

**EEO PUBLIC FILE REPORT**

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

Prepared by: SLV

Parent License Name: New Inspiration Broadcasting Inc.  
Caron Broadcasting Inc.

Station Call Letters: KFIA-AM, KKFS-FM, KTKZ-AM, 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	50300	AM	Carmichael, CA	
KKFS	56366	FM	Lincoln, CA	
KSAC-FM	51220	FM	Dunnigan, CA	
KTKZ	59599	AM	Sacramento, CA	

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)	Continuous	08/06/07
2	Account Executive (KFIA)	Continuous	08/06/07
3	Account Executive (KTKZ)	Continuous	08/13/07
4	Traffic Manager	07/19/07	08/15/07
5	M-F Weekdays Board Op	09/04/07	09/05/07
6	Production Assistant	09/28/07	10/01/07
7	Account Executive (KFIA)	Continuous	12/03/07
8	Station Manager (KSAC)	12/15/07	01/01/08
9	Board Op (KSAC)	01/15/08	02/22/08
10	Account Executive (KKFS)	Continuous	04/09/08
11	General Sales Manager (KKFS)	03/01/08	04/15/08
12	Account Executive (KFIA)	Continuous	04/17/08
13	Account Executive (KKFS)	Continuous	04/28/08
14	Account Executive (KKFS)	Continuous	04/30/08
15	Account Executive (KTKZ)	Continuous	07/21/08

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:

<b>NEWSPAPERS</b>	
<b>Recruitment Source</b>	<b>Listing</b>
Sacramento Bee	Classified – Employment Ads
<b>WEBSITES</b>	
<b>Recruitment Source</b>	<b>Website</b>
California Broadcasters Assoc.	www.CaBroadcasters.org
Christian Jobs Employment Services	www.ChristianJobs.com
KFIA Radio	www.KFIA.com
KKFS Radio	www.1039thefish.com
KTKZ Radio	www.KTKZ.com
Radio & Records	www.RadioAndRecords.com
Sacramento Bee	www.SacBee.com
Salem Communications Corp.	www.SalemCommunications.com

MINORITY MEDIA			
Recruitment Source	Address	Contact Person	Telephone
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
CSUS Career Center	6000 J Street Sacramento, CA 95819	Kathy (Job Postings)	916-278-6827
Greater Sacramento Urban League	3725 Marysville Blvd. Sacramento, CA 95838	Brenda Burnett Fax: 916-561-0856 bburnett@gsul.org	916-286-8611
*Heald Business College	7 Sierra Gate Plaza Roseville, CA 95678	Sanju Prasad, Career Svs. Sanju_prasad@heald.edu	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 jrpeters@delpaso.seta.net	916-227-2577
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
*University of Phoenix	2860 Gateway Oaks Sacramento, CA 95833	Derrick Jackson Derrick.Jackson@phoenix.edu	916-286-2957
*William Jessup University	333 Sunset Blvd. Rocklin, CA 95765	Lynn Hallimore lhallimore@jessup.edu	916-577-2200
RADIO ANNOUNCEMENTS			
Recruitment Source	Contact	Radio Frequencies	
Salem Sacramento Radio Ads	Sherrie Valk	710 AM, 1380 AM, 103.9 FM, 105.5 FM	

C. The following is a list of recruitment sources which provided the hiree for each position filled during the reporting period:

	Job Title	Recruitment Source
1	Account Executive (KFIA)	Radio Ad
2	Account Executive (KFIA)	Client Referral
3	Account Executive (KTKZ)	Radio Ad
4	Traffic Manager	Employee Referral
5	M-F Weekdays Board Op	Internal Promotion (PT to FT)
6	Production Assistant	Job Fair
7	Account Executive (KFIA)	Walk-in
8	Station Manager (KSAC)	Employee Referral
9	Board Op (KSAC)	Employee Referral
10	Account Executive (KKFS)	Walk-in
11	General Sales Manager (KKFS)	Employee Referral
12	Account Executive (KFIA)	Radio Ad
13	Account Executive (KKFS)	Employee Referral
14	Account Executive (KKFS)	Employee Referral
15	Account Executive (KTKZ)	Radio Ad

D. During the reporting period, there were a total of 60 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	Walk-In	3
2	Unsolicited Resume	1
3	College/University/Trade School	0
4	Minority or Female Organization, Minority or Female Media	0
5	General Circulation Newspaper Ad	0

6	Radio Ad	27
7	Employee Referral	17
8	Websites	5
9	Client Referral	4
10	Internal Promotions/Transfer	1
11	Job Fair	2

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

1. Student Internship Program: Our student internship program is to assist local college and high school students gain insight and experience in the media market in order to help them with future opportunities in their broadcasting careers.
2. Management Training: The Salem Corporate Vice President of Human Resources and Corporate Human Resources Manager routinely communicates with our station's HR Network Member (Business Manager) to keep the SEU staff apprised of all EEO guidelines. The SEU distributes to newly hired managers a paper or electronic copy of EEO instructional training materials such as: a) An EEO compliance presentation prepared by the Corporate Human Resources Department, and b) A resource guide distributed by the National Association of Broadcasters entitled *10 Steps to EEO Compliance*. Salem Communications provides training to management personnel ensuring equal opportunity and preventing discrimination by enrolling each in on-line training courses that include Equal Employment, Lawful Hiring, Lawful Terminations and Workplace Harassment.
3. Communications Education Assistance: Our stations routinely assist scout groups with the completion of their communication badge requirements, as well as, schools and home schooling groups with their communications education research by conducting station tours. Our station tours 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.
4. 2007 Job Fair (hosted by KFIA, KKFS & KTKZ Radio), September 27, 2007, Doubletree Hotel, Sacramento, California; attended by Ruth Barnard, KFIA General Sales Manager, John Buckley, KKFS/KTKZ General Sales Manager, and Carlos Campos, Promotions Director. Participation included meeting prospective applicants, collecting resumes, and discussing available positions at Salem Communications – Sacramento.

Name of Respondent:  
KFIA, KKFS, KSAC-FM, KTKZ-AM

Signed: **Dale Hendry**

Dale Hendry, General Manager

Office: (916) 924-0710

Date: July 23, 2008