

EEO PUBLIC FILE REPORT

For the reporting period of 08/01/11 through 07/31/12

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, Inc.	KFIA(AM)	Carmichael, CA	50300	N/A
New Inspiration Broadcasting, Inc.	KKFS(FM)	Lincoln, CA	56366	N/A
Caron Broadcasting, Inc.	KSAC(FM)	Dunnigan, CA	51220	N/A
New Inspiration Broadcasting, 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	Account Executive	Radio Ad	08/01/11	1-7, 9-17, 21
2	Promotions Director	Internal Promotion	09/01/11	1-18
3	Account Executive	Website	09/26/11	1-7, 9-17, 19, 21
4	Director of Sales	Corporate Recruiter	12/01/11	15, 23
5	Account Executive	Referral	01/05/12	1-7, 9-17, 21
6	Account Executive	Referral	03/12/12	1-7, 9-17, 21

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 36 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 Dr., Sacramento, CA 95841 (916) 484-8492, Contact: Career Services	0
2	California State University of Sacramento		6000 J Street, Lassen Hall 1013 Sacramento, CA 95819 (916) 278-6231, Contact: Career Center	0
3	CareerBuilders.com		5550-A Peachtree Pkwy., Norcross, GA 30092 (800) 891-8880, Contact: CB Tech	0
4	ChristianJobs.com		9401 Courthouse Road, Ste 300 Chesterfield, VA 23832 (805) 987-0400, Contact: Audrey Pillow	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: Kat Maudru	1
10	KCJH Radio & Christian School	*	9019 West Lane, Stockton, CA 95210 (800) 654-KCJH, Contact: Job Listings	0
11	La Familia Career Counseling Center		5523 34 th Street, Sacramento, CA 95820 (916) 227-2577, Contact: Jennifer Peterson	0
12	Sacramento City College		3835 Freeport Blvd., Sacramento, CA 95822 (916) 558-2565, Contact: Career Services	0
13	SacramentoHelpWanted.com		6465 Greenwood Plaza Blvd., Suite 400 Centennial, CO 80111 (888) 884-8242, ext. 0236, Contact: Shelby	2
14	SETA and CalJob.ca.gov		Sacramento Employment & Training Agency 1217 Del Paso Blvd., Sacramento, CA 95815 (916) 263-3757, Contact: Linda Ball	0
15	Salem Communications		Salem Communications Corporation 4880 Santa Rosa Road, Camarillo, CA 93012 (805) 987-0400, Contact: Marla Watanabe	2
16	University of California Davis		1 Shields Avenue, Davis, CA 95616 (916) 752-2855, Contact: http://jobs.uloop.com	0
17	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
18	Internal Job Posting	1
19	Internet (Linkedin/Jobs)	1
20	Job Fair	2
21	Radio Ad (KFIA, KKFS, KSAC, KTKZ)	7
22	Referral	9
23	Salem Corporate Recruiter	10
24	Unsolicited	0
Total Number of Interviewees		36

III. OUTREACH INITIATIVES

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

A. Internship Program

The objective of this program is to allow college students the chance to work with a major market media group. Through this experience, the student is able to learn more about the broadcasting industry and better evaluate if it is a career path they would choose. The Promotions Director worked with the students in establishing their schedules and what best fit with the station group agenda. The SEU hosted two interns during this reporting period:

1. A student from Sacramento State University (Sacramento) assisted the Promotions Director with promotional events and production elements for on-air promotions for the SEU during the fall of 2011.
2. A student from Sacramento City College (Sacramento) assisted the Promotions Director with promotional events and production elements for on-air promotions for the SEU during the spring of 2012.

B. Management Training

1. The Salem Manager 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.
3. The SEU participates in an on-line program entitled "Employment Law Training" (E.L.T.), 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 two (2) hours of "Preventing Workplace Harassment" and a module covering all forms of anti-discrimination. During this reporting period, two SEU employees participated in the ELT program.

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. As well as many of the SEU's support staff being cross-train in other positions to acquire skills that could qualify them for job advancement or transfer to a position of higher responsibility.

D. 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. Students participate in an educational tour to meet on-air talent and technical staff that share their broadcast experience and training, watch or participate in live shows, tour the facilities, and sometimes participate in production recordings for advertising commercials, show segments or station imaging. During this reporting period, the following educational institution participated in the event:

1. On February 21, 2012 - Christian Homeschoolers of the Foothills
2. On May 16, 2012 - William Jessup University

E. Co-Sponsor Job Fairs

The SEU partnered with Job Journal to co-sponsor two local job fairs:

1. On August 23, 2011 - Sacramento's Business and Career Expo at Masonic Temple, Downtown Sacramento.
2. On June 26, 2012 - Sacramento's Diversity HIREvent at Crowne Plaza Hotel, Sacramento.

F. 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 career opportunities in broadcasting, solicited applications and collected resumes.

1. On August 23, 2011 - Sacramento's Business and Career Expo at Masonic Temple, Downtown Sacramento.
2. On October 25, 2011 - Sacramento's 20th Annual Fall HIREvent at Crowne Plaza Hotel, Sacramento.
3. On June 26, 2012 - Sacramento's Diversity HIREvent at Crowne Plaza Hotel, Sacramento.