

2015-2016 ANNUAL EEO PUBLIC FILE REPORT

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

Reporting Period: August 1, 2015- July 31, 2016

Number of Full-time Employees: 141
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
August 2015

2) National Association of Hispanic Journalists, Radio Television Digital News Association, & Society of Professional Journalists | National Convention and Career Fair
September 2015

3) Asian American Journalists Association | National Convention and Career Fair
August 2015

4) Columbia Graduate School of Journalism Career Fair
April 2016

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 paid and may also be eligible 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	Job Number	Recruitment Source Referring Hiree
8/10/2015	Correspondent, SCPR (Southern California Politics)	174-15	internal
8/24/2015	Editor, SCPR (News)	179-15	internal
10/1/2015	Digital Product Designer	188-15	apm careers site
8/11/2015	On-Air Fundraising Manager	195-15	apm careers site
2/8/2016	Reporter II, Education - SCPR	208-15	word of mouth
1/0/1900	Editor, SCPR (Education)	112-16	employee referral
10/26/2015	Reporter II, SCPR (Arts Education)	113-16	employee referral
12/7/2015	Assistant Producer, Forum Digital	132-16	employee referral
12/14/2015	Senior Software Developer, Mobile Apps	135-16	word of mouth
1/4/2016	Producer, SCPR Forum (Programs & Live Events)	138-16	employee referral
2/16/2016	Major Gifts Officer - SCPR	165-16	monster.com
4/4/2016	Major Gifts Officer - SCPR	165-16	employee referral
3/14/2016	Member Services Representative	188-16	internal
4/11/2016	Membership Specialist, SCPR	191-16	apm careers site
5/25/2016	Digital Producer, SCPR	192-16	employee referral
5/31/2016	Reporter II, SCPR (Environment)	199-16	twitter
6/13/2016	Campaign Manager, SCPR	217-16	internal

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 88

Recruiting Sources Referring Interviewees During Hiring Period	Number of Interviewees
APMG Careers Website	23
Authenticjobs.com	1
Indeed.com	16
LinkedIn.com	10
Monster.com	1
Glassdoor.com	2
Google	1
Refer.io	3
Word of Mouth	4
Employee Referral	12

Facebook	2
National Association of Hispanic Journalists website	1
Twitter	3
Internal Careers Site	6
journalismjobs.com	3

RECRUITING SOURCES USED

Recruiting Source	Contact Info	Types of Jobs
American Public Media Careers website	http://americanpublicmedia.publicradio.org/careers/	Receives all job postings
Asian American Journalists Association (AAJA)	www.aaja.org and listserve	Receives all journalism job postings
Augsburg College; email: tilton@augsborg.com	http://www.augsburg.edu/cswl/	Receives all job postings
Authenticjobs.com	www.authenticjobs.com	paid advertising; used for digital jobs
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
Builtinla.com	http://www.builtinla.com	Receives digital jobs in LA
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	Receives some development leadership/manager postings
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	www.jrn.columbia.edu/	Receives all journalism job postings

du; postjobs@jrn.columbia.edu		
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	paid advertising (occasional use for on-air or content jobs)
Djangogigs.com	www.djangogigs.com	paid advertising; used for digital jobs
Dunwoody College	https://www.dunwoody.edu/content/default.cfm?pid=83	Receives all job postings
Facebook: American Public Media Careers	www.facebook.com/apmgcareers	Receives all job postings
Github	www.github.com	Paid advertising for digital jobs
Glassdoor.com	www.glassdoor.com	Receives all job postings (auto-aggregator)
Google	www.google.com	Search engine (all postings are available)
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
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	paid advertising (occasional receives journalism jobs)
Journalismnext.com	www.journalismnext.com	paid advertising (occasional receives journalism jobs)
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
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
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
Missouri School of Journalism; email: sengsavanhp@missouri.edu	http://journalism.missouri.edu/forms/job-form.html	Receives all journalism job postings
Monster.com	www.monster.com	paid advertising; used occasionally for positions in tech, finance, etc.
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	Paid advertising; receives engineering and broadcast-related positions
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: pamela.noel@nyu.edu	http://journalism.nyu.edu/careerservices/jobs/	Receives all journalism job postings
Online News Association	http://journalists.org/networking/job_postings.asp	Receives digital content-related jobs

Pew Center for Civic Journalism; email: rwyhof@pccj.org	http://www.pewcenter.org/	Receives all journalism job postings
Pollen	www.pollenmidwest.org	Receives all Minnesota job postings
Poynter Institute (Journalism)	www.poynter.org	Paid advertising; occasionally receives journalism job postings
PRADO Listserve		Receives all journalism job postings
Radio-Television News Directors Association (RTNDA)	www.rtna.org/jobs/	
Refer.io	www.refer.io	Receives all job postings (auto-aggregator)
Romanesko.com	http://jimromenesko.com/journalism-jobs/	
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobsonline.php	paid advertising; occasionally receives broadcast engineering jobs
St. Cloud State University; email: jobpost@stcloudstate.edu	http://www.stcloudstate.edu/careerservices/	Receives all job postings
St. Paul Technical College	https://www.myinterfase.com/saintpaul/employer/	Receives all job postings
Stackoverflow.com	www.careers.stackoverflow.com	paid advertising; used for digital jobs
The Chronicle of Philanthropy Careers	http://careers.philanthropy.com	paid advertising; occasionally used for senior level development jobs
Twin Cities Diversity Roundtable (listserv)		Receives all job postings
Twitter	www.twitter.com/APMGJobs	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/	Receives all job postings
University of Minnesota School of Journalism	https://goldpass.umn.edu/goldpass	Receives all journalism job postings
University of St. Thomas	http://www.stthomas.edu/cob/graduate/careers/	Receives all job postings
University of Wisconsin - LaCrosse; email:	http://www.uwlax.edu/	Receives all job postings

career@mail.uwlax.edu		
Wartburg College	www.wartburg.edu	receives all job postings