

EEO PUBLIC FILE REPORT

For the reporting period of 08/01/10 through 07/31/11

This report covers the following station employment unit (SEU):

Licensee / Permittee Name	Call Sign and Type	Community of License (City, State)	FCC Facility ID Number	LMA
New Inspiration Broadcasting Company, Inc.	KFAX-AM	San Francisco, Ca.	24510	No
SCA Palo Alto, LLC	KDOW-AM	Palo Alto, Ca.	65485	No

I. VACANCY LIST

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source ("RS") that referred the person hired for each vacancy:

Job No.	Job Vacancy Title	Recruitment Source that Referred Hired Person	Date Filled	RS's Contacted to Fill Vacancy
1	Sales Manager	Salem Communications	8/16/10	101,113,114
2	Marketing Consultant	San Jose Job Fair	10/12/10	44,47,103,111,113
3	Operations Manager	TV & Radio Jobs.com	01/03/11	107,103,109,113,114
4	Promotions Director	Employee Referral	01/11/11	101,103,108,109,112,113
5	General Manager	Employee Referral	02/01/11	111
6	Marketing Consultant	KFAX Advertisement	4/1/11	107,110,111
7	Director Of Local Ministry	Craig's List	07/18/11	101,103,111,112,113
8	Marketing Consultant	On Air Announcement	07/18/11	107,110,111,106

II. RECRUITMENT SOURCE LIST

During the reporting period, the following recruitment sources ("RS") were contacted as vacancies for full-time SEU jobs opened. There were a total of 63 people interviewed for full-time positions.

RS No.	Recruitment Source	(*)	Address, Telephone and Contact Person of RS	Number of Interviewees Referred by RS
* Denotes those organizations that requested notification of vacancy information				
1	All Nations Christian Fellowship	*	Po Box 1622 Oakland, CA. 94604 Zada Flowers 510-978-7826	
2	Allen Temple Baptist Church		8501 International Blvd. Oakland, CA. 94621 Martha Ayler 510-568-4572	
3	Bay International Church	*	27191 Portsmouth Ave Hayward, CA. 94545 Val Reyes 510-387-0023	
4	City Team Ministries		722 Washington Ave.	

			Oakland, CA 94607 Chris Williams 510-469-7307	
5	Crosspoint Chinese Church Of Silicon Valley	*	680 E. Calaveras Blvd. Milpitas, CA. 95035 Andy Ching 408-586-8688	
6	Filipino Community Christian Church		34256 Alvarado Blvd. Union City, CA. 94587 Johnny Danganan 510-887-8870	
7	Indian Community Church		2545 Warburton Ave, Santa Clara, CA. 95051 Herrid Pagadala 408-423-8660	
8	Iranian Assembly Of God		PO Box 53777 San Jose, CA. John Bayati 408-979-1777	
9	Oakland Vietnamese VMA		3755 13 th Ave, Oakland, CA. 94610 Dieu Cuong 408-781-4476	
10	Salvation Army		36700 Newark Blvd. Newark, CA. 94560 David Oh 510-512-4273	
11	St. James African Methodist Church		1916 E. San Antonio St. San Jose, CA. 95116 Stephanie Ransom 510-381-7163	
12	University Of San Francisco		2130 Fulton St. San Francisco, CA. 94117 Career Service Center 408-288-3708	
13	San Jose City Community College		2100 Moorpark Ave. San Jose, CA. 95128 408-288-3708	
14	Menlo College		1000 El Camino Real Atherton, CA. 94027 Mary Robbins 650-543-3735	
15	Ohlone Community College		43600 Mission Blvd. Fremont, CA. 94539 Career Center 510-742-2323	
16	Alma Senior Center		136 West Alma Ave. San Jose, CA. 95110 408-535-3570	
17	Arab American Cultural Center		3952 Twilight Dr. San Jose, CA. 95124 408-515-8566	
18	Asian Immigrant Women		1010 Ruff Drive San Jose, CA. 95110 408-289-8983	
19	National Hispanic University		14271 Story Rd. San Jose, CA. 95127 408-289-8983	

20	Vietnamese Voluntary Foundation		2260 Quimby Rd. San Jose, CA. 95122 408-532-7755	
21	YWCA Santa Clara Valley		375 South Third Street San Jose, CA. 95112 Career Center 408-295-4011	
22	Chaplain Support Ministries, Inc.		PO Box 1023 Union City, CA. 94587 Albert Valencia 510-304-3726	
23	Christian Center Of San Jose	*	1515 Kooser Rd. San Jose, CA. 95118 408-264-1846	
24	Cosmopolitan Baptist Church		722 Washington Ave. Oakland, CA. 94607 Harvey Peters III 510-635-5275	
25	Dream Center In Hayward	*	610 C St. Union City, CA. 94587 Jose Estrella 510-688-6836	
26	Ebenezer	*	1839 Woolsey Berkley, CA. 94806 510-841-3722	
27	El Buen Pastor		2340 Coolidge Ave. "A" Oakland, CA. 94601 Francisco Barrera 510-209-7871	
28	Emmanuel Baptist Church		467 N White Road San Jose, CA. 95127 Lyman Alexander 408-272-1360	
29	Fil-Am UCC		1031 Clyde Ave #1703 Santa Clara, CA. 95054 Abigail Cabral 408-963-9669	
30	First Baptist Church of Warm Springs	*	303 Hackmore Lane Fremont, CA. 94539	
31	First Morning Star MBC		1501 90 th Ave. Oakland, CA. 94603 Albert Harris 510-568-1301	
32	First New Jerusalem Church		1710 24 th Ave. Oakland, CA. 94501 Jerry Blackmon 510-774-9772	
33	First Step Outreach Ministries		PO Box 70782 Sta. D Office Oakland, CA. 94612 Rickey Walker 510-213-4689	
34	God Is Able International		635 North 6 th St. San Jose, CA. 95112 Robert Flores 209-743-8561	
35	El Golgota Church	*	3912 MacDonald Ave. Richmond, CA. 94805	

			Raul Sanchez 510-233-2408	
36	Grace Church Fremont		36060 Fremont Blvd. Fremont, CA. 94536 William Kintner 510-797-7729	
37	Havenscourt Community Church		2744 67 th Ave. Oakland, CA. 94605 William Liggons 510-501-5515	
38	Home Of Christ Church		4248 Solar Way Fremont, CA. 94538 Paul Lee 510-651-9937	
39	House Of Restoration		4733 Geranium Place Oakland, CA. 94619 Cedric Williams 510-485-2587	
40	International Faith Center		6119 MacArthur Blvd. Oakland, CA. 94605 Derrick Fluker 510-562-1530	
41	Jesus is Lord Global Ministries		38880 Florence Wy. Fremont, CA. 94536 Jesus Bungay 510-827-0602	
42	Joshua Christian Center	*	793 W Grand Ave. Oakland, CA. 94580 Donald Scurry 510-418-0716	
43	Living Hope	*	7160 Graham Ave. Newark, CA. 94560 Ben Hirsch 510-299-7579	
44	New Life Christian Fellowship		20394 San Miguel Ave Castro Valley, CA 94546 510-889-1304	1
45	New Beginning Church		PO Box 71002 Oakland, CA. 94612 Elliot Ivey 510-893-7100	
46	Next Chapter Transitions		PO Box 10536 San Jose, CA. 95157 Mark Platt 408-857-2535	
47	Redwood Chapel Community Church		19300 Redwood Rd Castro Valley, CA. 94546 510-886-6300	1
48	San Francisco Community Fellowship	*	352 Hanover Street San Francisco, CA. 94112 Richard Roberts 415-990-0352	
49	San Jose Community Church	*	3195 Senter Rd. San Jose, CA. 95111 Vuong Tran 408-569-2580	
50	San Jose Hispanic 7 th Day Adventist Church		6078 Monterey Rd. #207 San Jose, CA. 95138	

			Jose Medina 408-832-1572	
51	The Promised Land Tabernacle	*	1608 W Campbell Ave. #311 Campbell, CA. 95008 Shardad Khabir 408-963-2170	
52	The Urban Church	*	2190 Peralta Blvd. Fremont, CA. 94536 Ron Nunez 510-355-5995	
53	Urban Grace		1086 54 th St. Oakland, CA. 94608 Gary Lee 510-459-0151	
54	Urojas Ministries		805 Apgar St. Oakland, CA. 94600 Jaspar Lowery 510-653-1599	
55	Agape Bible Fellowship		PO Box 1739 El Cerrito, CA. 94530 John Ojewole 925-265-1134	
56	Alum Rock Covenant	*	218 Kirk Ave. San Jose, CA. 95127 Wil Waters 408-258-7488	
57	Bay Farm Community Church	*	3189 McCartney Rd. Alameda, CA. 94502 Patrick Lee 510-769-2002	
58	Bible Fellowship Missionary Baptist Church	*	484 Phelps St. Oakland, CA. 94603 Rachel Hawkins 510-290-9825	
59	Campbell 7 th Day Adventist Church		600 W Campbell Ave. Campbell, CA. 95008 Gary Jensen 408-866-4625	
60	Castro Valley Nazarene		19230 Lake Chabot Rd. Castro Valley, CA. 94546 Steve Redmond 510-581-8377	
61	Central Assembly	*	570 Appial Way El Sobrante, CA. 94803 Tim Hohn 510-223-2240	
62	Church By The Side Of The Road		2108 Russell Berkley, CA. 94705 Vernola Willaims 510-243-1757	
63	Christian Life Center	*	33527 Western Ave. Union City, CA. 94587 John DiGiacom 510-489-7045	
64	Church Of The Highlands	*	1900 Monterey Dr. San Bruno, CA. 94066 Abney Nombrado 650-892-6694	

65	Community Christian Church		722 Washington Ave. Oakland, CA. 94607 John Estrada 408-705-8773	
66	Community Church Of Hayward	*	26555 Gading RD. Hayward, CA. 94544 Manuel Magana 510-782-8593	
67	Community Of Grace		380 Elmhurst St. Hayward, CA. 94544 Marilyn Escoto 510-786-1289	
68	Deliverance Outreach		7322 Garfield Ave. Oakland, CA. 94605 Petrie Hobdy 510-302-9575	
69	Carmelita Dizon		2655 Oliver Dr. #166 Hayward, CA. 94545 510-887-0652	
70	1 st Baptist Church San Mateo		2801 Alameda de las Pulgas San Mateo, Ca. 94403 Marc Heinz 650-345-1965	
71	Faith Bible Church	*	1182 Cherrybrooke Commons San Leandro, CA. 94578 Alois Ramos 510-357-7271	
72	Family Church of Praise	*	3426 Cardoza Crt. San Jose, CA. 95132 Mario Gatchalian 408-937-5996	
73	1 st Baptist Church Of Menlo Park		1100 Middle Ave. Menlo Park, CA. 94025 Rick Line 650-323-8544	
74	Genesis		919 Old Oakland Rd. San Jose, CA. 95110 Naaman Lauaderdale 408-998-2191	
75	Graceful Christian Community Church		4660 Devonshire Fremont, CA. 94536 Henky Suryanto 510-792-18341	
76	Harvest Fellowship		5070 Haven Place #106 Dublin, CA. 94568 Dong Balili 510-677-6536	
77	Hayward 1 st Church Of The Nazarene	*	26221 Gading Rd. Hayward, CA. 94544 Karl Mason 510-732-0777	
78	Hillside Alliance	*	944 Central Blvd. Hayward, CA. 94544 Greg Jack 510-701-7555	
79	Holy Cross Lutheran Church		5109 Adair Way San Jose, CA. 95124 Scott Perry	

			408-506-8234	
80	Jesus Cares Outreach Ministries		PO Box 1026 Santa Clara, CA. 95052 Russell Dubois 408-307-5250	
81	Kingsway Intl Christian Center		PO Box 5081 Redwood City, CA. 94063 Victor Bianco 650-575-2278	
82	Love Center Ministries	*	449 Bell St Palo Alto, CA. 94303 Rebella Matthews 650-594-5110	
83	Milpitas Christian Fellowship		2040 Ensign Way San Jose, CA 95133 Eric Mosqueda 408-892-3089	
84	Missions Of Compassion		1739 Parkway Hayward, CA. 94541 Abraham Michael 510-537-7952	
85	Morello Ave Baptist Church		68 Morello Ave Martinez, CA. 94553 Wayne Carroll 925-228-8190	
86	Mtn House Mission Fellowship	*	106 W. Gallo Way Mountain House, CA. 95391 Salavacion Santiago 209-835-0074	
87	New Community Baptist Church	*	1250 Middlefield Rd Mountain View, CA. 95391 Grace Oh 650-210-0000	
88	New Community Baptist Church	*	1881 Washington Ave. San Leandro, CA 94577 Samuel Yoon 415-310-1322	
89	New Day Church		1375 Hermosa Ave Pacifica, CA 94044 Noel Roxas 650-201-8733	
90	Newark Community Church	*	37590 Sycamore St Newark, CA 94560	
91	One In Christ Community Church	*	890 Fargo Ave. San Leandro, CA Jim Roberts 510-487-8126	
92	Orchard City Church	*	1190 Bordeaux Dr Sunnyvale, CA. 94088 David Kang 408-402-2321	
93	Prison Ministry		4759 International Ave. Oakland, CA. 94601 Ricardo Puell	
94	Progressive Baptist Church		33012 King St Berkeley, CA 94703 Earl Stuckey 510-655-3660	

95	Rock Center		182 El Rancho Dr South San Francisco, CA. 94112 Crisanto Pineda 650-278-2154	
96	Showers Of Blessing		11506 Silvergate Dr. Dublin, CA. 94658 Curtis Stafford 925-551-7889	
97	South Bay Christian Church	*	252 Cresta Vista Way San Jose, CA. 95119 Melvin Dahlgren 408-365-1180	
98	VAC		38325 Cedar Blvd. Newark, CA. 94538 Hung Huynh 510-325-9663	
99	Valley Life Center	*	3421 Monroe St. Santa Clara, CA. 95051 Stuart Nice 408-246-4883	
100	Victory Christian Fellowship		2149 E 23 rd St. Oakland, CA. 95051 Kayode Ajimatanrar 510-535-1725	
101	Salem.cc	*	4880 Santa Rosa Rd Camarillo, CA. 93012 Marla Watanabe 805-987-0400	6
102	National Career Fairs		1776 W Horizon Ridge Pkwy #100 Henderson, NV 89012 Peggy Hillman 702-614-9537	
103	Craig's List		www.Craigslist.org	15
104	Birshbach Recruitment Network		www.mediarecruiter.com	
105	Northern Ca. Broadcasters Assn.		www.ncbaradio.com	
106	San Jose & Santa Clara Diversity Employment Day Career Fair		www.citycareerfair.com	3
107	TV & Radio Jobs		www.tvandradiojobs.com	5
108	Work2Future		1290 Parkmoor Ave San Jose, CA. 95126 408-794-1100	1
109	All Access.Com		www.allaccess.com	1
110	San Jose Job Fair		www.ncfairs.com	3
OTHER SOURCES OF INTERVIEWEES				
No.	Description of Other Sources			Number of Interviewees
111	Radio Advertisements on KFAX AM 1100 & KDOW AM 1220			11
112	KFAX.COM or KDOW.BIZ			2
113	Employee or Client Referral			13
114	Posting in KFAX/KDOW Offices/Studios			1

III. OUTREACH INITIATIVES

The following outreach initiatives were completed by the SEU during the reporting period:

A. **Internship Program:**

The station employment unit provides internship opportunities to allow students the chance to work with a major market media group. Through this experience the student is able to learn more about the broadcasting industry and better evaluate if it is a career path they would choose. During this period (August Thru October 2010) we had one intern, a student of Western Seminary (San Jose, CA.) intern in our promotions department. This student participated in outreach to local churches, meeting pastors and helping facilitate weekly interviews with pastors. Instruction included use of web, print and audio promotion of station events.

B. **Management and on the Job Training:**

1. The SEU provides on the job training to enable station personnel the opportunity to acquire skills that will help qualify them for higher level positions. During this reporting period the Production Director conducted Voice-Over seminars for full & part-time employees. This instruction allows our staff to expand their portfolio of voices and characters, ultimately helping our in house production team to add greater vocal variety to our commercials and build their skills for future use in other endeavors.
2. Sales training was conducted weekly by the Sales Manager and/or General Manager to the SEU's Sales Team of three to five and included topics such as effective sales techniques, how to secure appointments, how to close a sale, writing effective commercial copy, time management, and Web Terminology 101. RAB webinars were also used.
3. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and Power Point presentations, which also includes review of EEO policies and compliance. The SEU's Office Manager and Assistant Office Manager participate in these training sessions each month then routinely communicates with the SEU's General Manager and other management team members to keep all employees apprised of the company and SEU's policy on equal employment.
4. The Human Resources Manager/Business Manager went to corporate headquarters in Camarillo, CA January 17-18, 2011. The in-depth training covered EEO compliance regulation, public outreach activities, audit checklists, and Public File requirements. In addition, the training included hiring and promotion practices to maintain compliance.

5. The SEU participates in an on-line program entitled "Employment Law Training" (E.L.T.), which is an ongoing program for all entry level managers and above to train them in methods of ensuring equal opportunity and preventing discrimination. Training modules include "Lawful Hiring", "Equal Employment", "Workplace Harassment" and "Lawful Terminations". During this reporting period, four SEU employees participated in the ELT program.

C. Mentoring Program:

1. The Operations Manager, with the assistance from the Engineering Department, continues to offer mentoring programs to programming personnel. Training on automation-system related topics such as managing content, library management, program log editing and management, recording and importing audio, and editing and preparing library cuts for air are among the topics that have been covered. Training on transmitter operations and EAS procedures are reviewed frequently with all programming employees. Employees that are working for only one station are now trained and qualified to work for either station.

D. Job Banks and Internet Programs:

The SEU participated in job banks and Internet programs designed to provide general information about opportunities in broadcasting and to encourage individuals to consider future employment. Job openings were posted on a variety of web sites. During the reporting period the SEU posted job openings on the following websites: KDOW, bizKFAX.com, Salem.cc, nccbaradio.com.

E. Job Fairs:

The station employment unit participated in five career fairs during the reporting period to introduce its current full-time openings, to secure applicant information for possible future openings and seek applicants for our internship program. Representatives participated in the following job fairs.

Bay Area & Alameda County's 10th Annual Diversity Employment Day

Sponsored by Diversity Recruiters Network.org August 17, 2010 at Jack London Square in San Francisco, CA. The Station Manager and Promotions Director greeted applicants at the display booth, giving out information about careers in broadcasting, specific openings at KFAX and KDOW, and information about internship opportunities. More than eighty resumes and applications were received and considered.

San Jose Career Fair

Sponsored by National Career Fairs (www.ncfairs.com) August 26, 2010 at the Double Tree Hotel in San Jose, CA. The display booth was staffed by the Station Manager who answered questions about careers in broadcasting and provided information on 2 current openings and information about internship opportunities. Forty-Five resumes were received and considered for the openings.

San Jose Job Fair

Sponsored by National Career Fairs (www.ncfairs.com) November 16, 2010 at the Double Tree Hotel in San Jose, CA. The General Manager greeted applicant's at the display booth giving out information about careers in broadcasting and information about internship opportunities and specific full-time and part-time openings at KFX and KDOW, soliciting applications , and collecting resumes. Fifty Five resumes were received and considered .

San Jose Career Fair

Sponsored by National Career Fairs (www.ncfairs.com) January 31, 2011 at the Double Tree Hotel in San Jose, CA. The display booth was staffed by the Station Manager who answered questions about careers in broadcasting and provided information on 2 current openings and information about internship opportunities. Fifty-Five resumes were received and considered for the openings.

San Jose Career Fair

Sponsored by National Career Fairs (www.ncfairs.com) April 2011 at the Doubletree Hotel in San Jose, CA. The display booth was staffed by the stations Promotions Director. She gave out information about careers in broadcasting and information about current openings at KFX & KDOW as well as information about internship opportunities. Thirty-Three resumes were received and considered