

## EEO PUBLIC FILE REPORT

For the reporting period of 8/01/16 through 7/31/17

**This report covers the following station employment unit (SEU):**

Licensee / Permittee Name	Call Sign and Type	Community of License (City, State)	FCC Facility ID Number	LMA
New Inspiration Broadcasting Company Inc.	KFAX(AM)	San Francisco, CA.	24510	No
SCA-Palo Alto, LLC	KDOW(AM)	Palo Alto, CA.	65485	No
**New Inspiration Broadcasting Company Inc.	KTRB(AM)	San Francisco, CA.	66246	Yes

\*\* New Inspiration Broadcasting Company, Inc. is the Programmer under the Local Marketing Agreement. East Bay Broadcasting, LLC is currently the Licensee.

### I. VACANCY LIST

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source ("RS") that referred the person hired for each vacancy:

Job No.	Job Vacancy Title	Recruitment Source that Referred Hired Person	Date Filled	RS's Contacted to Fill Vacancy
1	Account Executive	Employee Referral	8/8/16	1-13

### II. RECRUITMENT SOURCE LIST

During the reporting period, the following recruitment sources ("RS") were contacted as vacancies for full-time SEU jobs opened. There were a total of 7 people interviewed for full-time positions.

RS No.	Recruitment Source	(*)	Address, Telephone and Contact Person of RS	Number of Interviewees Referred by RS
* Denotes those organizations that requested notification of vacancy information				
1	Salem Media Group, Inc. (including Salem's Twitter, Facebook, LinkedIn accounts)		4880 Santa Rosa Rd. Camarillo, CA. 93012 <a href="http://www.salemmedia.com">www.salemmedia.com</a> <a href="mailto:Karen.Davenport@salemmedia.com">Karen.Davenport@salemmedia.com</a>	1
2	Christianjobs.com		4880 Santa Rosa Rd. Camarillo, CA. 93012 <a href="http://www.salemmedia.com">www.salemmedia.com</a> <a href="mailto:Karen.Davenport@salemmedia.com">Karen.Davenport@salemmedia.com</a>	
3	Indeed.com		<a href="http://www.Indeed.com">www.Indeed.com</a>	1
4	Zip Recruiter		<a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>	
5	LinkedIn for HireLive		<a href="http://www.linkedin.com">www.linkedin.com</a>	1
6	Radio Online		<a href="http://www.radio-online.com">www.radio-online.com</a>	
7	Job Village		<a href="http://www.jobvillage.com">www.jobvillage.com</a>	
8	TV & Radio Jobs		<a href="http://www.tvandradiojobs.com">www.tvandradiojobs.com</a>	
9	All Access.com		<a href="http://www.allaccess.com">www.allaccess.com</a>	
10	Hire Live/Job Fair		<a href="http://www.ncfairs.com">www.ncfairs.com</a>	

11	Monster.Com		www.monster.com	
12	Handshake		www.handshake.com	
13	Ca. State University East Bay		<a href="http://www.csueastbay.edu">www.csueastbay.edu</a>	
<b>OTHER SOURCES OF INTERVIEWEES</b>				
<b>No.</b>	<b>Description of Other Sources</b>			<b>Number of Interviewees</b>
14	Radio Advertisements on KFAX AM 1100 & KDOW AM 1220 & KTRB 860 AM			
15	Station Websites:KFAX.com, KDOW.biz, 860AM The Answer.com			
16	Internal Salem Referrals			4
<b>Total Number of Interviewees</b>				<b>7</b>

### III. OUTREACH INITIATIVES

The following outreach initiatives were completed by the SEU during the reporting period:

#### A. Management and EEO Training

- 1) The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and Power Point presentations, which also includes reviews of EEO policies and compliance, The SEU's Office Manager and Assistant Office Manager participates in these training sessions each month and then routinely communicates with SEU's General Manager and other management team members to keep all employees apprised of the company and SEU's policy on equal employment
- 2) The SEU participates in an online risk control training program which is an ongoing program for all entry level managers and above to train them in methods of ensuring equal opportunity and preventing discrimination. Training modules include "Ethics in Action" and "Prevention of Harassment and Discrimination". During the reporting period, 2 SEU employees participated in the online training.

#### B. Job Fairs

The SEU participated in the following career fairs during the reporting period to disseminate fulltime job openings and information about careers in broadcasting. The SEU reviews candidate applications and information for possible future job openings.

1/11/17 Hirelive Career Fair San Jose, Ca.  
2/9/17 Hirelive Career Fair San Jose, Ca.  
3/23/17 San Jose Career Fair San Jose, Ca.  
4/28/17 Choice Career Fair San Francisco, Ca.

**C. Training Program for Higher Level Positions**

The SEU provides on the job training to enable station personnel the opportunity to acquire skills that will help qualify them for higher level positions. During this reporting period this period, two employees were trained by a sponsored program for the Radio Advertising Bureau and completed Certification as Certified Digital Marketing Consultant, Certified Digital Marketing Consultant 2.0, and Radio Marketing Professional Certified Marketing Consultant.

**D. Job Banks and Internet Programs**

The SEU participated in job banks and internet programs designed to provide general information about opportunities in broadcasting and to encourage individuals to consider future employment in radio broadcastings careers. Job openings were posted in a variety of web sites to ensure broad and inclusive recruitment. During the reporting period the follow websites have been used:

1. TV & Radio Jobs
2. Radio-online.com