

EEO PUBLIC FILE REPORT

FOR THE REPORTING PERIOD OF 08/01/08 THROUGH 07/31/09

Prepared by: Dale Hendry, General Manager
Salem Communications – Sacramento

Parent License Name: New Inspiration Broadcasting, Inc.
KFIA(AM), KKFS(FM), KTKZ(AM)
Caron Broadcasting, Inc.
KSAC(FM)
(Licensee / Permittee)

This report covers the following employment unit:

| <u>Call Sign</u> | <u>Facility ID Number</u> | <u>Type of Station</u> | <u>Location City, State</u> | <u>LMA</u> |
|------------------|---------------------------|------------------------|-----------------------------|------------|
| KFIA(AM) | 50300 | AM | Carmichael, CA | N/A |
| KKFS(FM) | 56366 | FM | Lincoln, CA | N/A |
| KSAC(FM) | 51220 | FM | Dunnigan, CA | N/A |
| KTKZ(AM) | 59599 | AM | Sacramento, CA | N/A |

A. The following is a list of all vacancies for full-time jobs filled during the reporting period:

| | <u>Job Title</u> | <u>Date Open</u> | <u>Date Filled</u> |
|----|-----------------------------------|------------------|--------------------|
| 1 | Account Executive – KFIA | 07/01/08 | 08/04/08 |
| 2 | Account Executive – KFIA | 07/01/08 | 08/04/08 |
| 3 | Account Executive – KKFS | 07/18/08 | 08/11/08 |
| 4 | Promotions Director | 06/02/08 | 09/15/08 |
| 5 | Account Executive – KSAC | 09/01/08 | 09/29/08 |
| 6 | Chief Engineer | 10/01/08 | 11/10/08 |
| 7 | Account Executive – KFIA | 01/30/09 | 02/16/09 |
| 8 | General Sales Manager – KFIA/KTKZ | 09/15/08 | 03/01/09 |
| 9 | Account Executive – KKFS | 04/01/09 | 04/27/09 |
| 10 | Account Executive – KSAC | 04/01/09 | 05/18/09 |
| 11 | Promotions Director | 06/19/09 | 06/29/09 |

B. During the reporting period, the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk (*) were organizations that requested to be contacted as job openings occurred:

| <u>Recruitment Source</u> | <u>Address</u> | <u>Contact Person</u> | <u>Telephone</u> |
|--|--|-----------------------------------|------------------|
| AllAccess.com | AllAccess.com | Job Market | 570-708-8780 |
| American River College | 4700 College Oak Drive Sacramento, CA 95841 | Career Center | 916-484-8492 |
| Asian Resources | 5709 Stockton Blvd. Sacramento, CA 95824 | Job Postings Fax: 916-454-1895 | 916-454-1892 |
| California Broadcasters Association | 915 L Street, Suite 1150 Sacramento, CA 95814 | Lillie Player www.YourCBA.com | 916-444-2237 |
| Christian Jobs Employment Services | www.ChristianJobs.com | Audrey Pillow | 805-987-0400 |
| CSUS Career Center (Calif. State University Sacramento) | 6000 J Street Sacramento, CA 95819 | Job Postings | 916-278-6827 |
| Greater Sacramento Urban League | 3725 Marysville Blvd. Sacramento, CA 95838 | Brenda Burnett | 916-286-8611 |
| *Heald Business College | 7 Sierra Gate Plaza Roseville, CA 95678 | Career Services | 916-789-8600 |

| | | | |
|---|---|-------------------|--------------|
| *KCJH Radio & Christian School | 9019 West Lane Stockton, CA 95210 | Job Listings | 800-654-KCJH |
| La Familia Career Counseling Center | 5523 34th Street Sacramento, CA 95820 | Jennifer Peterson | 916-227-2577 |
| The Sacramento Bee | www.SacBee.com | Classifieds | 916-321-1000 |
| Sacramento City College One Stop Center | 3835 Freeport Blvd. Sacramento, CA 95822 | Job Services | 916-558-2332 |
| Sacramento Employment & Training Agency (SETA) | 1217 Del Paso Blvd. Sacramento, CA 95815 | Linda Ball | 916-263-3757 |
| Salem Communications | www.Salem.cc | Audrey Pillow | 805-987-0400 |
| *University of Phoenix | 2860 Gateway Oaks Sacramento, CA 95833 | Derrick Jackson | 916-286-2957 |
| *William Jessup University | 333 Sunset Blvd. Rocklin, CA 95765 | Lynn Hallimore | 916-577-2200 |

C. The following is a list of recruitment sources which provided the person hired for each full-time position filled during the reporting period:

| | Job Title | Recruitment Source |
|----|-----------------------------------|--------------------|
| 1 | Account Executive – KFIA | ChristianJobs.com |
| 2 | Account Executive – KFIA | Employee Referral |
| 3 | Account Executive – KKFS | Radio Ad |
| 4 | Promotions Director | AllAccess.com |
| 5 | Account Executive – KSAC | Client Referral |
| 6 | Chief Engineer | Employee Referral |
| 7 | Account Executive – KFIA | Unsolicited |
| 8 | General Sales Manager – KFIA/KTKZ | Employee Referral |
| 9 | Account Executive – KKFS | Employee Referral |
| 10 | Account Executive – KSAC | Client Referral |
| 11 | Promotions Director | Employee Referral |

D. During the reporting period, there were a total of 54 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

| | Recruitment Source | Total No. of Interviewees |
|---|-------------------------------------|---------------------------|
| 1 | Unsolicited Resume | 1 |
| 2 | Radio Ad | 12 |
| 3 | Employee Referral | 20 |
| 4 | ChristianJobs.com | 5 |
| 5 | California Broadcasters Association | 7 |
| 6 | AllAccess.com | 1 |
| 7 | Salem.cc | 4 |
| 8 | Client Referral | 3 |
| 9 | Current Employee | 1 |
| | TOTAL | 54 |

E. During the reporting period, the station employment unit engaged in the following initiatives:

1. **Internship Program:** The objective of this program is 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. Our Morning Show Host, Production Manager and Promotions Director worked with the students in establishing their schedules and what best fit with the station group agenda. Our SEU hosted one intern during this reporting period: A student from Lincoln University, PA assisted our Promotions Director with promotional events and writing radio promos for our SEU during the summer of 2008.

2. **Management Training:**
 - A. **HR Network Sessions:** The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and PowerPoint presentations. The office manager routinely communicates with the General Manager and other management team members to keep all apprised of the company and station's policy on equal employment.
 - B. **ELT Training:** The SEU participates in an on-line program entitled "Employment Law Training" (E.L.T.) which is an ongoing training program for all management personnel that are hired during the reporting period. Training modules included Lawful Hiring, Equal Employment, Workplace Harassment and Lawful Terminations. During this report period, our Program Director and both General Sales Managers participated in ELT training.
3. **Employee Advancement Training:** Our SEU's General Manager conducts bimonthly training with our Sales Managers specifically designed to educate them about the radio industry and the responsibilities of a station manager in order for employees to gain skills to qualify for advancement into higher level positions. And many of our support staff (board ops, receptionist, administrative assistants, and traffic director) cross-train in other positions in order to provide back-up coverage during vacations, as well as, acquire skills that could qualify them for job advancement or transfer to positions of higher responsibility.
4. **Career Opportunities with Educational Institutions:** Our SEU routinely conducts educational outreach to local high school and high school age home-schooled groups to educate them on the education needed for career opportunities within the broadcast industry. Students participate in an educational tour to meet on-air and technical staff that share their broadcast experience and training, watch or participate in live shows, tour the facilities, and sometimes participate in production recordings for advertising commercials, show segments or station imaging. During this report period, our SEU hosted four students from Folsom/Rancho Cordova Home Schooling Group on July 15, 2009.
5. **Participation in Other Activities to Provide Employment Opportunity Information:** Our SEU routinely assists Boy Scout and Girl Scout groups with the completion of their communication badge requirements, as well as, junior high school students from local schools and home school groups, by conducting station tours which assist these groups with their research in the technology used in current broadcasting and the different ways to pursue training for a career in broadcasting. During this report period, our SEU hosted two boy scouts from Rocklin Boy Scout Troop 29 on August 28, 2008; 24 fifth/sixth-grade students from Freedom Christian School, Fair Oaks on October 29, 2008; two boy scouts from El Dorado Hills Boy Scout Troop 454 on April 16, 2009; and three boy scouts from Carmichael Boy Scout Troop 204 on May 8, 2009.

Name of Respondent:

**New Inspiration Broadcasting, Inc.
KFIA(AM), KKFS(FM), KTKZ(AM)**

**Caron Broadcasting, Inc.
KSAC(FM)**

Signed: _____

**Dale Hendry, General Manager
Telephone: (916) 924-0710
File Date: July 31, 2009**

