

2016-2017 ANNUAL EEO PUBLIC FILE REPORT

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

Reporting Period: August 1, 2017- July 31, 2018

Number of Full-time Employees: 123
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 Convention and Career Fair 8/9/17 – 8/13/17
- 2) Whitter College Job & Internship fair 3/8/18
- 3) Cal State Northridge Job & Internship fair 3/18/18
- 4) USC Job & Internship Fair 3/21/18

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. In March 2018 an Internship Program Manager was hired to oversee this program.

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

Describe: The Emerging Leaders Program is an opportunity for our organization to invest in the development of potential leaders, enabling them to have greater influence and input in the organization, and increasing their readiness to move into leadership roles. Participation in the program is no guarantee of future advancement; however, many participants from previous years have moved into new or expanded roles in the organization.

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

Describe: A mentoring relationship with a leader who is internal or external to the organization is included in the Emerging Leaders program.

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: Asian American Journalists Association (AAJA), journalisjobs.com, Investigative Reporters and Editors, Online News Association, Poynter, National Association for Black Journalists (NABJ), National Association for Hispanic Journalists (NAHJ)

LIST OF POSITIONS FILLED

Job #	Posted Job	Employment Type	Start Date	Recruitment Source Referring Hiree
109-18	Member Services Representative, SCPR	Reg FT	8/11/2017	Employee Referral
244-17	Reporter II, SCPR (Arts Education)	Reg FT	8/28/2017	Employee Referral
246-17	Reporter II, SCPR (Veterans and Military Issues)	Reg FT	9/18/2017	Employee Referral
117-18	Administrative Assistant, SCPR (Development)	Reg FT	9/18/2017	Employee Referral
123-18	Account Executive	Reg FT	10/9/2017	Employee Referral
122-18	Associate Producer, SCPR (On Demand)	Reg FT	10/16/2017	Employee Referral
132-18	Reporter II, SCPR (Business and Economy)	Reg FT	10/16/2017	Employee Referral
127-18	Administrative Assistant & House Coordinator, Forum Programs and Live Events	Reg PT	11/1/2017	APM Careers Website
118-18	Financial Analyst II, SCPR	Reg FT	11/6/2017	ZipRecruiter Organic
256-17	Data Analytics & Operations Manager, SCPR (Development Operations and Analytics Manager)	Reg FT	11/13/2017	Indeed
101-18	Senior Editor, SCPR	Reg FT	11/27/2017	Other
163-18	Receptionist, SCPR	Reg FT	11/29/2017	Employee Referral
134-18	Membership Manager, Digital Fundraising	Reg FT	12/6/2017	Word of Mouth
113-18	Sr Reporter OR Correspondent, SCPR (Religion and Diaspora)	Reg FT	12/18/2017	Other
144-18	Individual Giving Specialist	Reg FT	1/3/2018	Company-wide email
188-18	Associate Producer, SCPR (On Demand)	Reg FT	1/22/2018	Employee Referral
171-18	Associate Editor, SCPR (Take Two)	Reg FT	2/18/2018	Employee Referral
186-18	Senior Reporter, SCPR (Investigative)	Reg FT	2/18/2018	Employee Referral
153-18	Producer, SCPR (AirTalk)	Reg FT	2/20/2018	Refer.io
156-18	Managing Editor, SCPR	Reg FT	2/20/2018	Employee Referral
181-18	Digital Producer, SCPR	Reg FT	3/1/2018	Linked In
172-18	Visual Journalist, SCPR	Reg FT	4/30/2018	Employee Referral
238-18	Associate Editor, SCPR (Digital News)	Reg FT	4/30/2018	Other
184-18	Product Designer, SCPR	Reg FT	5/14/2018	Glassdoor
200-18	Reporter I or Reporter II, SCPR (Community Health)	Reg FT	5/21/2018	Employee Referral
234-18	Manager, Broadcast Production - SCPR	Reg FT	7/2/2018	APM Careers Website
252-18	Member Services Representative, SCPR (1 of 2 hires)	Reg FT	7/2/2018	APM Careers Website
199-18	Reporter II, SCPR (Housing)	Reg FT	7/9/2018	Other
243-18	Producer, SCPR (All Things Considered)	Reg FT	7/16/2018	Indeed
252-18	Member Services Representative, SCPR (2 of 2 hires)	Reg FT	7/16/2018	APM Careers Website
264-18	Leadership Circle Giving Specialist, SCPR	Reg FT	7/18/2018	APM Careers Website
262-18	Development Events Manager, SCPR	Reg FT	7/23/2018	Word of Mouth
250-18	Institutional Giving Officer, SCPR	Reg FT	7/30/2018	Linked In

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 250

Recruiting Sources Referring Interviewees During Hiring Period	Number of Interviewees
APMG Careers Website	46
Asian American Journalists Association	1
Association of Fundraising Professionals	1
Beyond Organic	1
CPB – Corporation for Public Broadcasting	1
Employee Referral	46
Facebook	10
Glassdoor.com	7
Google	4
Indeed	48
Job Fair	1
LinkedIn	21
Other	23
Refer io	17
Twitter	3
Word of Mouth	10
Zip Recruiter Organic	10

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.aaaja.org and listserve	Receives all journalism job postings
Columbia Graduate School of Journalism -	www.jrn.columbia.edu/	Receives some journalism job postings

Corporation of Public Broadcasting (CPB)	www.cpb.org/jobline/	Receives all job postings
CURRENT Magazine	www.current.org/advertise/adsclass.shtml	paid advertising (occasional use for on-air or content jobs)
Facebook: American Public Media Careers	www.facebook.com/apmgcareers	Receives all job postings
Glassdoor.com	www.glassdoor.com	Receives all job postings (auto-aggregator)
Google	www.google.com	Search engine (all postings are available)
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
Medill School of Journalism	www.medill.northwestern.edu/medill/	Receives some journalism job postings
Missouri School of Journalism	http://journalism.missouri.edu/forms/job-form.html	Receives some 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	Paid posting site Receives some 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	Paid posting site Receives some journalism job postings
Native American Journalists Association (NAJA)	www.naja.com	Paid posting site. Receives some journalism job postings
New York University -	http://journalism.nyu.edu/careerservices/jobs/	Receives some journalism job postings

Online News Association	http://journalists.org/networking/job_postings.asp	Paid site Receives some digital content-related jobs
Pew Center for Civic Journalism; email: rwyhof@pccj.org	http://www.pewcenter.org/	Paid site Receives some journalism job postings
Poynter Institute (Journalism)	www.poynter.org	Paid advertising; occasionally receives journalism job postings
PRADO Listserve		Receives all journalism job postings
Professional diversity network	https://www.prodivnet.com/	Receives all job postings
Radio-Television News Directors Association (RTNDA)	www.rtnda.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
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
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