

For the period commencing August 1, 2021, to July 31, 2022 (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 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**

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

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

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

American Marketing Association at Sacramento State	KVIE Facebook
Asian Resources	KVIE LinkedIn
California Black Chamber of Commerce	KVIE Twitter
California Broadcasters Association	KVIE Website
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
<b>Indeed.com* (1)</b>	University of the Pacific
Los Rios Community Colleges	Veterans – TV
Napa Valley College	

**2. Broadcast Engineer**

# 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 persons hired (1 person hired indicated recruitment source)

American Marketing Association at Sacramento State	KVIE LinkedIn
Asian Resources	KVIE Twitter
California Black Chamber of Commerce	KVIE Volunteers List
California Broadcasters Association	KVIE Website
California Hispanic Resource Council	Planned Giving Forum of Greater Sacramento
California Indian Manpower Consortium	<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
<b>Indeed.com (1)</b>	Sacramento Hispanic Chamber of Commerce
Los Rios Community Colleges	University of the Pacific
Napa Valley College	Veterans – TV
KVIE Facebook	

**3. Marketing Coordinator, Social Media**

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

(#) indicates recruitment source used by that many interviewees (6 of 7 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 Facebook
Asian Resources	KVIE LinkedIn
California Black Chamber of Commerce	KVIE Twitter
California Broadcasters Association	KVIE Volunteers List
California Hispanic Resource Council	<b>KVIE Website* (3)</b>
California Indian Manpower Consortium	Planned Giving Forum of Greater Sacramento
Greater Sacramento Urban League	Sacramento Asian Pacific Chamber of Commerce
Greater Sacramento Vietnamese American Chamber of Commerce	Sacramento Black Chamber of Commerce
<b>Indeed.com (3)</b>	University of the Pacific
Los Rios Community Colleges	Veterans – TV
Napa Valley College	

**4. Chief Sponsorship Manager**

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

Asian Resources Association of Fundraising Professionals California Black Chamber of Commerce California Broadcasters Association California Hispanic Resource Council California Indian Manpower Consortium Corporation for Public Broadcasting Greater Sacramento Urban League Greater Sacramento Vietnamese American Chamber of Commerce <b>Indeed.com* (4)</b> Los Rios Community Colleges Napa Valley College	<b>Other: Unknown Social Media Source (1)</b> KVIE Facebook KVIE LinkedIn KVIE Twitter KVIE Volunteer List KVIE Website PublicMediaJobs.org 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 four regular, full-time vacancies during the Report Term, with a total of four 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. Fourteen of fifteen interviewees indicated the recruitment source.

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 Email: <a href="mailto:chong@asianresources.org">chong@asianresources.org</a> Web: <a href="https://asianresources.org/">https://asianresources.org/</a>		
<b>Association of Fundraising Professionals</b> AFP California Capital Chapter 1721 Eastern Ave, Suite 19 Sacramento, CA 95864	Web	Phone: 916-302-4440 Email: <a href="mailto:info@afpccc.org">info@afpccc.org</a> Web: <a href="https://www.afpccc.org/open-job-opportunities">https://www.afpccc.org/open-job-opportunities</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>Corporation for Public Broadcasting</b> 401 9th Street, NW Washington, DC 20004-2129	Web	Phone: 202-879-9600 Web: <a href="https://cpb.org/jobline">https://cpb.org/jobline</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>Indeed.com</b>	Web	Web: <a href="http://www.indeed.com/">http://www.indeed.com/</a>	9	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>Other: Unknown Social Media Source</b>	Web	N/A – <i>the interviewee didn't specify which social media</i>	1	
<b>KVIE Facebook</b>	Web	Rose Froling Web: <a href="https://www.facebook.com/KVIEPBS">https://www.facebook.com/KVIEPBS</a>		
<b>KVIE LinkedIn</b>	Web	Web: <a href="https://www.linkedin.com/company/kvie-public-television/">https://www.linkedin.com/company/kvie-public-television/</a>		
<b>KVIE Twitter</b>	Web	Web: <a href="https://twitter.com/KVIEPBS">https://twitter.com/KVIEPBS</a>		
<b>KVIE Volunteer Database Email</b>	Email	KVIE Fundraising Events Department Volunteer Email Distribution List		
<b>KVIE Website</b>	Email	Rose Froling Web: <a href="http://www.kvie.org/careers">www.kvie.org/careers</a>	3	1
<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>PublicMediaJobs.org</b> 4400 Massachusetts NW, Washington, DC 20016	Web	Phone: 860-437-5700 Web: <a href="https://jobs.current.org/">https://jobs.current.org/</a>		

<b>Referral</b>	N/A	Employee Referral	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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**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:

**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, general office work, and event and production support. KVIE has hired some volunteers for employment 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:

- a. *KVIE Art Auction* – various volunteer hours working with the Fundraising Events department, July 1, 2021 – October 3, 2021
- b. *KVIE Golf Classic* – June 14, 2022 (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

**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 harassment and discrimination prevention training completed by June 1, 2022. During the reporting period, staff had access to ongoing online training opportunities for multiple fields of study. Some of the job and employee-specific training offered and completed by staff include the following:

- a. *sIX User Forums* – every other Tuesday, August 1, 2021 – July 2022
- b. *sIX Monthly Update Webinar* – 4th Thursday every month August 1, 2021 – July 2022
- c. *AVID User Training – Producer Group* – October 2021
- d. *DEI Data Guide: How to Ethically Collect/Store/Use, APRA* – October 18, 2021
- e. *AVID Cloud UX Training* – October 28, 2021
- f. *Inside the Mind of the Planned Giving Donor: What Neuroimaging and Experimental Research Reveal About Donor Motivations, Planned Giving Forum of Greater Sacramento* – October 28, 2021
- g. *TechCon* – several trainings from October 18 – October 28, 2021
- h. *ProTrack 7.0 Training* – January 5 & 6, 2022
- i. *Recent Developments in Charitable Giving, Northern California Planned Giving Council* – January 20, 2022
- j. *NETA Thought Leaders Conference* – January 27, 2022
- k. *Digital Transformation Program* – began February 1, 2022, and will continue to November 2022
- l. *How to Communicate with Diplomacy and Tact* – February 4, 2022
- m. *Family Foundations: The Next Generation, Planned Giving Forum of Greater Sacramento* – February 24, 2022
- n. *Doing DAFs Right & Why You Should be Leveraging DAFs to Achieve Long-Term Fundraising Success, Planned Giving Forum of Greater Sacramento* – March 24, 2022
- o. *Donor Advised Fund Training* – March 24, 2022

- p. *Spring into PBS Products; TV Listings Manager* – March 24, 2022
- q. *Spring into PBS Products; Media Manager* – March 31, 2022
- r. *Major Giving Series, Managing and Creating MGO Portfolios* – March 30, 2022
- s. *NGOC Reports training* – April 14, 2022
- t. *The Top Three Ways to Use Life Insurance in Charitable Planning, Planned Giving Forum of Greater Sacramento* – April 28, 2022
- u. *As the Lights Go Down: Donor Engagement at Campaign Close and Beyond, Donor Relations Guru* – May 10, 2022
- v. *PBS Annual Meeting* – May 27, 2022
- w. *Friends for Life: Stewarding Planned Gifts, Planned Giving Forum of Greater Sacramento* – June 23, 2022
- x. *Fundraising and Development certification* – began July 2022 and continues through the year
- y. *PMDMC Conference* – July 20-21, 2022

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

- a. During the reporting period, all senior managers received harassment and discrimination prevention training on February 1, 2022.
- b. EEO Training: All hiring managers are trained by Human Resources to ensure equal employment opportunities are practiced during recruitment. Upon the beginning of the interview process for each position, Human Resources meets with the hiring manager to discuss standardized questions. Human Resources ensures EEO requirements and standards are met. Human Resources seeks a candidate pool with diversity before closing recruitment.

During the reporting period, the Human Resources Executive completed the following training and certifications as well as an ongoing monthly DEI meeting:

- i. Certificate in Diversity and Inclusion in HR Management, HRCI, November 2021
  - ii. Leverage Diversity and Inclusion for Organizational Excellence, Stanford Graduate School of Business, January 2022
  - iii. Attends a monthly DEI meeting with other PBS HR or DEI subject matter experts.
- c. During the reporting period, the President and General Manager and the CFO/Associate General Manager – Operations attended and completed the Public Media Diversity Leaders Initiative (PMDLI) program of the Riley Institute at Furman University. The President and General Manager completed the program on December 9, 2021, and the CFO/Associate General Manager – Operations completed the program on June 8, 2022.

**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. PBS KVIE may hire recruiting firms should an upper-level position become available. Open-position notifications for the four full-time positions hired during the reporting period were given to diverse organizations:

- a. June 10, 2021\* – Donor Services Representative – *\*hired in August 2021*
- b. August 25, 2021 – Broadcast Engineer
- c. September 17, 2021 – Marketing Coordinator, Social Media
- d. January 25, 2022 – Chief Sponsorship Manager

**Job fairs:**

The station typically attends in-person job fairs throughout the year. *During the reporting period, KVIE did not participate in job fairs due to COVID-19 guidelines and restrictions.*

**Internship program:**

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. *KVIE did not have interns during the reporting period due to COVID-19 guidelines and restrictions.*