

## **KION-TV & KMUV-LP**

### **EEO Public File Report – 2020**

#### **Annual EEO Public File Report 2020**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c) (6) of the FCC's 2002 EEO Rule.

This Report has been prepared on behalf of the Employment Unit that is comprised of the following stations: KION and KMUV and is required to be placed in the public inspection files of these stations, and posted on their web sites (as applicable).

The information contained in this Report covers the time period beginning [August 1, 2019](#) to and including [July 31, 2020](#) (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment resource(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the successful candidate for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c) (2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the successful candidate started the job. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

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Appendix 1

Covering the Period from [August 1, 2019](#) to [July 31, 2020](#)

Stations Comprising Employment Unit: KION, KMUV

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title & Date	Recruitment Source of Successful Candidate	Source Requested Job Vacancy Notifications (Yes or NO)	Total Number of Interviewees from All Sources for This Position
1	Account Executive – 8/26/2019	Indeed.com	No	6
2	Producer 10/9/2019	Cal State San Jose	No	5
3	Multimedia Journalist (MMJ) – 10/21/2019	Magid	No	3
4	Natl Sales Asst – 10/21/2019	Indeed.com	No	7
5	Account Executive – 10/21/2019	Indeed.com	No	6
6	MMJ – 11/18/2019	Internal Referral	No	1
7	Anchor/MMJ -12/2/2019	Internal Referral	No	5
8	Engineering Asst – 12/9/2019	Rehire	No	1
9	Producer – 12/30/2019	Internal Referral	No	1

10	Sales Assistant – 12/30/2019	Internal Referral	No	5
11	Main Anchor – 2/1/2020	KION546.com	No	5
12	Director/Editor – 2/27/2020	Indeed.com	No	2
13	MMJ – 3/9/2020	Univ of Laverne	No	2

Total Number of Persons Interviewed During Applicable Period: 49

### Annual EEO Public File Report 2020

#### Appendix 2

Covering the Period from [August 1, 2019](#) to [July 31, 2020](#)

Stations Comprising Employment Unit: KION, KMUV

#### Section 2: Recruitment Source Information

	Recruitment Source(Name, Address, Telephone Number, Contact Person)	Source Requested Job Vacancy Notification (Yes or No)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	<b>Indeed.com</b>	No	26	1, 4, 5, 12

B	<b>In House / Word of mouth / employee referral /walk in 1550 Moffett Street Salinas, Ca 93905</b>	No	10	6, 7, 8, 9, 10
C	<b>Website www.KION546.com</b>	No	1	11
D	LinkedIn	No	2	2
E	Magid Consulting 8500 Normandale Lake Blvd Suite 630 Minneapolis, MN 55437	No	3	3
F	<b>Monterey Job Board</b>	No	1	4
G	<b>CSU San Diego</b>	No	1	2
H	<b>CSU San Jose</b>	No	1	2
I	<b>University of Laverne</b>	No	1	13
J	<b>CSU Monterey</b>	No	1	2
K	<b>Agents</b>	No	2	11

**STATEMENT OF EEO POLICY**

NPG of Monterey-Salinas, CA LLC, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at its stations. We seek the help of local organizations in referring qualified applicants to our stations. Organizations that wish to receive vacancy information for KION and KMUV should contact the Human Resources Coordinator, KION by calling (831) 784-6365 or by writing to FCC EEO Officer, KION-TV, and 1550 Moffett Street, Salinas, CA 93905. Below is the stations' current active list that we contact for positions listed. None of these recruitment sources requested job vacancy notifications.

Calif Broadcasters Association  
915 L Street, Suite 1150  
Sacramento, CA 95814  
[jobposter@yourcba.com](mailto:jobposter@yourcba.com)

[LinkedIn.com](#)

Calif State University Monterey Bay  
100 Campus Center  
Seaside, CA 93955  
<https://csumb-sxm.symplicity.com>

Calif State University San Jose  
Career Center – Bldg Q  
1 Washington Square  
San Jose, CA 95192

Calif State University San Diego  
Laura Casteneda  
Press Pass International

Craigslist Monterey Bay  
Craig Newmark  
PO Box 225159  
San Francisco, CA 94122  
[www.craigslist.org](http://www.craigslist.org)

Hartnell Community College  
156 Homestead Ave  
Salinas, CA 93901  
[Careers@hartnell.edu](mailto:Careers@hartnell.edu)

Indeed.com

Monterey Bay Internships  
[Mbinterns.org](http://Mbinterns.org)

Monterey Peninsula College  
Lien Nguyen  
980 Fremont St., Monterey, CA 93940  
831-646-3012  
[lnguyen@mpc.edu](mailto:lnguyen@mpc.edu)

Univ of Southern California  
Stacy Scholder, Assoc Prof  
ATVN Director

## **Annual EEO Public File Report 2020**

### Appendix 3

Covering the Period from Aug 1, 2019 to July 31, 2020

Station Comprising Station employment Unit: KION, KMUV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KION and KMUV

#### **Statement of EEO Policy**

NPG of Monterey-Salinas, CA LLC believes in equal employment opportunities for all, regardless of race, color, religion, sex, national origin, age, disability or any other legally protected classification.

The Company's policy is to hire and promote the most qualified applicants and to comply with all federal, state and local equal employment opportunity laws.

This policy governs employment and all the company's terms and conditions of employment, including, but not limited to, policies and practices affecting recruitment, recruitment advertising, hiring, promotion, demotion, transfers, reclassification, and selection for training, compensation, benefits, company-sponsored educational programs and any other aspect of employment.

#### **1. Internship Programs:**

KION/KMUV has always been involved in helping members of the community achieve their educational goals. During this period we engaged 3 paid interns. A Producer intern in News from CSUMB, a Sales intern from UCSC, and an Engineering intern from Hartnell College.

## **2. Job Fair Participation**

KION and KMUV participated in three job fairs. We attended the Goodwill Job Fair in Salinas on Oct. 23, 2019. We also participated in the Hartnell Veterans Appreciation Job Fair on Nov. 14. In 2020 we participated in the CSUMB Career Fair on Feb. 25, 2020.

## **3. EEO Department Head Meeting/Training to Management**

General Manager, Kristy Santiago met with the Department Heads on August 23, 2019 to discuss the need for broad recruitment practices and the need to pay close attention to the station's recruitment practices and other EEO obligations to ensure compliance with the FCC's EEO rules.

## **4. Educational Institutions**

Beginning in October and continuing monthly throughout the school year, the station sponsors Classroom Makeover. Each month viewers nominate a teacher/class that exemplifies excellence in education. The winner receives \$500 to use in the classroom. Evening anchors Amanda Gomez and Aaron Groff make the award each month to the teacher and students. PSAs are aired to promote the importance of schools and education in our communities. Jeff Mitchell, Local Sales Manager, Account Representative Janet Gudgel attend each award presentation.

September 2019. Ms. Marshal's 4<sup>th</sup> grade, San Juan Elementary, San Juan Bautista

October 2019. Ms. Gutierrez's 5<sup>th</sup> grade, Lincoln Elementary, Salinas

November 2019. Ms. Bahena's 3<sup>rd</sup>/4<sup>th</sup> combo, Union Mission Elementary, Soledad

December 2019. Mr. Salgado's 6<sup>th</sup> grade, Borondo Meadows, Salinas

January 2020. Ms. DeGroot's 1<sup>st</sup> grade, George C Marshall, Seaside

February 2020. Ms. Tower's 4<sup>th</sup> grade, Bay View Academy, Monterey

March 2020. Halted due to Coronavirus



01/08/2020 – Chief Meteorologist, Dann Cianca, presented a weather presentation to the students at McKinnon Elementary School in Salinas.

2/07/2020 – Anchor/Reporter Max Tarlton attended Career Day at El Sausal Middle School. The 36<sup>th</sup> Annual event featured an exploration of careers. Max spoke to a 7<sup>th</sup> grade World History class and a 7<sup>th</sup> grade science class about his education and experience.

2/10/2020 – KION-TV Morning Reporter Victor Guzman visited the Mission Trails Regional Occupational Program (ROP) Center. The Center is a vocation program that offers Salinas Union High School District students specialized instruction in the fields of nursing, auto mechanics and broadcast journalism. He spoke to students about the challenges of being a multi-media journalism as well as the education required for the position. He also shared how the ROP Program prepared him for a career in journalism.

2/12/2020 – Sr. Anchor Veronica Macias met with Jessica Hull (Monterey County Education Office, Spokesperson) to discuss issues of concern for the district and possible stories that focus on education and educational inequities in the county.

3/23/2020 – Sr. Anchor Veronica Macias attended the Career Fair at Alisal High School. Veronica shared her broadcast experience and path into the television news business. She also met with students from elementary schools attending the event and was able to share one on one her television career experience

7/09/2020 – Anchor Stephanie Magallon was the guest speaker for “Voices of Monterey” a virtual journalism youth workshop in Monterey County. Stephanie spoke about her experiences as a Latina in the broadcast industry and how she became a journalist.

## **5. Employee Participation in Community Events**

8/1/2019 – General Manager Kristy Santiago and News Director Ron Keller met with the Monterey District Attorney and Assistant District Attorney

8/8/2019 – General Manager Kristy Santiago attended the ribbon cutting for the Blue Zone health and wellbeing initiative being implemented city-wide in Salinas

8/15/2019 - Kristy Santiago and Jeff Mitchell attended the stations Central Coasting broadcast during Car Week

8/21/2019 – General Manager Kristy Santiago and Account Representative Lori Magdaleno represented the station at the Hartnell College’s retiring of the serving president and naming and introducing the new president.

8/24/2019 - Chief Meteorologist, Dann Cianca, participated as a judge in the Old Town BBQ Throwdown. This fund raising event was attended by Erika Bratten and Yolanda Cervantes

8/26/2019 – Kristy Santiago and AE David Eakin met with the new director of Gathering for Women, a non-profit who reaches out to homeless women. The enterprise was started by a small group of women who made sandwiches for women and has since grown into its own facility serving 2 meals a day, and offering clothing, showering and laundry services.

8/29/2019 - Kristy Santiago, Ron Keller and Sr. Anchor Aaron Groff attended the kickoff event for the Juvenile Diabetes Research Foundation (JDRF).

9/15/2019 – Yolanda Cervantes sang the National Anthem at the Laguna Seca IMSA Championship

10/3/2019 – Kristy Santiago, Business Manager Ruth Williams, and Sales Manager attended the Taste of Carmel at the Carmel Mission. The event was sponsored by the local Chamber of Commerce to promote local businesses.

10/05/2019 – Anchor Amanda Gomez represented the stations along with AE Lori Magallon and Erika Bratten at The CW Batwoman Premiere event at Northridge Mall in Salinas. We introduced adults and kids to programming on the CW network with giveaways and information.

10/6/2019 - Aaron Groff led the JDRF walk in Pacific Grove to raise awareness juvenile diabetes. He was accompanied by Amanda Gomez and Erika Bratten

10/8/2019 - Kristy Santiago and Ron Keller met with the new CHP chief and his public information officer

10/10/2019 - Kristy Santiago, David Eakin, and Sales Director Byron Williams represented the stations at the Santa Cruz Volunteer luncheon

10/26/2019 – Anchor Amanda Gomez emceed the Aspiranet Junior Chef Food Fight fundraiser at Monterey Tides Hotel

11/7/2019 – Kristy Santiago attended the Monterey County Fallen Heroes Highway Memorial Signs Unveiling Ceremony and Yolanda Cervantes sang the National Anthem.

11/11/2019 - Dann Cianca represented the stations by riding in the Veteran's Day Parade in Salinas and Kristy Santiago volunteered at the veterans fundraising booth. Erika Bratten also attended.

11/14/2019 – Yolanda Cervantes sang the National Anthem at the Salinas Rotary Veterans Appreciation Breakfast

11/19/2019 – The Hartnell College Black and White Gala was attended by Dann Cianca, Erika Bratten, Marcela Camargo, Zach McIntyre.

11/28/2019 – Yolanda Cervantes helped serve the public at the American Legion Post 31 Thanksgiving Dinner

12/6/2019 - Kristy Santiago attended the film premier produced by the Immigration Task force

12/6/2019 - Kristy Santiago hosted the first station meeting of the Blue Zone health & wellbeing Initiative

12/06/2019 – Anchor Mary Coleman and Promotions Director Erika Bratten represented the stations at the Carmel Tree Lighting live broadcast for Central Coasting. They also accepted donations for Project Santa.

12/07/2019 – Anchors Zach Fuentes and Marcela Camargo emceed the Youth Orchestra Salinas Holiday the Mission Winter Concert.

12/14-15/2019 – Yolanda Cervantes sang at the Christmas on Main Street concert

01/9/2020 - Kristy Santiago met with the new Major at the Presidio in Monterey

02/01/2020 - Martin Gomez attended the Pajaro Valley Chamber of Commerce Annual Awards Gala

2/4/2020 - Kristy Santiago attended the Pebble Beach Chevron Shoot out.

2/12/2020 - Anchor Barry Brown emceed the fundraiser event for the Fund for Homeless Women

2/26/2020 - Kristy Santiago and Ron Keller met with the Monterey Bay Economic Partnership

3/3/2020 - Kristy Santiago attended lunch with the director of the Fund for Homeless Women

4/6/2020 - Kristy Santiago was on hand for the filming of commercials for Covid19 that were donated to the Monterey Sheriff's Department

4/9/2020 - Kristy Santiago attended the virtual meeting with the Salinas City Manager for Covid19 updates

5/09/2020 – Yolanda Cervantes sang at the Street Life Car Club Cruise Against Hunger and helped coordinate the fundraiser

5/19/2020 - Kristy Santiago attended the virtual meeting of the Monterey County Resilience plan regarding Covid 19

7/9/2020 - Kristy Santiago attended the quarterly Salinas City Manager's virtual meeting

7/25/2020 – Yolanda Cervantes sang the National Anthem at Mayor Joe Gunter's Celebration of Life

Ongoing –

General Manager Kristy Santiago sits on the Salinas Chamber of Commerce Board of Directors and serves on the Executive Committee as well. She also serves on the Executive Committee of the Carmel Chamber of Commerce and serves on the board of the Salinas Chamber Foundation for Nonprofits. Ruth Williams, Business Manager regularly volunteers at St. Vincent DePaul Society in Pacific Grove. Jeff Mitchell, Local Sales Manager is a member of the Executive Board of the Monterey Peninsula Chamber of Commerce as well as chairing their marketing committee. Jeff serves on the board of Meals on Wheels as well being a member of the marketing committee for the City of Pacific Grove Economic Development. Yolanda Cervantes, Digital Marketing Specialist is a member of the board of the Salinas Police Activities League and serves on the Salinas police community advisory committee. Yolanda Cervantes also serves on the Census Complete Count Committee. Yolanda regularly participates in the Compass Church Chorus. David Eakin, Account Executive, serves on the marketing boards for Gathering for Women, Santa Cruz Volunteer Center, and the Pac Rep Theatre. Account Executive Lori Magdaleno is a member of the boards of the YMCA of Salinas, Girls Inc. of the Central Coast – marketing committee, the Hartnell College Party in the Library Committee, and the Alvarez Titans Football and Cheer Team.

