

KION-TV & KMUV-LP

EEO Public File Report – 2019

Annual EEO Public File Report 2019

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c) (6) of the FCC's 2002 EEO Rule.

This Report has been prepared on behalf of the Employment Unit that is comprised of the following stations: KION and KMUV and is required to be placed in the public inspection files of these stations, and posted on their web sites (as applicable).

The information contained in this Report covers the time period beginning [August 1, 2018](#) to and including [July 31, 2019](#) (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment resource(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the successful candidate for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies: and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c) (2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed in Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the successful candidate started the job. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

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Appendix 1

Covering the Period from [August 1, 2018](#) to [July 31, 2019](#)

Stations Comprising Employment Unit: KION, KMUV

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title & Date	Recruitment Source of Successful Candidate	Source Requested Job Vacancy Notifications (Yes or NO)	Total Number of Interviewees from All Sources for This Position
1	Multimedia Journalist (MMJ) 8/16/2018	Indeed.com	No	2
2	News Director 9/4/2018	Internal Referral	No	8
3	Sales Assistant 10/15/2018	Internal Referral	No	7
4	Editor/Director 11/5/2018	Internal Referral	No	4
5	General Sales Manager 11/12/2018	Internal Referral	No	12

6	Traffic Coordinator1/2/2019	Indeed.com	No	5
7	Multimedia Journalist 10/1/2018	Internal Referral	No	4
8	Editor/Director 11/30/2018	Website	No	2
9	Editor/Director 12/4/2018	Internal Referral	No	3
10	Multimedia Journalist 2/11/2019	Internal Referral	No	5
11	Account Executive 3/12/2019	Indeed.com	No	2
12	Account Executive 3/19/2019	Indeed.com	No	2
13	Traffic Coordinator 3/28/2019	Rehire	No	1
14	Anchor/Multimedia Journalist 5/13/2019	Indeed.com	No	5
15	Editor/Director 5/28/2019	Internal Referral	No	1
16	Editor/Director 5/29/2019	CSU San Jose	No	1

Total Number of Persons Interviewed During Applicable Period: 64

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Appendix 2

Covering the Period from [August 1, 2018](#) to [July 31, 2019](#)

Stations Comprising Employment Unit: KION, KMUV

Section 2: Recruitment Source Information

	Recruitment Source(Name, Address, Telephone Number, Contact Person)	Source Requested Job Vacancy Notification (Yes or No)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	Indeed.com	No	14	1, 3, 11, 12, 14
B	In House / Word of mouth / employee referral /walk in 1550 Moffett Street Salinas, Ca 93905	No	20	2, 4, 5, 7, 9, 10, 13, 14, 15
C	Craigslist.org PO Box 225159, San Francisco, CA 94122-519 Phone: (415) 566-9844	No	5	6
D	KION website www.KION546.com	No	9	7, 8, 10, 14
E	Rick Gevers PO Box 577 Zionsville, IN 46077-0577	No	6	2

F	TV Newscheck NewsCheckMedia LLC 24 W Lancaster Ave Suite 205 Ardmore, PA 19003 484 412 8287	No	8	4
G	Unknown	No	1	5
H	CSU San Jose	No	1	16

STATEMENT OF EEO POLICY

NPG of Monterey-Salinas, CA LLC, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at its stations. We seek the help of local organizations in referring qualified applicants to our stations. Organizations that wish to receive vacancy information for KION and KMUV should contact the Human Resources Coordinator, KION by calling (831) 784-6365 or by writing to FCC EEO Officer, KION-TV, and 1550 Moffett Street, Salinas, CA 93905. Below is the stations' current active list that we contact for positions listed. None of these recruitment sources requested job vacancy notifications.

Calif Broadcasters Association
915 L Street, Suite 1150
Sacramento, CA 95814
jobposter@yourcba.com

Calif State University Monterey Bay
100 Campus Center
Seaside, CA 93955
<https://csumb-sxm.symplicity.com>

Calif State University San Jose
Career Center – Bldg Q
1 Washington Square
San Jose, CA 95192

Craigslist Monterey Bay
Craig Newmark
PO Box 225159
San Francisco, CA 94122
www.craigslist.org

Hartnell Community College
156 Homestead Ave
Salinas, CA 93901
Careers@hartnell.edu

Indeed.com

Monterey Bay Internships
Mbinterns.org

Monterey Peninsula College
Lien Nguyen
980 Fremont St., Monterey, CA 93940
831-646-3012
lnguyen@mpc.edu

Natl Assoc Black Journalists
PO Box 782
Seaside, Ca 93955
831-394-3727
<https://careerservices.nabj.org>
mcbnaacp1049@att.net

Natl Assoc of Hispanic Journalists

1050 Connecticut Ave NW 10th Floor
202-662-7145
nahj@nahj.org

UC Santa Cruz
1156 High Street, Santa Cruz, CA 95064
Santa Cruz, CA 95064
831-459-4420
www.careercenter.ucsc.edu

Univ of Southern California
Stacy Scholder, Assoc Prof
ATVN Director
Annenberg School of Journalism
scholder@usc.edu

News Press & Gazette
825 Edmond, St. Joseph, MO 64501
www.npgco.com

Rick Gevers Newsletter
PO Box 577
Zionsville, IN 46077-0577

TV Jobs – Broadcast Employment Service
Mark C. Holloway
PO Box 4116
Oceanside, CA 92052
800-374-0119

TV News Check
<https://TVnewscheck.com/jobs>

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Appendix 3

Covering the Period from Aug 1, 2018 to July 31, 2019

Station Comprising Station employment Unit: KION, KMUV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KION and KMUV

Statement of EEO Policy

NPG of Monterey-Salinas, CA LLC believes in equal employment opportunities for all, regardless of race, color, religion, sex, national origin, age, disability or any other legally protected classification.

The Company's policy is to hire and promote the most qualified applicants and to comply with all federal, state and local equal employment opportunity laws.

This policy governs employment and all the company's terms and conditions of employment, including, but not limited to, policies and practices affecting recruitment, recruitment advertising, hiring, promotion, demotion, transfers, reclassification, and selection for training, compensation, benefits, company-sponsored educational programs and any other aspect of employment.

1. Internship Programs:

KION/KMUV has always been involved in helping members of the community achieve their educational goals. During this period, we provided paid internships to 1 student at Cal State University Monterey Bay in the News Department, 1 student from UC Santa Cruz in the Sales Department, and 2 students from Hartnell College in the Engineering/IT Department. The engineering internships were supported by a grant from the National Association of Broadcasters.

2. Job Fair Participation

KION and KMUV participated in seven job fairs. We attended the CSU Monterey Job Fairs on Sept. 24, 2018 and Feb. 20, 2019. We attended the Goodwill Job Fair in Salinas on Oct 3, 2018

and the Hartnell College Job Fair on August 23, 2018. In 2019 we attended the Monterey Weekly Job Fair and the Pajaro Valley Chamber's Business Expo & Job Fair. We also participated in the San Benito Job Fair on April 10, 2019.

3. EEO Dept. Head Meeting/Training to Management

General Manager, Kristy Santiago met with the Department Heads on July 26, 2019 to discuss the need for broad recruitment practices and the need to pay close attention to the station's recruitment practices and other EEO obligations to ensure compliance with the FCC's EEO rules.

4. Educational Institutions

Beginning in October and continuing monthly throughout the school year, the station sponsors Classroom Makeover. Each month viewers nominate a teacher/class that exemplifies excellence in education. The winner receives \$500 to use in the classroom. Evening anchors Amanda Gomez and Aaron Groff make the award each month to the teacher and students. PSAs are aired to promote the importance of schools and education in our communities. Jeff Mitchell, Local Sales Manager, or Account Representative Janet Gudgel attend each award presentation

8/28/2018 - Eight students from the Digital Media Academy of Everett Alvarez High School toured KION TV to get a first-hand look of professional journalists at work. Managing Editor Mary Coleman directed the tour of the station facility as reporters, anchors, directors and editors answered questions about the education required to become a journalist, as well as the daily duties that a working journalist confronts.

9/20/18 – General Manager Kristy Santiago and Account Representative Lori Magdaleno represented the station at the Hartnell College Foundation's annual Women's Education and Leadership Institute Forum. This event brings together business and community leaders to support and promote economic prosperity for women in the Salinas Valley through higher education

12/6/2018 - Managing Editor Mary Coleman hosted a second visit from the Digital Media Academy at Everett Alvarez High School. This was a much larger group of 19 students. Many had an interest in the path to become a journalist. Coleman answered many questions on her behind-the-scenes tour of making a newscast including how production careers play a role in putting a broadcast on the air.

01/07/2019 - CW Anchor Zach Fuentes hosted career day at North Salinas High School. He talked about his own career and his education and shared with high school students interested broadcast television jobs the best ways to break into the profession

2/20/2019 – KION-TV Morning Reporter Victor Guzman visited the Mission Trails ROP Center. The Center is a vocation program that offers Salinas Union High School District students specialized instruction in the fields of nursing, auto mechanics and broadcast journalism. He spoke in front of two classes of high school students about the challenges of being a multi-media journalism as well as the education required for the position.

03/26/2019 - Students from the Santa Catalina Elementary School visited the station. Santa Catalina is a private school in Monterey founded by Sister Margaret Thompson and the Dominican Order in 1950. Students who were studying journalism took a behind-the-scenes tour of the set, control room and production facilities at KION TV. The class also sat in on a news meeting to witness how news managers, producers and reporters come up with story ideas that will later be showcased in that evening's broadcast.

5/11/2019 – Kristy Santiago and Lori Magdaleno attended the Hartnell College fundraiser “Party in the Library” which raises scholarship funds for Hartnell College. The stations were a key sponsor of the event.

5/24/2019 – Ohio University Sr. Associate VP of Development visited the stations and met with Kristy Santiago to discuss internships and post-graduate employment opportunities

5. Employee Participation in Community Events

8/4/2018– General Manager Kristy Santiago and Account Executive Josef Kachman participated in Community Bridges “Farm to Fork” event. Community Bridges administers ten vital programs focusing on children and adult nutrition, Meals on Wheels, Elder Day adult care, Lift Line and serves over 22,000 children, families, and seniors in Santa Cruz County.

9/16/2018 - Telemundo 23 Anchor Stephanie Magallon and Reporter Nancy Tinajero visited the community organization Fiestas Patrias. This is the annual Mexican Independence Day Festival that commemorates the occasion with music, food booths, arts and crafts. Magallon and Tinajero spoke to community members about their jobs as journalists and how T23 serves the area through its community stories and outreach.

10/20/18 – Kristy Santiago and Business Manager Ruth Williams participated in the 5k Honor our Fallen Run which memorializes those who lost their lives in military service and raises funds for Gold Star families

11/1/2018 – Meteorologist Dann Cianca rode in the Veteran's Day Parade and Kristy Santiago volunteered at the veteran's booth to raise funds to support veterans in need

03/18/2019 - KION Chief Meteorologist Dann Cianca, Meteorologists Erica Lopez, Zach McIntyre, General Manager Kristy Santiago and News Director Ron Keller joined KION Sales Director Byron Williams to set up a STEM (Science, Technology, Engineering, & Math) tent at the annual Salinas Valley International Airshow. The Meteorology Team demonstrated several scientific experiments involving weather phenomenon for groups of elementary, middle and high school students in attendance. Chief Engineer Adam Perez also brought a KION live van. Students were allowed to experience what it was like to direct/produce/report a “live broadcast” with a hands-on demonstration of the technology that produces a television station’s live event.

04/26/2019 - KION News Anchor Amanda Gomez and Chief Meteorologist Dann Cianca attended a career fair sponsored by the Boys and Girls Club of Monterey County. This has become an annual commitment from KION News personnel. These news professionals shared insights into the education required to enter the television journalism field as well as well as highlighting memorable stories and the value of a journalism degree.

07/03/2019 - One of the largest Fourth of July events on the Central Coast is Watsonville’s, “Fire in the Sky.” Thousands of people come every year to witness the festivities. KION Chief Meteorologist Dann Cianca and CW Anchor Zach Fuentes did live shots in both the 5pm and 6pm newscasts. Cianca then stayed to emcee the event which lasts well into the evening.

Ongoing –

General Manager Kristy Santiago sits on the Salinas Chamber of Commerce Board of Directors and serves on the Executive Committee as well. She also serves on the Executive Committee of the Carmel Chamber of Commerce Ruth Williams, Business Manager regularly volunteers at St. Vincent DePaul Society in Pacific Grove. Jeff Mitchell, Local Sales Manager is a member of the Executive Board of the Monterey Peninsula Chamber of Commerce as well as chairing their marketing committee. Jeff serves on the board of Meals on Wheels as well being a member of the marketing committee for the City of Pacific Grove Economic Development. Yolanda Cervantes, Digital Marketing Specialist is a member of the board of the Salinas Police Auxiliary League and serves on the Salinas police community advisory committee. David Eakin, Account Executive, serves on the boards for Gathering for Women, Santa Cruz Volunteer Center, and the Pac Rep Theatre. Account Executive Lori Magdaleno is a member of the boards of the YMCA of Salinas, Girls Inc. of the Central Coast – marketing committee, the Hartnell College Party in the Library Committee, and the Alvarez Titans Football and Cheer Team.

6. Description of Supplemental Outreach Initiatives 2018-2019

2018

8/1 – Kristy Santiago, General Manager, represented the stations at the Salinas Chamber’s “Connect at Lunch.”

8/2 – Local Sales Manager Jeff Mitchell attended the ribbon cutting for Carmel Academy of Arts

8/11 – Yolanda Cervantes, Digital Sales, sang the National Anthem at the Taco Festival
8/11 – Jeff Mitchell represented the stations at the Salinas Food & Wine expo
8/16 – Kristy Santiago and Jeff Mitchell represented the stations at the Salinas Chamber’s iHheart Media mixer.
8/17 – Jeff Mitchell represented the stations at the Sand City West End Celebration
8/23 – Kristy Santiago and Jeff Mitchell represented the stations at our live broadcast of Central Coasting at the Pebble Beach Concours D’elegance
8/24 – Jeff Mitchell represented the stations at the Legends of the Autobahn and the Pacific Grove Rotary Car Show
8/25 – Kristy Santiago along with Chief Meteorologist Dann Cianca and Promotions Manager Erika Bratten represented the stations at the Veterans Parade fundraiser BBQ
8/26 – Kristy Santiago hosted client Fat Willy Antiques at the Concours D’Elegance in Pebble Beach
8/29 – Jeff Mitchell represented the stations at the Monterey Chamber’s ribbon cutting for Monterey Insurance
9/5 - Jeff Mitchell represented the stations at the Monterey Chamber’s ribbon cutting for Epsilon Greek Restaurant
9/11 - Kristy Santiago Account Executive David Eakin represented the stations at the Monterey County Board of Supervisors Victims of Crime Memorial Service
9/16 – Yolanda Cervantes, Digital Sales, sang the national anthem at the El Grito Festival
9/18 – News Director Ron Keller toured the new Monterey County Elections facility with Elections Director Claudio Valenzuela. Reviewed best practices and gained insights on how the elections department is securing voter data and how that data will be transmitted in a timely fashion election night.
9/19 – Kristy Santiago, Ron Keller, and David Eakin represented the stations at the Monterey Chamber’s Community Leaders Lunch where local leadership from all over the county give community updates.
9/21 - Monterey Chamber’s Executive Board meeting was attended by member Jeff Mitchell.
9/24 – CSUMB Job Fair
9/24 - Jeff Mitchell represented the stations at the Monterey Chamber’s ribbon cutting for Pacific Grove’s Museum of Natural History
9/27 – Kristy Santiago represented the stations at the Boys and Girls Club Anniversary Open House and unveiling of their new solar power system.
9/28 – Jeff Mitchell volunteered at the Salinas Airshow as well as attending the Authors and Ideas Festival in Pebble Beach
10/3 – Goodwill Job Fair - Salinas
10/3 – Jeff Mitchell attended the Sip & Bite Cancer fundraiser
10/4 – Ron Keller toured the Santa Cruz County Elections Department facility with Elections Director Gail Pellerin. Reviewed best practices and gained insights on how the elections department is securing voter data and how that data will be transmitted in a timely fashion election night.
10/6 - Salinas Chamber’s annual Gala was attended by Kristy Santiago and Managing Editor Mary Coleman
10/12 - Kristy Santiago attended the Songbird Senior Housing ribbon cutting sponsored by the Salinas Chamber
10/13 – Jeff Mitchell represented the stations at the Carmel Art & Wine Walk
10/14 – Yolanda Cervantes, Digital Sales, sang the National Anthem at the Central Coast Motor Sports Spectacular

10/17 – Kristy Santiago attended the Gathering for Women luncheon
10/18 – Jeff Mitchell the Santa Cruz County Bank’s Open House
10/25 – Kristy Santiago attended the Santa Cruz Chamber Gala
10/30 – Jeff Mitchell represented the stations at the Monterey Bay Business Summit
11/6 – Kristy Santiago represented the stations at the Monterey County Board of Supervisors Veterans Celebration
11/7 – Jeff Mitchell represented the stations at the Meals on Wheels fundraiser
11/8 - The fundraiser for The Fund for Homeless Women was attended by Kristy Santiago and Morning Anchor Barry Brown
11/9 - Salinas Chamber board retreat was attended by Kristy Santiago
11/9 – Jeff Mitchell represented the stations at the Monterey Chamber’s Business Walk
11/11 – Kristy Santiago supported the Veteran’s Day Parade by selling T Shirts and raffle tickets at the veterans booth
11/13 - Jeff Mitchell attended the AT&T Pebble Beach Junior Golf Fundraiser
11/15 – Jeff Mitchell attended the Bay Federal Ribbon Cutting ceremony
11/17 – Kristy Santiago and Ron Keller represented the stations at the fundraiser for Hartnell College.
11/29 - Kristy Santiago represented the stations at the marketing committee meeting for Gathering for Women.
12/7 – Kristy Santiago and Jeff Mitchell represented the stations at the Carmel Tree Lighting, where we broadcasted live with Central Coasting
12/9 – Jeff Mitchell represented the stations at the Naval Post Graduate School Reception

2019

1/8 – Jeff Mitchell attended the Andronico’s Grand Opening
1/11 – Kristy Santiago with Dann Cianca and Erika Bratten attended the Veterans Parade thank you dinner
1/24 – Kristy Santiago represented the stations at the Gathering for Women marketing meeting
1/25 - Kristy Santiago represented the stations at the Alzheimer’s leadership roundtable
1/26 – Jeff Mitchell attended the ribbon cutting for Plantacea
1/28 – The Empowerment for Women Lunch was attended by Account Executive Lori Magdaleno
2/2 – KION-TV Wake Up! Anchor Barry Brown was the Master of Ceremonies at the Pajaro Valley Chamber of Commerce Gala. This year’s annual event was held at the Watsonville Fair Grounds and recognized the outstanding contributions of business and civic leaders across the Pajaro Valley. Brown highlighted the honorees service as well as entertained the crowd by introducing music groups and performers. Kristy Santiago and Ron Keller were also in attendance representing the stations.
2/2 – Ron Keller met with Pajaro Chamber officials, Watsonville Airport Director and the mayor of Watsonville.
2/11 - The United Way Community Celebration in Monterey was attended by Kristy Santiago
2/12 – Jeff Mitchell attended the Pacific Repertory’s ribbon cutting ceremony
2/20 – CSUMB CAREER FAIR
2/27 - Kristy Santiago attended the Salinas Chamber’s Annual Lunch
2/28 – Jeff Mitchell represented the stations at grand opening of Monterey Signs in Seaside
3/6 – Kristy Santiago attended a viewing of “The Circle,” a film about race and police presented by the California Endowment and the United Farm Worker

3/13 – Jeff Mitchell and Account Executive David Eakin, and Yolanda Cervantes Digital Sales, represented the stations at the Santa Cruz County Business Expo

3/29 - Kristy Santiago represented the station at The Boys and Girls Club “Youth of the Year.”

4/4 – Kristy Santiago, Ruth Williams, General Sales Manager Byron Williams, Local Sales Manager Jeff Mitchell and Account Executive David Eakin represented the stations at the Gathering for Women Community Breakfast where our video of this non-profit was aired for all in attendance

4/5 - Kristy Santiago, Byron Williams, Jeff Mitchell, and David Eakin represented the stations at our live Central Coasting broadcast in Pacific Grove

4/5 – Jeff Mitchell represented the stations at the Special Olympics fundraiser

4/6 – Kristy Santiago represented the stations at the Comics for Kids Boys and Girls Club fundraiser

4/11 - Jeff Mitchell attended the Pacific Grove Branding Committee meeting

4/12 – Kristy Santiago and David Eakin represented the stations at the Victim Rights Ceremony hosted by the Monterey County Board of Supervisors

4/15 - Salinas Chamber’s Executive Board meeting was attended by member Kristy Santiago

4/16 – Jeff Mitchell attended Monterey Chamber’s marketing committee meeting

4/17 – Monterey Weekly Job Fair participants; David Eakin, Oscar Dorrantes Account Executives

4/20 – Kristy Santiago represented the stations at the Coming and Going Away Veterans Celebration in Salinas

4/22 – Kristy Santiago represented the stations at the Gathering for Women marketing committee

04/24 - Managing Editor Mary Coleman enrolled in an intensive course at the Monterey Police Department’s Citizen’s Academy. These 2 hour meetings took place every Wednesday for 11 weeks. This training in an attempt to bridge the gap between the city’s police department and community members. The community volunteers get a sense of the daily challenges of law enforcement in a city of 30,000 people.

4/25 – Jeff Mitchell, along with Account Executive Oscar Dorantes represented the stations at the Pajaro Chamber’s Business Expo & Job Fair

4/26 – Kristy Santiago along with Lori Magdaleno and Yolanda Cervantes attended a meeting of the Monterey County Complete Count Committee

4/26 - Boys and Girls Club Career Fair

4/27 – Jeff Mitchell represented the stations at the Naval Post Graduate School’s International Day

5/1 – Kristy Santiago represented the stations at the electric car event sponsored by Monterey Bay Power

5/3 - Members of the Boys and Girls Club of Monterey County came in for an extended tour of the station. Many were elementary school age but showed high interest in not only the television production side of the broadcast, but in a journalism career. Managing Editor Mary Coleman guided their tour and the students witnessed a live broadcast.

5/11 - Jeff Mitchell attended the Pacific Grove Chamber’s branding committee meeting

5/15 – Kristy Santiago and Ron Keller met with the Sheriff of Santa Cruz. It was a productive meet and greet session with Santa Cruz County Sheriff and PIO. Stories emanating from the meeting include: Impact of jail overcrowding, lower crime rates, the F.I.T. (Focused Intervention Team) team (targeting repeat low-level criminal offenders).

5/16 – Jeff Mitchell represented the stations at the Monterey Chamber’s mixer at Macy’s

5/16 – Lori Magdaleno represented the stations at the Monterey County Women’s Fund Lunch

5/28 – Kristy Santiago and Ron Keller met with representatives from the Monterey CHP. Renewed contacts and reviewed media procedures with CHP Commander and PIO. Discussion involved the big projects facing the CHP including the U-Turn lanes on Highway 101 and expected traffic congestion from upcoming US Open.

6/2 – Yolanda Cervantes, Digital Sales, sang the National Anthem at Monster Truck Jam

6/7 – Kristy Santiago and Ron Keller met with representatives of the Big Sur Land Trust and discussed issues of economic justice e.g. parks in central Salinas that would be accessible to low income people.

6/10 – Kristy Santiago represented the stations at the US Open where we broadcasted Central Coasting live from Pebble Beach

6/11 – Kristy Santiago and Ron Keller met with the Santa Cruz Police Chief and their Community Relations Specialist. Solidified relationship with police. Stories emanating from the meeting include: homelessness solutions, impact of CA towing bill, and solutions to overnight parking

6/19 – Kristy Santiago and Jeff Mitchell attended the Rodeo Mixer at Monterey Airport attended by all local chambers

6/21 – Kristy Santiago and Ron Keller attended the Santa Cruz Chamber's All Local Mayors Luncheon where the concerns of Santa Cruz County businesses were discussed. Prime among them were housing, crime, and problems created by the growing homeless population.

Individual meetings with Santa Cruz and Scotts Valley mayors

6/25 – Kristy Santiago attended the California Rodeo's Sponsor Dinner

6/26 – Kristy Santiago attended the Carmel Chamber Annual Luncheon

6/27 – Jeff Mitchell attended the Monterey Chamber's ribbon cutting for Raymond James Financial

6/28 –6/30 – Jeff Mitchell represented the stations at the Pacific Grove Feast of Lanterns fund raiser

7/2 – Yolanda Cervantes, Digital Sales, sang the National Anthem at the Taco Festival

7/3 – Account Executive Michael Hushaw volunteered at the Watsonville Airport Open House

7/4 - For the second year in a row Seaside's "Red, White and Blue" Fireworks spectacular has drawn crowds from across the Peninsula. KION Anchor Amanda Gomez appeared in live shots for the 5pm and 6pm broadcast then emceed what is viewed as one of the Central Coast's largest family-friendly July 4th holiday events.

7/4 – Yolanda Cervantes, Digital Sales, sang the National Anthem at the Watsonville Airport 4th of July event

7/11 – Kristy Santiago and Ron Keller met with Monterey County Sheriff. Discussed how to make communications more seamless between the Sheriff's department and KION/Telemundo. Story discussion topics included jail house in-person interviews, and under-staffing issues.

7/11 – Jeff Mitchell attended the Wonderwall Ribbon Cutting Ceremony

7/12 – Yolanda Cervantes, Digital Sales, sang the National Anthem at Laguna Seca Super Bike

07/13 - Telemundo Anchor/Reporter Nancy Tinajero and Meteorologist Erica Lopez were the special guest host for the Salinas Rodeo's first-ever "Latino Fest." Some of Spanish music hottest acts played to enthusiastic crowds. The T23 team met with fans and viewers to reinforce our presence and our determination to represent the area's large Latino community. They also introduced headliners for the concert

7/15 – Kristy Santiago and Ron Keller met with the Salinas police chief who talked about the changes that have taken place in the department in the 3 years she has been in office.

Emphasized our desire to have a more open relationship with Salinas PD. Stories include: Mexican heritage night at Rodeo, and Endurocycles.

7/18 – Jeff Mitchell attended the Monterey Chamber’s ribbon cutting for Mountain Mikes Pizza

7/24 - Jeff Mitchell attended the Monterey Chamber’s Business Excellence Awards Dinner

7/26 – Kristy Santiago attended the Salinas Chamber’s board members tour of the new high school in Salina, Rancho San Juan.

07/26 - KION Anchor Amanda Gomez served as a judge for the Master Chef Junior competition at the 41st Annual Gilroy Garlic Festival. The Garlic Festival is one of the largest all-volunteer festivals in the state. All the proceeds go to more than 100 local charities. Amanda has judged the competition several times and is popular speaker and host in the North Monterey County area.