

2014-2015 ANNUAL EEO PUBLIC FILE REPORT

Station(s): KVLA, KJAI
Community(ies) of License: Pasadena/Los Angeles, Redlands,
Coachella, Ojai California

Reporting Period: August 1, 2014- July 31, 2015

Number of Full-time Employees: 134
Small Market Exemption: N

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.

1) National Association of Black Journalists | National Convention and Career Fair
July/August 2014

2) National Association of Hispanic Journalists | National Convention and Career Fair
August 2014

3) Asian American Journalists Association | National Convention and Career Fair
August 2014

4) Columbia Graduate School of Journalism Career Fair
March 2015

Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe: Internships are offered year-round for students and recent grads (within 1 year) to develop skills for broadcast employment. Internships are both paid and unpaid/for course credit.

Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Describe: An Emerging Leaders program is offered annually to develop the next generation of station leadership and retain our high potential employees.

Established a **mentoring** program for station personnel.

Describe: A mentoring program is built into the Emerging Leaders program described above.

Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Identify job banks/newsletters California Chicano News Media Association (CCNMA), National Association of Black Journalists (NABJ), Asian American Journalists Association (AAJA), South Asian Journalist's Association, and the National Association of Hispanic Journalists (NAHJ), and journalismnext.com.

LIST OF POSITIONS FILLED

Date of Hire	Posted Job	Posted Job #	Recruitment Source Referring Hiree
05/04/15	Applications Developer - SCPR	137-15	Word of Mouth
12/01/14	Associate Digital Producer, Data	121-15	JobPiper
10/13/14	Associate Producer, AirTalk	106-15	Word of Mouth
03/09/15	Director, Institutional Giving	119-15	APM Careers Website
10/13/14	Editor, News - SCPR	132-15	APM Careers Website
08/25/14	Editor, SCPR (News)	179-15	Indeed.com
06/12/15	Institutional Giving Officer	187-15	Indeed.com
06/01/15	Product Manager, Mobile News & Audio	171-15	LinkedIn
04/13/15	Reporter II - Veterans and Military Issues	156-15	Employee Referral
07/16/15	Senior Producer, News	181-15	Google
10/06/14	Systems Infrastructure Engineer	229-14	Employee Referral
09/29/14	Technology Support Specialist	220-14	Indeed.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 42

Recruitment Sources Referring Interviewees During Reporting Period	Number of Persons Interviewed that the Source Referred
APM Careers Website	13
Employee Referral	8
Google	1
Indeed	9
JobPiper	1
Linked In	3
Word of Mouth	7

RECRUITING SOURCES USED

Referral Sources Used	Address or Email of Source	Job Title of Position(s) Listed with Referral Source
American Public Media Careers website	http://americanpublicmedia.publicradio.org/careers/	Receives all job postings
Asian American Journalists Association (AAJA)	www.aaaja.org and listserve	Receives all journalism job postings
Augsburg College; email: tilton@augsborg.com	http://www.augsburg.edu/cswl/	Receives all job postings
Bethel College; email: career-services@bethel.edu	www.bethel.edu/career-services/employers/post-job	Receives all job postings
Brown College	www.browncollege.edu	Receives all job postings
Carlson School of Management	http://www.cars.csom.umn.edu	Receives all job postings
Carlton College; email: careercenter@acs.carleton.edu	www.apps.carleton.edu/campus/career/employers	Receives all job postings
Center for Nonprofit Management	www.cnmsocal.org	
College of St. Ben/St. John University	www.experience.com	Receives all job postings
College of St. Catherine	www.experience.com	Receives all job postings
Columbia Graduate School of Journalism - NYC; email: jh548@columbia.edu ; postjobs@jrn.columbia.edu	www.jrn.columbia.edu/	Receives all journalism job postings
Concordia College	http://www2.nacelink.com/nl_central_employer.php	Receives all job postings
Corporation of Public Broadcasting (CPB)	www.cpb.org/jobline/	Receives all job postings
CURRENT Magazine; Email Menla@current.org (Kelsang Menla - contact)	www.current.org/advertise/adsclass.shtml	All journalism and other key roles
Dunwoody College	https://www.dunwoody.edu/content/default.cfm?pid=83	Receives all job postings
Facebook: American Public Media Careers	www.facebook.com/apmcareers	Receives all job postings
Grinnell College; email: career@grinnell.edu	www.grinnell.edu	Receives all job postings
Hamline University	http://www.hamline.edu/hamline_info/offices_services/student_relations/studentaffairs/cdc/employers/job_entry_form.html	Receives all job postings

Hennepin Technical College; email jobs@hennepintech.com	http://www.hennepintech.edu/	Receives all job postings
Indeed.com	http://www.indeed.com/	Receives all job postings
Institute of Production and Recording	www.ipr.edu	
Internship Program	n/a	
Job Fair	see Recruitment Initiatives for a list	We recruit for all open journalism jobs at each job fair
Journalismjobs.com	www.journalismjobs.com	Digital Producer #206-14
Journalismnext.com	www.journalismnext.com	All journalism and other key roles
Keystone Search	www.keystonesearch.com	
Linked In	www.linkedin.com	Receives all job postings
Luther College	http://career.luther.edu/careerconnection/index.html	Receives all job postings
Macalester College; email: cdc@macalester.edu	www.macalester.edu	Receives all job postings
McNally Smith College of Music	www.mcnallysmith.edu	Receives all job postings
mediabistro.com	www.mediabistro.com	
Medill School of Journalism	www.medill.northwestern.edu/ medill/	Receives all journalism job postings
Metropolitan State University; email job postings to: career.services@metrostate.edu	http://www.metrostate.edu/career/employer.html	Receives all job postings
Mima.org	www.mima.org	digital marketing/advertising/creative jobs
Minneapolis College of Art & Design	www.mcadcareerservices.com	Receives all job postings
Minneapolis Community and Technical College; email: placement@minneapolis.edu	http://www.minneapolis.edu/index.cfm	Receives all job postings
Minnesota Broadcasters Association	www.minnesotabroadcasters.co m/	
Minnesota Council of Nonprofits	www.mncn.org	All non-profit-type roles
Minnesota Council on Foundations	www.mcf.org/	Development officer roles

Minnesota Planned Giving Council	http://www.mnpgc.org/	
Minnesotadiversity.com	www.minnesotadiversity.com	
Missouri School of Journalism; email: sengsavanhp@missouri.edu	http://journalism.missouri.edu/forms/job-form.html	Receives all journalism job postings
MPR APM SCPR Company Intranet	http://infoserverwiki.publicradio.org/index.php/Main_Page	Receives all job postings
National Association of Black Journalists (NABJ) - MPR & SCPR separate logins	www.nabj.org	Receives all journalism job postings
National Association of Broadcasters (NAB)	www.nab.org	
National Association of Hispanic Journalists (NAHJ) email: jobbank@nahj.org	www.nahj.org	Receives all journalism job postings
Native American Journalists Association (NAJA)	www.naja.com	Receives all journalism job postings
New York University - Journalism; email: pamelanoel@nyu.edu	http://journalism.nyu.edu/careerservices/jobs/	Receives all journalism job postings
Online News Association	http://journalists.org/networking/job_postings.asp	
PaidContent.org	www.paidcontent.org	
Pew Center for Civic Journalism; email: rwyhof@pccj.org	http://www.pewcenter.org/	Receives all journalism job postings
Pollen	www.pollenmidwest.org	Receives all job postings
Poynter Institute (Journalism)	www.poynter.org	
PRADO Listserve		Receives all journalism job postings
Radio-Television News Directors Association (RTNDA)	www.rtna.org/jobs/	
Romanesko.com	http://jimromenesko.com/journalism-jobs/	
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobs_online.php	broadcast engineering jobs
Springboard for the Arts	www.springboardforthearts.org	
St. Cloud State University; email: jobpost@stcloudstate.edu	http://www.stcloudstate.edu/careerservices/	Receives all job postings

St. Paul College	https://www.myinterfase.com/saintpaul/employer/	Receives all job postings
The Chandler Group (retained search firm)	http://www.chandgroup.com/	
The Chronicle of Philanthropy Careers	http://careers.philanthropy.com	
The Wood Group (retained search firm)	www.thewoodgroupinc.com	
Triple Radio	www.triplearadio.com	
Twin Cities Diversity Roundtable		Receives all job postings
Twitter	www.twitter.com/APMJobs	Receives all job postings
UC Berkeley Graduate School of Journalism	http://journalism.berkeley.edu/	Receives all journalism job postings
UCLA	http://ucla-csm.symplicity.com//employers	Receives all journalism job postings
University of Minnesota Duluth	http://careers.d.umn.edu/joblink/	
University of Minnesota School of Journalism	https://goldpass.umn.edu/goldpass	Receives all journalism job postings
University of Nebraska - Lincoln	Email: Fblythe@Unl.Edu (E-mail)	
University of St. Thomas	http://www.stthomas.edu/cob/graduate/careers/	
University of Wisconsin - LaCrosse; email: career@mail.uwlax.edu	http://www.uwlax.edu/	
Wartburg College	www.wartburg.edu	
Stackoverflow Careers	www.careers.stackoverflow.com	
www.djangogigs.com	www.djangogigs.com	