

EEO PUBLIC FILE REPORT

For the reporting period of 08/01/16 through 07/31/17

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.	KFIA (AM)	Carmichael, CA	50300	N/A
New Inspiration Broadcasting Company, Inc.	KKFS (FM)	Lincoln, CA	56366	N/A
Caron Broadcasting, Inc.	KSAC-FM	Dunnigan, CA	51220	N/A
New Inspiration Broadcasting Company, Inc.	KTKZ (AM)	Sacramento, CA	59599	N/A

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	Receptionist	ChristianJobs.com	11/14/16	2-8
2	Multimedia Marketing Consultant	Employee Referral	3/1/17	1-8

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 10 people interviewed for full-time positions.

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	California Broadcasters Association		915 L Street, Suite 1150 Sacramento, CA 95819 (916) 444-2237, Contact: Job Postings	0
2	California State University of Sacramento		6000 J Street, Lassen Hall 1013 Sacramento, CA 95819 (916) 278-6231, Contact: Career Center	0
3	ChristianJobs.com		9401 Courthouse Road, Ste 300 Chesterfield, VA 23832 (805) 987-0400, Contact: Karen Davenport Karen.Davenport@SalemMedia.com	5
4	Greater Sacramento Urban League		3725 Marysville Blvd. Sacramento, CA 95838 (916) 286-8611, Contact: Brenda Burnet	0
5	Sacramento City College		3835 Freeport Blvd., Sacramento, CA 95822 (916) 558-2565, Contact: Career Services	0

6	Salem Media Group, Inc. (including Salem's Twitter, Facebook and LinkedIn)		Salem Media Group, Inc. 4880 Santa Rosa Rd., Camarillo, CA 93012 www.SalemMedia.com (805) 987-0400, Contact: Karen Davenport Karen.Davenport@SalemMedia.com	0
7	SETA and CalJobs.ca.gov		Sacramento Employment & Training Agency 1217 Del Paso Blvd., Sacramento, CA 95815 (916) 263-3757, Contact: Linda Ball	0
8	William Jessup University	*	333 Sunset Blvd., Rocklin, CA 95765 (916) 577-2200, Contact: Lynn Hallimore	0

OTHER SOURCES OF INTERVIEWEES		
No.	Description of Other Sources	Number of Interviewees
9	Employee Referral	5
Total Number of Interviewees		10

III. **OUTREACH INITIATIVES**

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

A. **Management Training**

1. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and PowerPoint presentations, which includes review of EEO policies and compliance. The SEU's Office Manager participates in these training sessions each month and then routinely communicates with the 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 provided by Gallagher-Bassett, 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 "Sexual Harassment Prevention". During this reporting period, five SEU employees participated in the on-line training.

B. **Employee Training Program**

The SEU's General Manager conducts bi-monthly training with Sales Managers specifically designed to educate them about the radio industry and the responsibilities of a station manager in order for employees to gain skills to qualify for advancement into higher level positions. Many of the SEU's support staff are also being cross-trained in other positions to acquire skills that could qualify them for job advancement or promotion to a higher-level position of responsibility.

C. Events with Educational Institutions

The SEU routinely conducts educational outreach to local colleges, high schools and high-school-age homeschooled groups to educate them on the education needed for career opportunities within the broadcast industry. During this reporting period, the following educational institutions participated in the event:

1. On May 12, 2017 – Two college students, a Communications/Broadcast major from Sacramento State University, and a Music Technology/Recording major from San Joaquin Delta College, participated in an educational tour to meet on-air talent and technical staff, who shared their broadcast experience and training. Students also watched live shows and toured the station.

D. Job Fair Co-Sponsorships

The SEU entered into a trade agreement with City Career Productions to co-sponsor the following job fair listed below with on-air, website and social media advertising campaigns. Salem Media Group was included in all event advertising, including City Career Productions' event webpage and printed brochure:

1. June 29, 2017 – Sacramento Diversity Employment Day Career Fair at McClellan Conference Center, McClellan.

E. 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 broadcasting careers. Job openings were posted in a variety of web sites to ensure broad and inclusive recruitment. During the reporting period the following website has been used:

1. California Broadcasters Association