

2019-2020 ANNUAL EEO PUBLIC FILE REPORT

Station(s):	KVLA, KJAI
Community(ies) of License:	Pasadena/Los Angeles, Redlands, Coachella, Ojai California
Reporting Period:	August 1, 2019 – July 31, 2020
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 5 job fairs by station personnel who have substantial responsibility in making hiring decisions.	<ol style="list-style-type: none"> 1) National Association of Hispanic Journalists: September 4 – 7, 2020 2) National Association of Black Journalists Career Convention: August 7 – 11, 2020 3) Asian American Journalist Association Conference: July 31 – August 3, 2020 4) Native American Journalists Association Career Expo: September 15 – 18, 2020 5) University of Southern California: <ol style="list-style-type: none"> a. School of Annenberg Media Networking Night- October 22, 2019 b. Recent Alumni and Students Virtual Career Fair - April 23, 2020 6) Occidental College Career Fair - February 20, 2020 7) University of California Wide Virtual Fair - May 27, 2020
Continue the 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: The following training was provided: <ul style="list-style-type: none"> • Brown bags for interns • Maynard Institute Fault Lines conversation • Complicating the Narrative workshop • Various NPR trainings
Established a mentoring program for station personnel.	Describe: Intern buddy – pairing interns with staff

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)
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LIST OF POSITIONS FILLED

Job #	Job Title	Employment Type	Start Date	Recruitment Source
199-20	Associate Producer, AirTalk	Reg FT	1/6/2020	Internal
179-20	Reporter I, General Assignment	Reg FT	1/21/2020	Internal
141-20	Events Manager	Reg FT	2/10/2020	Employee Referral
139-20	Reporter II (Veterans and Criminal Justice)	Reg FT	11/11/2019	Internal
111-20	Audio Production Engineer, LAist Studios	Reg FT	9/23/2019	Internal
108-20	Reporter II or Senior Reporter (Politics)	Reg FT	10/4/2019	Internal
123-20	Administrative Assistant (Development)	Reg FT	10/1/2019	Indeed
140-20	Audio Production Engineer, SCPR	Reg FT	11/4/2019	APM Career Website
198-20	Brand Communications Manager	Reg FT	3/2/2020	ZipRecruiter Organic
203-20	Digital Campaign Manager	Reg FT	1/9/2020	LinkedIn
183-20	Director, Institutional Giving	Reg FT	3/9/2020	Indeed
248-20	Front-End Developer	Reg FT	4/13/2020	Other
182-20	Marketing Manager	Reg FT	1/6/2020	APM Career Website
104-20	Producer, On-Demand (LAist Studios)	Reg FT	9/9/2019	Employee Referral
125-20	Reporter II (Early Childhood Education)	Reg FT	11/4/2019	Employee Referral
161-20	Reporter II (Healthcare)	Reg FT	3/9/2020	CPB
109-20	Reporter II or Senior Reporter (Investigative)	Reg FT	11/14/2019	Twitter
107-20	Reporter II, (Immigrant Communities)	Reg FT	10/14/2019	Employee Referral
235-20	Senior Software Engineer	Reg FT	3/30/2020	Other
102-20	Talent Relationship Manager	Reg FT	10/1/2019	LinkedIn
101-20	Traffic Associate	Reg FT	8/13/2019	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 133

Recruiting Sources Referring Interviewees During Hiring Period	Number of Interviewees
Academy of Radio Broadcasting	1
APM Careers Website	16
Asian American Journalists Association	1
CPB - Corporation for Public Broadcasting	1
Diversity Jobs	1

Employee Referral	23
Facebook	2
Glassdoor	1
Google	1
Indeed	33
journalismjobs.com	1
LinkedIn	13
LinkUp	1
Other	25
Refer.io	2
Twitter	3
Word of Mouth	6
ZipRecruiter Organic	2

RECRUITING SOURCES USED

Recruiting Source	Contact Info	Types of Jobs
American Broadcasting School	http://radioschool.com/home.htm	Receives some job postings
American Public Media Careers website	http://americanpublicmedia.publicradio.org/careers/	Receives all job postings
Arizona State University – Walter Cronkite School	https://cronkite.asu.edu/	Receives some journalism job postings
Asian American Journalists Association (AAJA)	www.aaja.org and listserve	Receives all journalism job postings
Career Centric	http://careercentric.com/	Receives all job postings (auto-aggregator)
CareerJet	https://www.careerjet.com/	Receives all job postings (auto-aggregator)
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
Jobbydoo	https://www.jobbydoo.com/	Receives all job postings (auto-aggregator)
JobCase	https://www.jobcase.com/	Receives all job postings (auto-aggregator)
Job Fair	see Recruitment Initiatives for a list	We recruit for all open journalism jobs at each job fair
Job Inventory	http://www.jobinventory.com/	Receives all job postings (auto-aggregator)

JobisJob	https://www.jobisjob.com/	Receives all job postings (auto-aggregator)
Jooble	https://us.jooble.org/	Receives all job postings (auto-aggregator)
Journalismjobs.com	www.journalismjobs.com	paid advertising (occasional receives journalism jobs)
Journalismnext.com	www.journalismnext.com	Paid advertising. Paid posting site. Receives some journalism job postings.
Juju	https://www.juju.com/	Receives all job postings (auto-aggregator)
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
NAACP	https://www.naacp.org/	Receives some 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
Neuvoo	https://neuvoo.com/	Receives all job postings (auto-aggregator)
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/	
SimplyHired	https://www.simplyhired.com/	Receives all job postings (auto-aggregator)
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobsonline.php	paid advertising; occasionally receives broadcast engineering jobs
Southern CA Broadcasters Assoc	http://www.scba.com/	Receives some journalism 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
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.symlicity.com//employers	Receives all journalism job postings
ZipRecruiter	https://www.ziprecruiter.com/	Receives all job postings (auto-aggregator)