

For the period commencing August 1, 2020, to July 31, 2021 (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. Donor Services Representative**

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

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

American Marketing Association at Sacramento State	Napa Valley College
Asian Resources	PBS KVIE Facebook
California Black Chamber of Commerce	PBS KVIE LinkedIn
California Broadcasters Association	PBS KVIE Twitter
California Hispanic Resource Council	PBS KVIE Web
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
Current.org	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Urban League	Sacramento Black Chamber of Commerce
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Hispanic Chamber of Commerce
Impact Foundry	University of the Pacific
<b>Indeed.com* (1)</b>	Veterans – TV
Los Rios Community Colleges	

**2. Marketing Coordinators**

# of persons interviewed: 4; 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	Napa Valley College
Asian Resources	PBS KVIE Facebook
California Black Chamber of Commerce	<b>PBS KVIE LinkedIn* (3)</b>
California Broadcasters Association	PBS KVIE Twitter
California Hispanic Resource Council	PBS KVIE Web
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
Current.org	<b>Referral* (1)</b>
Greater Sacramento Urban League	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Black Chamber of Commerce
Impact Foundry	Sacramento Hispanic Chamber of Commerce
Indeed.com	University of the Pacific
Los Rios Community Colleges	Veterans – TV

**3. Leadership Giving Coordinator**

# 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 the person hired (*1 person hired indicated recruitment source*)

American Marketing Association at Sacramento State	PBS KVIE Facebook
Asian Resources	PBS KVIE LinkedIn
California Black Chamber of Commerce	PBS KVIE Twitter
California Broadcasters Association	<b>PBS KVIE Web* (2)</b>
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
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Hispanic Chamber of Commerce
Indeed.com	University of the Pacific
Los Rios Community Colleges	Veterans – TV
Napa Valley College	

**4. Sponsorship Coordinator**

# of persons interviewed: 3; 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 person 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 <b>Indeed.com* (3)</b> Los Rios Community Colleges Napa Valley College	Planned Giving Forum of Greater Sacramento PBS KVIE Facebook PBS KVIE LinkedIn PBS KVIE Twitter PBS KVIE Web 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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**5. Production Assistant**

# 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 the person 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 Los Rios Community Colleges	Napa Valley College PBS KVIE Volunteer Database Email <b>PBS KVIE Web* (2)</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
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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 the hired person(s)
<b>American Marketing Association at Sacramento State</b>	Email	Email: <a href="mailto:amacsus@gmail.com">amacsus@gmail.com</a> Web: <a href="https://www.linkedin.com/in/amaat-sacstate/">https://www.linkedin.com/in/amaat-sacstate/</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>California Black Chamber of Commerce</b> 1600 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>Current.org</b>	Web	Web: <a href="https://jobs.current.org/">https://jobs.current.org/</a>		
<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 of Commerce</b>	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>	4	2
<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>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>PBS KVIE Facebook</b>	Web	Rose Froling Web: <a href="https://www.facebook.com/KVIEPBS">https://www.facebook.com/KVIEPBS</a>		
<b>PBS KVIE LinkedIn</b>	Web	Web: <a href="https://www.linkedin.com/company/kvie-public-television/">https://www.linkedin.com/company/kvie-public-television/</a>	3	1
<b>PBS KVIE Twitter</b>	Web	Web: <a href="https://twitter.com/KVIEPBS">https://twitter.com/KVIEPBS</a>		
<b>PBS KVIE Volunteer Database Email</b>	Email	PBS KVIE Fundraising Events Department Volunteer Email Distribution List		
<b>PBS KVIE Website</b>	Email	Rose Froling Web: <a href="http://www.kvie.org/careers">www.kvie.org/careers</a>	4	2
<b>Planned Giving Forum of Greater Sacramento</b> 1130 Iron Point Rd STE 100 Folsom, CA 95630	Email	Phone: 916-715-5939 Email: <a href="mailto:pgfgs@comcast.net">pgfgs@comcast.net</a> Web: <a href="https://www.pgfgsac.org/">https://www.pgfgsac.org/</a>		

<b>Referral</b>	N/A	N/A	1	1
<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> 400 Capitol Mall, 9 <sup>th</sup> Floor Sacramento, CA 95814	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 the Pacific Career Center</b> 3601 Pacific Avenue Stockton, California 95211	Email	Phone: 209-946-2285 Email: <a href="mailto:marcos@pacific.edu">marcos@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>		

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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

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:

1. **Job Fairs:** The station typically attends in-person job fairs throughout the year. *During the reporting period, PBS KVIE did not attend any job fairs due to COVID-19 guidelines and restrictions.*
2. **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.
3. **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 the 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 guidelines and restrictions.*
4. **Volunteer Program:** PBS KVIE offers diverse opportunities to the community for volunteer work to support our mission. Past opportunities have included answering donor calls, general office work, event support, and production support.
5. **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 harassment and discrimination prevention training. During the reporting period, staff had access to online training opportunities for multiple fields of study.
6. **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.
7. **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.
8. **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 the hiring manager to discuss standardized questions. Human Resources ensures EEO requirements and standards are met. Human Resources does not close recruitment for positions until there is a wide net of candidates in diversity areas.