

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, Inc.	KFIA(AM)	Carmichael, CA	50300	N/A
New Inspiration Broadcasting, Inc.	KKFS(FM)	Lincoln, CA	56366	N/A
Caron Broadcasting, Inc.	KSAC(FM)	Dunnigan, CA	51220	N/A
New Inspiration Broadcasting, Inc.	KTKZ(AM)	Sacramento, CA	59599	N/A

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	FT Board Operator	Internal Job Posting	08/09/10	1-7, 9-11, 13-15
2	Account Executive	Referral	08/30/10	1-7, 10-11, 17-21
3	Account Executive	Referral	11/01/10	1-8, 10-11, 17-21
4	Account Executive	Job Fair	01/05/11	1-8, 10-11, 13-15, 18-21
5	Account Executive	SacramentoHelpWanted.com	07/11/11	1-7, 10-15, 18-21

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 42 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	American River College		4700 College Oak Drive Sacramento, CA 95841 (916) 484-8492 Contact: Career Services	0
2	CareerBuilders.com		5550-A Peachtree Parkway Norcross, GA 30092 (800) 891-8880 Contact: CB Tech	4
3	ChristianJobs.com		9401 Courthouse Road, Ste 300 Chesterfield, VA 23832 (805) 987-0400 Contact: Audrey Pillow	6
4	Consumnes River College		8401 Center Parkway Sacramento, CA 95823 (916) 691-7456 Contact: Career Services	0
5	Folsom Lake College		10 College Parkway Folsom, CA 95630 (916) 608-6560 Contact: Career Services	0

6	Greater Sacramento Urban League		3725 Marysville Blvd. Sacramento, CA 95838 (916) 286-8611 Contact: Brenda Burnett	0
7	Heald Business College		7 Sierra Gate Plaza Roseville, CA 95678 (916) 789-8600 Contact: Career Services	0
8	Job Journal		3050 Fite Circle, Suite 100 Sacramento, CA 95827 (916) 925-0800 Contact: Kat Maudru	0
9	KCJH Radio & Christian School		9019 West Lane Stockton, CA 95210 (800) 654-KCJH Contact: Job Listings	0
10	La Familia Career Counseling Center		5523 34 th Street Sacramento, CA 95820 (916) 227-2577 Contact: Jennifer Peterson	0
11	Sacramento City College		3835 Freeport Blvd. Sacramento, CA 95822 (916) 558-2565 Contact: Career Services	1
12	SacramentoHelpWanted.com		6465 Greenwood Plaza Blvd., Suite 400 Centennial, CO 80111 (888) 884-8242, ext. 0236 Contact: Shelby Marion	1
13	Salem Communications Corp. (www.Salem.cc)		4880 Santa Rosa Road Camarillo, CA 93012 (805) 987-0400 Contact: Marla Watanabe	8
14	William Jessup University		333 Sunset Blvd. Rocklin, CA 95765 (916) 577-2200 Contact: Lynn Hallimore	1
OTHER SOURCES OF INTERVIEWEES				
No.	Description of Other Sources			Number of Interviewees
15	Internal Job Posting			1
16	Job Fair			6
17	Radio Website – www.1039TheFish.com			0
18	Radio Ad – KFIA			1
19	Radio Ad – KKFS			4
20	Radio Ad – KSAC			1
21	Radio Ad – KTKZ			2
22	Referral			4
23	Unsolicited			2
Total Number of Interviewees				42

III. OUTREACH INITIATIVES

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

A. Management Training

1. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and PowerPoint presentations, which includes review of EEO policies and compliance. The SEU's Office Manager participates in these training sessions each month and 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.
2. The SEU participates in an on-line program entitled "Employment Law Training" (E.L.T.), which is an ongoing training 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 report period, four SEU employees participated in the ELT program.

B. Employee Advancement Training The SEU's General Manager conducts bimonthly training with 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 the SEU's support staff (board ops, receptionists, administrative assistant, traffic director, business manager) 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.

C. Career Opportunities with Educational Institutions The SEU routinely conducts educational outreach to local colleges, high schools and high-school-age homeschooled 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, the SEU hosted two high-school-age homeschooled students from Sacramento researching broadcast careers on April 14, 2011; and three Sacramento area college students majoring in broadcast journalism on June 14, 2011.

D. Job Fairs The SEU partnered with Job Journal to sponsor Sacramento's Fall HIREvent on October 12, 2010. At this event, the SEU's EEO Coordinator informed the attendees of job opportunities available at the SEU and distributed applications; and local Sales Managers accepted resumes and conducted on-site interviews.