

EEO PUBLIC FILE REPORT

For the reporting period of 8/01/2010 through 07/31/2011

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.	KKLA-FM	Los Angeles, CA	48453	N/A
New Inspiration Broadcasting, Inc.	KRLA-AM	Glendale, CA	61267	N/A
New Inspiration Broadcasting, Inc.	KFSH-FM	Anaheim, CA	2195	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	GSM- KKLA Sales Manager	Referral	04/19/11	1, 13, 16-18 23-24
2	Web Developer–Salem LA Cluster	Radio Ad: KKLA	09/01/10	1-4, 17-18
3	Account Executive – KKLA	Radio Ad: KKLA	01/13/11	1,4, 16-18
4	Account Executive – KRLA	Radio Ad: KRLA	10/01/10	1-6
5	Morning Show Producer	Radio Ad: KFSH	04/05/11	1, 17-19
6	Sales Representative – KRLA	Radio Ad: KRLA	04/18/11	1,4, 16-18
7	Sales Representative _ KRLA	Radio Ad: KRLA	04/18/11	1,4,16-18
8	Copy Writer–Salem LA Cluster	Internet	03/03/11	1-4, 17-18
9	Marketing Consultant – KKLA	Radio Ad: KKLA	07/05/11	5-9,16-18
10	Sales Representative – KKLA	Radio Ad: KKLA	07/25/11	5- 9, 16-18
11	Account Executive – KFSH	Radio Ad: KFSH	07/25/11	17-18
12	Sales Representative – KFSH	Radio Ad: KFSH	07/28/11	17-18

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 209 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	Southern California Broadcasters Association (SCBA)		5670 Wilshire Blvd # 13270 Los Angeles, CA 90036 (310) 444-1431 Attn: La Fern Watkins	37
2	Christian Jobs.com		Email: marla.watanabe@salem.cc	2
3	Salem Communications		Email: marla.watanabe@salem.cc	0

4	Craigslist		Online: Craigsit.com	81
5	Work source Center		3965 S. Vermont Avenue Los Angeles, CA 90037 (323)730-7900 Contact: Faavae Brown Email: bfaavae@selawsc.com www.selawsc.com	0
6	California State University Northridge- Career Center		18111 Nordhoff St. University Hall, Ste 105 Northridge, CA 91330 Email: career.center@csun.edu www.csun.edu	0
7	Asian American Economic Development Enterprises		216 West Garvey Suite E Monterey Park, CA 91754 (626)572-7021 Contact: Chang Email: bc_chang@yahoo.com	0
8	California State University San Bernardino- Career Center		550 University Parkway San Bernardino, CA 92407 Contact: Olivia Nanez Email: onanez@csusb.edu	0
9	Community Career Center		3550 Wilshire Blvd # 500 Los Angeles, CA 90010 Contact: Rhonda Rose (213)365-9829 ext: 250 rose@communitycareer.org www.communitycareer.org	0
10	Verdugo Jobs Center		1255 S. Central Ave. Glendale, CA 91204 Contact: Gerald Washington (818) 937-8014 gWASHINGTON@ci.glendale.ca.us	0
11	California Chicano News Media Association		727 W. 27 th St. Room 201 Los Angeles, CA 90007 Contact: Sylvia Wells (213) 821-0075 ccnmainfo@ccnma.org	0
12	City of Los Angeles Department of Public Works		200 N. Spring St. Los Angeles, CA 90012 (213)485-2121 jharjo@ou.edu	0
13	Jewish Vocational Services		6505 Wilshire Blvd. Los Angeles, CA 90048 Greg Krentzman (323)761-8888 x8874 gkrentzman@jvsla.org	0
14	Pierce College Job Placement Centers		6201 Winnetka Ave. Woodland Hills, CA 91371 Contact: Richard Skidmore (818)719-6453 www.piercecollege.edu	0
15	Mount San Antonio College		1100 N. GRAND AVENUE WALNUT, CA 91789 (909) 594-5611 x4510 www.mtsac.edu	0

16	Women at Work	Contact: Cindy Mikula (626) 796-6870 www.womenatwork.org cmikula@womenatwork1.org	0
OTHER SOURCES OF INTERVIEWEES			
No.	Description of Other Sources		Number of Interviewees
17	Salemla.com		0
18	Radio Ad (KRLA, KKLA, KFSH, KTIE)		53
19	Referral		17
20	NRB		2
21	Internet		12
22	Person reaching out to Salem		5
23	RadiInk.com		0
24	Inside Radio		0
Total Number of Interviewees			209

III. OUTREACH INITIATIVES

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

A. Training:

1. January – March 2011 KRLA Sales Manager taught a class at SCBA teaching students about various sales techniques in the broadcasting field.

B. Other Initiatives:

1. On April 15, 2011 Station Tour – Boy Scout troop #50 from Village Christian Schools, toured the station.
2. On March 2, 2011 Station Tour – 20 students from Biola University toured the station to see the aspects of broadcasting.
3. September 2010 Speaker – KFSH Promotions Director, participated and was a sponsor for the 2010 Anaheim Mayor's Prayer Breakfast.

C. Job Fairs:

1. The Human Resources Manager and Promotions' Assistant/street team person attended "Woodland Hills Career Job Fair" on March 08, 2011. At this job fair, applications were distributed and resumes were collected. Various job openings at Salem Communications were discussed.
2. The Human Resources Manager and Promotions' Assistant/street team person attended "Glendale Community College Job Fair" on April 20, 2011. Various job openings were discussed and applications were distributed and resumes were collected.

3. The Human Resources Assistant and Promotions' Assistant/street team person attended "Mount San Antonio College Job Fair" on May 04, 2011. Various job openings were discussed and applications were distributed and resumes were collected
4. The Human Resources Assistant and Promotions' Assistant/street team person attended "Los Angeles Pierce College Job Fair" on May 11, 2011. Various job openings were discussed and applications were distributed and resumes were collected

D. Management Training Program:

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 apprised of the company and SEU's policy on equal employment.
2. During this reporting period, **13** employees from the SEU participated in an on-line program entitled "Employment Law Training" (E.L.T.) which is an ongoing training program for management personnel. Training modules include "Lawful Hiring", "Equal Employment", "Workplace Harassment" and "Lawful Terminations". These modules train entry level managers and above to provide them the skills needed to develop into better managers and allow them to grow into and prepare for new positions in the SEU.