	Phone: 916-444-2237 Email: <a href="mailto:cbaberry@aol.com">cbaberry@aol.com</a> Web: <a href="http://www.yourcba.com/">http://www.yourcba.com/</a>		
<b>California Hispanic Resource Council</b> 1006 4th Street, Suite 708 Sacramento, CA 95814	Email	Phone: 916-451-7151 Email: <a href="mailto:salvadorchrc@yahoo.com">salvadorchrc@yahoo.com</a> Web: <a href="http://www.chrcsacramento.org/">http://www.chrcsacramento.org/</a>		
<b>California Indian Manpower Consortium</b> 738 N. Market Blvd. Sacramento, CA 95834	Email	Phone: 916-920-0285 Email: <a href="mailto:saram@cimcinc.com">saram@cimcinc.com</a> Web: <a href="http://www.cimcinc.org/">http://www.cimcinc.org/</a>		
<b>Career Fairs and Mock Interviews</b>  <b>California Military Hire Resource &amp; Career Fair</b> Crowne Plaza Hotel 5321 Date Avenue Sacramento, CA 95841 <i>August 29, 2019</i>  <b>CSUS, Job &amp; Internship Fair</b> 6000 J Street Sacramento, CA 95819 Main Career Center <i>September 30, 2019</i>  <b>Mock Interviews at University of Pacific</b> University of the Pacific 3601 Pacific Avenue Stockton, CA 95211	Person	In person at each site		

February 7, 2020				
<b>Craigslist.org</b>	Web	online posting only <a href="http://www.craigslist.org">www.craigslist.org</a>	1	
<b>Employee Referral</b>	N/A	Rose Froling Email: <a href="mailto:careers@kvie.org">careers@kvie.org</a> Web: <a href="http://www.kvie.org">www.kvie.org</a>	2	
<b>Greater Sacramento Urban League</b> 3725 Marysville Blvd. Sacramento, CA 95838	Email	Phone: 916-286-8600 Email: <a href="mailto:info@gsul.org">info@gsul.org</a> Web: <a href="http://www.gsul.org/">http://www.gsul.org/</a>		
<b>Greater Sacramento Vietnamese American Chamber</b> <a href="http://www.gsvacc.org/">http://www.gsvacc.org/</a>	Email	Email: <a href="mailto:info@gsvacc.org">info@gsvacc.org</a> Web: <a href="http://www.gsvacc.org/">http://www.gsvacc.org/</a>		
<b>Impact Foundry</b> 2030 W El Camino Avenue, 2 <sup>nd</sup> Floor Sacramento, CA 95833	Web	Phone: 916-569-8555 Web: <a href="https://impactfoundry.org/jobs/">https://impactfoundry.org/jobs/</a>		
<b>Indeed.com</b>	Web	Web: <a href="http://www.indeed.com/">http://www.indeed.com/</a>	3	
<b>Internal Employee</b>	Web/ Email	Web: <a href="http://www.kvie.org">www.kvie.org</a>		
<b>Inter-Tribal Council of California</b> 3425 Arden Way Sacramento, CA 95825	Email	Phone: 916-973-9581 Email: <a href="mailto:intertribal.ca@itccinc.org">intertribal.ca@itccinc.org</a>		
<b>Los Rios Community Colleges</b> 1919 Spanos Ct Sacramento, CA 95825	Email	Phone: 916-568-3041 Email: <a href="mailto:hr@losrios.edu">hr@losrios.edu</a> Web: <a href="https://losrios.edu/about-los-rios/contact-us">https://losrios.edu/about-los-rios/contact-us</a>		
<b>PBS KVIE Facebook</b>	Web	Rose Froling Web: <a href="https://www.facebook.com/KVIEPBS">https://www.facebook.com/KVIEPBS</a>		
<b>PBS KVIE Volunteer Database Email</b>	Email	KVIE Fundraising Events Department Volunteer Email Distribution List		
<b>PBS KVIE Website</b>	Email	Rose Froling Web: <a href="http://www.kvie.org">www.kvie.org</a>	11	5
<b>PBS KVIE LinkedIn</b> <a href="http://www.linkedin.com">http://www.linkedin.com</a>	Web	Web: <a href="http://www.linkedin.com">http://www.linkedin.com</a>	1	

<b>Planned Giving Forum of Greater Sacramento</b> 1130 Iron Point Rd STE 100 Folsom, CA 95630		Phone: 916-715-5939 Email: <a href="mailto:pgfgs@comcast.net">pgfgs@comcast.net</a> Web: <a href="https://www.pgfsac.org/">https://www.pgfsac.org/</a>		
<b>Napa Valley College</b> 2277 Napa-Vallejo Highway Napa, CA 94558	Email	Phone: 707-256-7000 Email: <a href="mailto:Lai.Saechao@napavalley.edu">Lai.Saechao@napavalley.edu</a> Web: <a href="http://www.napavalley.edu/Pages/default.aspx">http://www.napavalley.edu/Pages/default.aspx</a>		
<b>Sacramento Asian Pacific Chamber of Commerce</b> 2331 Alhambra Blvd Sacramento, CA 95817	Email	Phone: 916-446-7883 Email: <a href="mailto:info@sacasiancc.org">info@sacasiancc.org</a> Web: <a href="https://www.sacasiancc.org/">https://www.sacasiancc.org/</a>		
<b>Sacramento Black Chamber of Commerce</b> 5770 Freeport Blvd, Suite 44 Sacramento, CA 95822	Email	Phone: 916-231-0416 Email: <a href="mailto:lbuchanan@sacblackchamber.org">lbuchanan@sacblackchamber.org</a> Web: <a href="http://www.sacblackchamber.org/">http://www.sacblackchamber.org/</a>		
<b>Sacramento Hispanic Chamber of Commerce</b> 1451 River Park Drive, #220 Sacramento, CA 95815	Email	Phone: 916-486-7700 Email: <a href="mailto:info@sachcc.org">info@sachcc.org</a> Web: <a href="http://www.sachcc.org/">http://www.sachcc.org/</a>		
<b>University of California, Davis</b> 1 Shields Avenue Davis, CA 95616	Web	Web: <a href="https://iccweb.ucdavis.edu/students/ajl.htm">https://iccweb.ucdavis.edu/students/ajl.htm</a>		
<b>University of the Pacific</b> 3601 Pacific Avenue Stockton, California 95211	Email	Phone: 209-946-2285 Email: <a href="mailto:charuta@pacific.edu">charuta@pacific.edu</a> Web: <a href="http://www.pacific.edu/Campus-Life/Student-Services/Career-Resource-Center.html">http://www.pacific.edu/Campus-Life/Student-Services/Career-Resource-Center.html</a>		
<b>Veterans – TV</b>	Email	Email: <a href="mailto:robertlefcovich@gmail.com">robertlefcovich@gmail.com</a>		

For the period commencing August 1, 2019 to July 31, 2020 (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 – some of which were impacted by COVID-19 and stay-at-home orders:**

- Job Fairs:** During the reporting period, PBS KVIE’s recruitment representatives attended job fairs at: California Military Hire Resource & Career Fair, August 29, 2019 and CSUS, Job & Internship Fair, September 30, 2019, and Mock Interviews at University of Pacific on Friday, February 7, 2020. PBS KVIE was scheduled to attend the University of Pacific Spring Career Fair, but the career fair was rescheduled until fall 2020 due to COVID-19.
- Diverse Recruitment Posting:** 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.
- Internship Program:** PBS KVIE continues to develop a comprehensive internship program and has established more productive relationships with local colleges/universities. Past internships have also been available in Fundraising Events, Production, Finance, and Education. Most interns are students attending local universities and colleges including: University of California, Davis; California State University, Sacramento; and Los Rios Community Colleges. *During the reporting period, PBS KVIE did not have any interns due to COVID-19.*
- Volunteer Program:** KVIE offers diverse opportunities to the community for volunteer work in a broadcast and general office setting. As a result, volunteers receive training in many aspects of broadcast television and general administrative and outreach tasks they might not easily access otherwise. *Due to COVID-19, PBS KVIE’s volunteer program did not use volunteers after March 18, 2020.*
- Training Programs:** PBS KVIE encourages employees to attend at least one training seminar 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, PBS KVIE provides at least one mandatory all-staff training session each year. During the reporting period, all employees received safety training and harassment and discrimination prevention training. 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. PBS KVIE encourages staff to job shadow other PBS KVIE colleagues.
- Dissemination of EEO Policy:** The public, including all applicants and employees have access to the station’s EEO policy on its website. In addition, all job postings include the EEO policy when distributed during recruitment. All senior managers received harassment and discrimination prevention training. All hiring managers are trained by Human Resources to ensure equal employment opportunities are practiced during recruitment.
- 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 fulltime vacancy that PBS KVIE recruits for, job postings are sent to various community groups and job banks that represent a diverse population.
- Recruitment/Interview:** All hiring managers are trained by Human Resources to ensure equal employment opportunities are practiced during recruitment. Upon the beginning of the interview process, Human Resources meets with hiring manager to discuss standardized questions. The Director of Human Resources ensures EEO requirements and standards are met. The Human Resources Director does not close recruitment for positions until there is a wide net of candidates in diversity areas.