

EEO PUBLIC FILE REPORT

For the reporting period of 08/01/15 through 07/31/16

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	Multimedia Marketing Consultant	Employee Referral	8/17/15	1-14
2	Multimedia Marketing Consultant	Job Fair	9/8/15	1-14
3	General Sales Manager	Internal Promotion	10/1/15	0

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 12 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	American River College		4700 College Oak Drive, Sacramento, CA 95841 (916) 484-8492, Contact: Career Services	0
2	California Broadcasters Association		915 L Street, Suite 1150 Sacramento, CA 95819 (916) 444-2237, Contact: Job Postings	0
3	California State University of Sacramento		6000 J Street, Lassen Hall 1013 Sacramento, CA 95819 (916) 278-6231, Contact: Career Center	0
4	ChristianJobs.com		9401 Courthouse Road, Ste 300 Chesterfield, VA 23832 (805) 987-0400, Contact: Job Postings	1
5	Cosumnes River College		8401 Center Parkway Sacramento, CA 95823 (916) 691-7456, Contact: Career Services	0
6	Folsom Lake College		10 College Parkway, Folsom, CA 95630 (916) 608-6560, Contact: Career Services	0

7	Greater Sacramento Urban League		3725 Marysville Blvd. Sacramento, CA 95838 (916) 286-8611, Contact: Brenda Burnett	0
8	Heald Business College		7 Sierra Gate Plaza, Roseville, CA 95678 (916) 789-8600, Contact: Career Services	0
9	JobJournal.com	*	3050 Fite Circle, Suite 100 Sacramento, CA 95827 (916) 925-0800, Contact: Karen Dawal	0
10	Sacramento City College		3835 Freeport Blvd., Sacramento, CA 95822 (916) 558-2565, Contact: Career Services	0
11	SacramentoHelpWanted.com		6465 Greenwood Plaza Blvd., Suite 400 Centennial, CO 80111 (888) 884-8242, ext. 0236, Contact: Shelby	0
12	SETA and CalJobs.ca.gov		Sacramento Employment & Training Agency 1217 Del Paso Blvd., Sacramento, CA 95815 (916) 263-3757, Contact: Linda Ball	0
13	Salem Media Group, Inc.		Salem Media Group, Inc. 4880 Santa Rosa Rd., Camarillo, CA 93012 SalemMedia.com (805) 987-0400, Contact: Karen Davenport	0
14	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
15	Current Employee	1
16	Job Fair – Sacramento’s June HIREvent (6/23/15)	5
17	Employee Referral	4
18	KKFS Radio Ad	1
Total Number of Interviewees		12

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 on-line Ethics and Harassment Training, 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 “Lawful Hiring”, “Equal Employment”, “Workplace Harassment” and “Lawful Terminations”. During this reporting period, one 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 institution participated in the event:

1. On August 27, 2015 – Shoulder to Shoulder (mentors to at-risk fatherless young men): One high school senior participated in an educational tour to meet on-air talent, technical staff, Operations Manager, and Program Director, who shared their broadcast experience and training. Student also watched live shows, toured the station, and participated in a production recording for a local commercial.

C. Job Fair Participation

The SEU participated in the following job fairs listed below. During the job fairs, the SEU's Public Affairs Director handed out information on local career opportunities in broadcasting and collected resumes; SEU's General Sales Manager conducted interviews and answered inquiries about Multimedia Marketing Consultant positions.

1. October 6, 2015 – Sacramento Fall HIREvent at Lions Gate Hotel, Sacramento.

D. Job Fair Sponsorships

The SEU sponsored the following job fairs listed below with on-air and website advertising campaigns, as well as, public affairs show interviews.

1. February 23, 2016 – Sacramento Fall HIREvent at Lions Gate Hotel, Sacramento.
2. On June 21, 2016 – Sacramento Fall HIREvent at Lions Gate Hotel, Sacramento.

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