

**EEO PUBLIC FILE REPORT**

**Reporting Period:** August 1, 2017 - July 31, 2018

**Station Included in Report:** KERO-TV

**I. List of Recruitment Sources**

(including the number of interviewees referred during the reporting period)

\* An asterisk next to the name of the source indicates that this source sought to receive notice of vacancies.

Code	Recruitment Source	Address	Contact Person	Phone	Number of Interviewees Referred
<b>Common Sources</b>					
C1	Employee Referral				16
C2	Internal Candidate / WorkLife				21
C3	Scripps.com	312 Walnut St Ste 2800 Cincinnati, OH 45202			69
C5	Google	1600 Amphitheatre Pkwy Mountain View, CA 94043	www.google.com	650-253-6000	9
C6	America's Job Exchange	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C9	Oodle.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C10	Job.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C11	AboutJobs.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C12	Trovit U.S.	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C13	TheLadders - Jobs need: Min 40K , Full Time	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C14	Flexjobs.com (Flexible schedule jobs only)	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C15	JuJu.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C16	Collective Talent	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	

**EEO PUBLIC FILE REPORT**

C19	National Association of Black Journalists	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	2
C26	NAHJ.org (The National Association of Hispanic Journalists-Career Center)	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C38	Asian American Journalists Association (AAJA)	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C69	Yahoo	701 First Avenue Sunnyvale, CA 94089	www.yahoo.com		
C95	Facebook	1 Hacker Way Menlo Park, CA 94025	www.facebook.com		2
C97	LinkedIn	2029 Stierlin Court Mountain View, CA 94043	www.linkedin.com		24
C100	Tvjobs.com	PO Box 4116 Oceanside, CA 92052	www.tvjobs.com	760-754-8177	5
C130	Face-to-face Networking				14
C131	Agency/Search Firm				1
C132	Bing	One Microsoft Way Redmond, WA 98052-7329			
C134	Indeed	6433 Champion Grandview Way Building 1 Austin, TX 78750	www.indeed.com		15

**Local Sources**

L2	CSUN Career Center	Bayramian Hall 413 18111 Nordhoff Street Nothridge, CA 91330-8241	<a href="http://www.csun.edu/career/about-us">http://www.csun.edu/career/about-us</a>	(818) 677-2878	
L3	CSUB Center for Career Education & Community Engagement	Mail Stop 54CAF 9001 Stockdale Highway Bakersfield, CA 93311-1022	www.csub.edu/cece <a href="http://www.csub.edu/cece/index.html">http://www.csub.edu/cece/index.html</a>	661-654-3033	
L4	Bakersfield College - Job Speaker	Career Center - Job Speaker 1801 Panorama Drive Bakersfield, CA 93305-1299	Denise Crawford Denise Crawford <a href="https://bakersfield.jobspeaker.com/#/jobboard/jobs">https://bakersfield.jobspeaker.com/#/jobboard/jobs</a>	661-395-4550	
L5	University Southern California	Career Center 3601 Trousdale PKWY Los Angeles, CA 90089	Jason Wall, Director Employer Relations & Research recruit@usc.edu <a href="https://careers.usc.edu/employers">https://careers.usc.edu/employers</a>	213-740-9105	
L6	Lifton Institute of Media Arts and Sciences	27567 Fantastic Lane Castaic, CA 91384	Paul Pace paulpace67@gmail.com <a href="http://www.limsla.com/#!testimonials/c15bp">http://www.limsla.com/#!testimonials/c15bp</a>	661-753-3100	
L7	Work for Warriors		Jason M. Cameron jason.m.cameron.ctr@mail.mil	918-854-1365	

**EEO PUBLIC FILE REPORT**

L10	Arizona State University/Career Services	Walter Cronkite School of Journalism 411 Central Avenue Phoenix, AZ 85004	Mike Wong., Director of Career Services; Mark Lodato, Assistant Dean mike.wong@asu.edu	602-496-7430 602-496-9415	
L11	East High School Multi-Media Academy (MMA)	2200 Quincy Street Bakersfield, CA 93306	Al Gaines, MMA Director againes@khsd.k12.ca.us	661-871-7221 x72608	
L12	National Society of Hispanic MBA (NSHMBA) Bakersfield Chapter	Bakersfield Chapter Bakersfield, CA	Michelle Lujan, Compliance & Secretary Officer <a href="http://www.nshmba.org/members/group.aspx?id=109527">http://www.nshmba.org/members/group.aspx?id=109527</a>	559-313-1783	
L14	Santa Barbara Business College	5300 California Avenue Bakersfield, CA 93309	tiffaniB@sbbcollege.edu, Valente.Guzman@sbbcollege.edu	213-740-9105	
L15	The International Brotherhood of Electrical Workers (IBEW) Local 45, AFL-CIO	6255 Sunset Blvd. Hollywood, CA 90028	Lupe Perez, Executive Administrative Assistant lperez@ibew45.org	323-851-5515	
L16	Bakersfield College - VC	1801 Panorama Drive Bakersfield, CA 93305	Victoria Coffee vcoffee@bakersfieldcollege.edu	661-395-4550	
L17	Kern County Hispanic Chamber of Commerce (KCHCC)	231 H Street Bakersfield, CA 93304	Jay Tamsi jtamsi@kchcc.org <a href="http://kchcc.org/">http://kchcc.org/</a>	661-633-5495	
L18	Employer's Training Resource (Kern County) - Cal Jobs*	1600 East Belle Terrace Bakersfield, CA 93307	Estrella Marie Sistual Estrella Marie Sistual <a href="http://www.americasjobcenterofkern.com">http://www.americasjobcenterofkern.com</a> [americasjobcenterofkern.com]	661.336.6850	
L19	Lagrant Foundation	633 W. 5th Street 48th Florr Los Angeles, CA 90071	Ericka Lagrant erickainiguez@lagrant.com <a href="https://www.lagrantfoundation.org/Contact%20Us">https://www.lagrantfoundation.org/Contact%20Us</a>	323-469-8680 #223	
L20	Cerro Coso Community College	3000 College Heights Ridgecrest, CA 93555	'jschweir@cerrocoso.edu' <a href="https://www.cerrocoso.edu/">https://www.cerrocoso.edu/</a>	760-384-6128	
L21	Kern High School District	Ridgeview High School 8501 Stine Road Bakersfield, CA 93313	Lora Boler lora-boler@khsd.kiz.ca.us <a href="http://home.kernhigh.org/">http://home.kernhigh.org/</a>	661-398-3100	
L22	Kern County Black Chamber of Commerce	1309 L Street Bakersfield, CA 93301	A. Morris amorris@kbcc.net <a href="http://kbcc.net/">http://kbcc.net/</a>	661-326-1529	
L23	Bakersfield Christian High School	12775 Stockdale Highway Bakerfield, CA 93313	Bob Watson BHudson@bakersfieldchristian.com	661-410-7000	
L24	Bakersfield College - Media	Bakersfield College Bakersfield, CA	Kris Stallworth and David Koeth kstallwo@bakersfieldcollege.edu, dkoeth@bakersfieldcollege.edu	661-395-4206	
L26	Kern High School District Media Arts Programs	Centennial HS 8601 Hageman Road Bakersfield, CA 93312	Dan Binsfeld dan_binsfeld@kernhigh.org	661-588-8601	
L27	California State University, Fresno	5241 N. Maple Avenue Fresno, CA 93740,	<a href="http://www.fresnostate.edu/studentaffairs/careers/employer/index.html">http://www.fresnostate.edu/studentaffairs/careers/employer/index.html</a>	559.278.2381	
L28	Fresno State	5241 N. Maple Avenue Fresno, CA 93740	<a href="http://www.fresnostate.edu/studentaffairs/careers/">http://www.fresnostate.edu/studentaffairs/careers/</a>		



**EEO PUBLIC FILE REPORT**

**II. Full-Time Vacancies Filled During the Reporting Period**

<b>Job Title</b>	<b>Recruitment Sources Utilized to Fill Vacancy [by code number]</b>	<b>Recruitment Source for Person Hired [by code number]</b>
Account Exec, Integrated [14455]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26, L27	Code Number: C1 Start Date: 2018-06-25
Assoc Account Exec, TV [13933]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-04-09
Asst News Director [13436]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C130 Start Date: 2017-09-18
Chief Photographer (CA only) [13662]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C16, C26, C38, C69, C97, C130, C131, C132, C134, L2, L4, L5, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C130 Start Date: 2018-01-01
Commercial Production Tech II [13466]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C26, C38, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C1 Start Date: 2017-11-20
Dir, Engineering [13549]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C3 Start Date: 2017-12-22
Director II [13402]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C2 Start Date: 2017-11-06
Director II [13626]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-02-05
Evening Anchor, MMJ [13881]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-06-18
General Sales Manager [14168]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-04-30
IT Ops Tech III [13528]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C130, C131, C132, C134, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C5 Start Date: 2017-11-06
IT Ops Tech III [13803]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-02-12
JCP Participant [14156]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L10	Code Number: C3 Start Date: 2018-07-02

**EEO PUBLIC FILE REPORT**

**II. Full-Time Vacancies Filled During the Reporting Period**

<b>Job Title</b>	<b>Recruitment Sources Utilized to Fill Vacancy [by code number]</b>	<b>Recruitment Source for Person Hired [by code number]</b>
JCP Participant [14156]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L10	Code Number: C3 Start Date: 2018-07-02
JCP Participant [14156]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L10	Code Number: C3 Start Date: 2018-07-02
JCP Participant [14156]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L10	Code Number: C3 Start Date: 2018-07-02
Meteorologist, Evening [13680]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C16, C26, C38, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C2 Start Date: 2018-04-23
Multimedia Journalist [13003]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C19, C69, C95, C97, C100, C130, C131, C132, C134, L2, L4, L5, L6, L7, L10, L11, L14, L15, L16, L17, L19, L20, L22, L23, L24, L26	Code Number: C3 Start Date: 2017-10-03
Multimedia Journalist [13418]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C95, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C131 Start Date: 2017-11-06
Multimedia Journalist [13418]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C95, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C5 Start Date: 2018-01-01
Multimedia Journalist [13418]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C95, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C130 Start Date: 2018-01-15
Multimedia Journalist [13732]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C16, C26, C38, C69, C97, C100, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-02-12
Photographer II [13839]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-02-05
Photographer II [14339]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L4, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C134 Start Date: 2018-07-30
Producer [13054]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C130, C131, C132, C134, L2, L4, L5, L6, L7, L10, L11, L14, L15, L16, L17, L19, L20, L22, L23, L24, L26	Code Number: C130 Start Date: 2017-10-23
Producer [13652]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C130, C131, C132, C134, L2, L4, L5, L6, L7, L10, L11, L15, L17, L23, L24, L26	Code Number: C1 Start Date: 2018-01-22

**EEO PUBLIC FILE REPORT****II. Full-Time Vacancies Filled During the Reporting Period**

<b>Job Title</b>	<b>Recruitment Sources Utilized to Fill Vacancy [by code number]</b>	<b>Recruitment Source for Person Hired [by code number]</b>
Producer [14239]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-07-02
Weekend Sports Anchor [14158]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L2, L5, L6, L7, L10, L11, L15, L17, L18, L23, L24, L26	Code Number: C3 Start Date: 2018-07-30

**EEO PUBLIC FILE REPORT**

**III. Non-Vacancy Specific Recruitment Efforts During Reporting**

<p>Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p>	<p>CSUB Fall Career Expo - October 25, 2017: On October 25, 2017, Chief Photographer Mark Christian, IT Engineer Peter Hollar, Local Sales Manager William Smith and Human Resource Manager Susan Evans represented KERO job openings at California State University Bakersfield's Fall Career Expo.</p>
	<p>ASU Spring JCP Career Event March 28-29,2018: On March 28th and 29th of 2018, VP/GM Adam Chase, News Director Nancy Bauer, New Media Director Crosby Shaterian and HR Manager Susan Evans represented KERO at ASU. This opportunity provided the opportunity to hold interviews for graduating ASU students that are interested in Scripps JCP opportunity. Following Round 1 Panel Interviews on the 28th, and Day 2 Second Round Interviews on the 29th, six graduating ASU journalism students were provided the opportunity to accept verbal offers to join Scripps JCP employment opportunity.</p>
	<p>California State University Northridge Recent Grad and Alumni Job Fair - May 22, 2018: On May 22, 2018, New Media Director Crosby Shaterian, Executive Producer Eric Galvan, and Peter Hollar IT Engineer, represented KERO job openings at California State University Northridge's Recent Grad and Alumni Job Fair.</p>
	<p>Delano Job Fest 2018 - June 14,2018: On June 14, 2018, Human Resource Manager Susan Evans represented KERO job openings at the Job Fest event in Delano, California.</p>
<p>Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.</p>	<p>Outreach: Multimedia Journalist Leah Pezzetti participated in a job fair at Vista West High school on April 19, 2018. Leah spoke with students regarding her role as an Multimedia journalist and the educational path she embarked on and earned her degree.</p>
	<p>Outreach: Evening Anchors Jessica Harrington and Tim Calahan participated in Richland Junior High School's career day on March 21, 2018. Both Jessica and Tim spoke with junior high level students about the jobs they do, how they got started, and what a career in broadcasting is like.</p>
	<p>Outreach: JCP Partnership with ASU in which Scripps/KERO Leaders interact with graduating seniors in informational sessions which address the broadcast industry and career opportunities within Scripps. Fall session was held on October 30th-31st 2017 at ASU which included an overview of Scripps, the JCP opportunity, by Cameryn Beck, Senior Director News Content Strategy and informal 1:1 discussion with KERO VP/GM Adam Chase and News Director Nancy Bauer.</p>



**EEO PUBLIC FILE REPORT**

**III. Non-Vacancy Specific Recruitment Efforts During Reporting**

	<p>Outreach: Bakersfield Christian broadcast student for newscast guest spots, sports play-by-play, and annual talent show MC, participated in a job shadow opportunity with Weekend Anchor/MMU on July 8, 2018. This opportunity provided the student to further understand the scope of an MMJ/Anchor and Producer roles.</p>
<p>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>KERO provides employees with continued training to enable them to acquire the skills necessary for advancement. Training initiatives during the period included: Online vocational training programs that offer required and voluntary course. We have ongoing training on new equipment and cross-training in our Operations department to ensure our tem members have the skills to operate new technology and learn all functions to offer the career advancement opportunities.</p> <p>Scripps provides learning opportunities to all station employees with access to the Educational Assistance Program. Based upon a calendar year, the program reimburses 100% books, and tuition up to \$4,000 per year. During this reporting period, 1 employee (A.Gargaro) has participated in this program.</p>
<p>Establishment of a mentoring program for station personnel.</p>	<p>Successful candidates of the Scripps Cronkite Journalism Career Program are matched up with experienced mentors throughout their one-year assignment at KERO. These essential business relationships assist recent graduates in learning hands-on broadcast methods, tools, while providing on air, web-based reporting oppourtunities behind the camera producing experience that prepares them for their next career steps. Key mentors this year included Mike Hart, Mark Christian, Leah Freeman, Jessica Harrington, Brandon Johansen, and Joe Conroy.</p>
<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>Monache High School Broadcast Class Station Visit - November 13, 2017: On the 13th of November 2017, KERO hosted Porterville's Monache High School broadcast students. This event included a tour of the station, an overview and Q&amp;A session with KERO's Leadership Team which shared departmental roles and responsibilities for News, Engineering, Sales, and Creative Services teams, plus, the opportunity to observe the 11AM news cast. This effort supports KERO's dedication to expanding KERO's interaction with Kern County's educational community.</p>

## EEO PUBLIC FILE REPORT

### III. Non-Vacancy Specific Recruitment Efforts During Reporting

	<p>Bakersfield Christian High School Broadcast Class Station Visit - January 19, 2018: On the 19th of January 2018, KERO welcomed Bakersfield Christian High School back to our station for their 2017-18 visit to have the opportunity to learn more about the media industry. This event included a tour of the station, an overview and Q&amp;A session with KERO's Leadership Team which shared departmental roles and responsibilities for News, Engineering, Sales, and Creative Services teams, plus, the opportunity to observe the 11AM news cast. This effort supports KERO's dedication to expanding KERO's interaction with Kern County's educational community.</p>
	<p>John Prueitt Elementary Station Tour - February 16, 2018: On the 16th of February 2018, KERO welcomed a younger age of students from John Prueitt Elementary of Wasco, California. During their visit, the students toured the station and interacted with news talent. This introductory news outlet visit provided KERO to provide the elementary students the chance to learn about possible future careers.</p>
	<p>Fresno State Career Panel Discussion - April 28, 2018: On the 28th of April 2018, KERO News Director Nancy Bauer, participated in the Navigating a Career in Broadcasting event at Fresno State University. This panel discussion provided journalism students the opportunity to prepare for future careers; panel teams interacted with student's on three topics; including, Behind the Scenes, The Business of the News Business, and Getting Your First Job. As a result of this event, KERO saw an increase of Fresno State Journalism students interested in exploring media opportunities in Kern County, CA.</p>