

## **KION-TV, KMUV-LD**

### **EEO Public File Report – 2021**

#### **Annual EEO Public File Report 2021**

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, 2020](#) to and including [July 31, 2021](#) (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.

## Annual EEO Public File Report 2021

### Appendix 1

Covering the Period from [August 1, 2020](#) to [July 31, 2021](#)

Stations Comprising Employment Unit: KION, KMUV

#### Section 1: Vacancy Information

	Full-time Positions Filled by Job Title & Date	Recruitment Source of Successful Candidate		Total Number of Interviewees from All Sources for This Position
1	Producer – 9/9/2020	Walk-in		1
2	News Director – 11/23/2020	In House		7
3	Multimedia Journalist (MMJ) – 12/4/2020	Facebook		6
4	Managing Editor – 1/1/2021	In House		2
5	Multimedia Journalist (MMJ) – 1/4/2021	Social Media		1
6	Digital Reporter/Anchor 1/4/2021	Indeed.com		2

7	Multimedia Journalist (MMJ) – 1/11/2021	Website		2
8	Weather Forecaster – 1/30/2021	In House		2
9	Account Executive – 3/9/2021	Walk-in		5
10	Anchor/Multimedia Journalist 5/1/2021	Indeed.com		1
11	Multimedia Journalist (MMJ) – 5/17/2021	Indeed.com		2
12	Anchor/MMJ/Digital Content Producer – 5/24/2021	Univ of Southern California		2
13	MMJ/Meteorologist – 6/1/2021	Website		6

Total Number of Persons Interviewed During Applicable Period: 39

## Annual EEO Public File Report 2021

### Appendix 2

Covering the Period from [August 1, 2020](#) to [July 31, 2021](#)

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	8	4, 6, 9, 10, 11, 13
B	<b>In house / word of mouth / employee referral /walk in 1550 Moffett Street Salinas, Ca 93905</b>	No	14	1, 2, 3, 4, 8, 9
C	<b>Website www.KION546.com</b>	No	9	7, 8, 9, 10, 11, 12, 13
D	Rick Gevers Newsletter PO Box 577 Zionsville, IN 46077-0577	No	2	2

E	Magid Consulting 8500 Normandale Lake Blvd Suite 630 Minneapolis, MN 55437	No	1	3
F	<b>Social Media: Facebook, Linked In Google search</b>	No	3	3, 5, 13
G	Cal State Fullerton	No	1	13
H	<b>Univ of Southern California</b>	No	1	12

### 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.

Arizona State University Outreach Interviews  
1151 South Forest Avenue Tempe, AZ 85281

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

[LinkedIn.com](#)

California Lutheran University  
60 West Olsen Road, Thousand Oaks, CA, 91360- 2787  
(805) 493-3135  
[www.callutheran.edu/career\\_services](http://www.callutheran.edu/career_services)

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

California State University - Channel Islands  
One University Drive, Camarillo, CA 93012  
(805) 437-8400  
[www.csuci.edu](http://www.csuci.edu)

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

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

Indeed.com

Medialine.com  
PO Box 51909  
Pacific Grove, CA 93950  
800-237-8073  
[medialine@medialine.com](mailto:medialine@medialine.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)

NAACP Monterey County  
Yvonne Thomas  
[Ythomasnaacpl@gmail.com](mailto:Ythomasnaacpl@gmail.com)

Santa Barbara City College Career Center (Job  
Connection) 721 Cliff Drive Santa Barbara, CA 93109  
(805) 965-0581 ext 4133 Kristen Frascella  
[Frascella@sbcc.edu](mailto:Frascella@sbcc.edu)

University of Missouri Outreach Interviews Columbia,  
MO 65211

Univ of Southern California  
Stacy Scholder, Assoc Prof  
ATVN Director  
Annenberg School of Journalism  
[scholder@usc.edu](mailto:scholder@usc.edu)

## **Annual EEO Public File Report 2021**

### **Appendix 3**

Covering the Period from Aug 1, 2020 to July 31, 2021

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 pandemic period we engaged one intern during Spring 2021 in News from CSUMB.

#### **2. Job Fair Participation**

KION and KMUV participated in three job fairs. We attended the Arizona State University 2021 Virtual Campus Recruiting on March 2, the March 8-9 Syracuse University Virtual Recruiting Campus Fair, and the Hartnell College Spring 2021 Central Coast Career & Job Fairs on March 17, 2021.

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

General Manager, Kristy Santiago met with the Department Heads on June 25 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. Business Manager Ruth Williams and Sales Manager Jeff Mitchell shared what they learned from attending the California Broadcaster Association's FCC EEO virtual training session on March 2, 2021. In particular they emphasized the need to recruit broadly and document sponsorships. To that end a recruitment PSA is being developed for the stations.

#### **4. Educational Institutions**

02/12/2021

Anchor Veronica Soto did a virtual classroom visit where students at Diamond Technical Institute's CTE Visual Arts, Media & Entertainment Pathway were working on a B roll project. Veronica was able to interact with the students, answer their questions and talk about her life and career in journalism.

02/22/2021

Weather Anchor/MMJ Zach McIntyre participated in Echo Valley Elementary Kindergarten's Virtual Career Day. Zach shared the fun and excitement of following weather and reporting on TV. Zach shared why he chose journalism as a career and gave the students a virtual tour of the studio where he anchors and how a green screen works.

3/02/2021

Telemundo Anchor Stephanie Magallon participated in the 2021 Read "Around TheWorld". Stephanie read a Dr. Seuss book to Ms. Sandoval's third grade class at San Vicente Elementary School in Soledad. After reading to the class Stephanie told them how she became a news anchor and gave them a virtual tour of the studio.

3/02/2021

Chief Meteorologist Dann Cianca did a virtual classroom visit with students at Christopher High School in Gilroy. The students were studying weather/clouds as part of their chemistry curriculum. Dann spoke about his job, education, and local weather/earth science topics.

5/22/2021

Party Near the Library/Hartnell College Foundation. The stations sponsored this annual fundraising event which honors an exceptional leader whose contributions to Hartnell College have had a major impact on the college.

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

9/09/2020

Telemundo Anchor Stephanie Magallon emceed the Census Virtual Town Hall in both Spanish and English. She questioned state and local leaders on the importance of the census and its impact on the local community. In attendance were Anna Caballero, State Senator, Robert Rivas Assembly Member, Chris Lopez County Supervisor, Deneen Guss Superintendent of Schools

9/19/2020

The stations sponsored the American Cancer Society's 2020 Virtual Relay for Life in Salinas. The event raised more than \$144,000 to fight against cancer

11/11/2020

The stations sponsored the 2020 Veteran's Parade in Salinas

11/13/2020

GM Kristy Santiago attended the Salinas Valley Legacy of Leadership (virtual) honoring three local leaders whose leadership and contributions to the community have made a lasting impact on young adults, families, and children.

12/11/2020

The Children's Shopping Tour was sponsored by the stations. 250 children received new clothes as gifts from this event

1/13/2021

Business Manager Ruth Williams met with the Blue Zones engagement lead to plan for the stations implementation of community based wellness program.

2/06/2021

Chief Meteorologist Daniel Cianca was interviewed by KSQD radio's "In the Garden" segment. Daniel gave an in depth talk about the marine layer and the various local "meso climates."

3/04/2021

Kristy Santiago attended the California Endowment's Racial Equity Learning Seminar.

4/13-14/2021

The News Department along with GM Kristy Santiago attended a training session given by The National Coalition Building Institute to increase understanding, promote acceptance, and reduce prejudice not only in the workplace but when covering news stories.

4/21/2021

KION sponsored Pac Rep's 'Jazz from the Pit' live drive-in concert at the Monterey Fairgrounds.

4/22/2021

Account Executive Lori Magdaleno attend the Girls Inc. of the Central Coast's virtual Spring Fundraiser which was sponsored by KION.

05/01/2021

The stations supported the 2021 Recovery Run on May 1 at Calvary Monterey hosted by The Bridge Restoration Ministry. The event brings attention to the impacts of addiction to local communities as well as recovery services that are available.

05/06/2021

Kristy Santiago represented the stations at the Monterey Bay Economic Partnership's 7<sup>th</sup> Annual Regional Economic Summit.

May 9, 2021

The station supported the Pajaro Valley Shelter Services Mother's Day Run & Walk, an annual fundraiser which helps families transition from homelessness to permanent housing.

5/19/2021

KION sponsored Pac Rep's 'Disney Musicals Tribute' live drive-in concert at the Monterey Fairgrounds.

6/22/2021

Kristy Santiago GM represented the stations at the Ft. Hunter Liggett's Community Appreciation Luncheon where they were thanked for our support and to introduce Col. Lisa M Lamb the new commander.

6/23/2021

The stations sponsored Pac Rep's 'Best of the Rep' tribute concert.

7/28/2021

Kristy Santiago welcomed Public Information Officer Amy Phillips from Ft Hunter Liggett along with interns and staff to the station for a visit and tour of our news studio and operation center.

Ongoing –

General Manager Kristy Santiago is [Board Chair of the Salinas Chamber of Commerce](#) 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.

Jeff Mitchell, Local Sales Manager, is on the board of the Monterey Chamber of Commerce and serves on their marketing committee. Jeff is also a member of the marketing committee for the City of Pacific Grove Economic Development as well as volunteers for Meals on Wheels, Save our Shores and the Italian Club of the Monterey Peninsula.

David Eakin, Account Executive, serves on the marketing boards for Blue Zones Project, 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.