

KHSL-TV  
 3460 Silverbell Road  
 Chico, CA 95973

## EEO Public File Report

August 1, 2011 – July 31, 2012

KHSL-TV is an Equal Opportunity Employer

### Full-time Job Vacancies/Interview Data

	Job Title	Date Filled	# Candidates Interviewed	Recruitment source used	No. of Interviewees per source	Hire Referral Source
1	News  News Director	8/1/11	3	KHSLTV.com  KNVN.com TV Jobs.com MediaLine In House Referral	0  0 1 1 0 1	Referral
2	Sales Account Executive	1/10/2012	4	KHSLTV.com KNVN.com Craigs List In House Posting Cal Jobs EDD Calif. Broadcasters Assoc.	1 0 2 0 1 0	KHSLTV.com
3	Sales Account Executive	3/15/12	4	KHSLTV.com KNVN.com  Cal Jobs EDD CraigsList Calif. Broadcasters Assoc. In House Posting	1 1  2 0 0 0	KNVN.com

4	Production Production Assistant	6/7/12	5	KHSLTV.COM KNVN.com Chico State Craigslis In House Posting	2 1 0 1 1	
5	News News Anchor	7/19/12	5	KHSLTV.com KNVN.com Medialine TV Jobs.com In House Posting	0 0 2 1 2	Media Line
			Total # of Interviewees for all full time positions 21			

**Attachment A** hereto lists the recruitment sources utilized by the station and the total number of interviewees referred by each recruitment source.

**Attachment B** hereto contains a narrative description of the station's supplemental EEO Outreach Activities

**Attachment A**  
**Recruitment Sources/Total Interviewees Referred**

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	Source	Contact	Address	Telephone	No. of Interviewees referred
1	Medialine	Mark Shilstone	P.O. Box 51909, Pacific Grove, ca. 96049	800-237-8073	3
2	TVJobs.com	Mark Holloway	P.O. Box 4116, Oceanside, ca. 92952	760-754-8754	2
3	Station Website	Department Manager	knvn.com or khsltv.com	530-342-0141	6
4	EDD Cal Jobs	Associate	Caljobs.ca.gov		3
5	Craigslist	Associate	Craigslist.com	530 893-4567	3
6	Chico State	Morgan Schmidt	Media Arts Bld. Chico State		0
7	Client	Referral	Chico, CA		1
8	Calif. Broadcasters Association	Stan Statham	Sacramento, CA	916 444-2237	0
9	In House Posting	Department Manager	KHSL and KNVN	530 342-0141	3
	<b>Job Source:</b>	Job #1 & 5 used 1,2, 3,7 & 9			

		Job #2 & 3 used 3,4,5,8 &9 Job #4 used 2,5,6 & 9			
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## **Attachment B**

Attachment B hereto contains a narrative description of the station's supplemental EEO Outreach Activities.

### **Career Outreach Initiatives/KHSL TV Aug. 1 2011 to July 31, 2012**

#### **Internships**

KHSL TV continues to offer extensive internship opportunities in cooperation with Chico State, Butte Community College and Shasta Community College. The station internship program is overseen by **News Director, Scott Howard**. During this reporting period, the station offered 7 unpaid internships. Interns work at the station between 12 to 15 hours a week.

#### **Job Shadow Program**

The KHSL job shadow program promoted participation through various junior high and high school campuses in our market area. During the reporting period, five high school students spend at least one day with a reporter or anchor. The job shadow program allows students to get a first hand feel of what a career in broadcast news requires. The job shadow program is overseen by Station News Director, **Scott Howard** and was held on April 11 & 12<sup>th</sup> and May 10<sup>th</sup>, 2012.

#### **Career Day**

On April 18<sup>th</sup> with, 2012 News Anchor, **Linda Watkins-Bennett** spoke and presented at the Career Day Forum sponsored by the Chico Sunrise Rotary Club. A \$2500 scholarship was awarded and presented by Linda at the event.

#### **Youth Leadership Forum**

Once again, we participated in the Jackie Faris Youth Leadership forum sponsored by the Associated Students at Chico State. The forum is focused on informing young women about a variety of paths to building leadership positions, including specific career alternatives. Station news anchor **Linda Watkins-Bennett** participated in the forum on March 22, 2011.

## **Vocational Day with Butte College**

News Director, **Scott Howard** and **General Manager John Stall**, conducted a Career Day with 14 Butte College Communication students on May 17<sup>th</sup>, 2012 at our studios. The purpose was to inform students about careers in media presentation, sales, and journalism.

## **News Community Service Projects**

Various News Anchors hosted or participated in the following events. .

**Linda Watkins Bennett** hosted the Corning Exchange Club Police and Fire Awards on 2/25/12.

**Megan McDonald** and **Matt Vaughn** a Career Day at Durham Intermediate School on 3/14/12.

**Linda Watkins-Bennett** had a Chico High Senior Job Shadow her for two days in April.

**Rob Blair** was awarded the Butte Humanimaltarium Award for 2012 for his efforts to raise awareness for abandoned animals in Butte County.

**Kira Klapper** was the emcee of the Suicide Awareness Seminar at Bidwell Park on 4/21/12.

**Rob Blair** was the keynote speaker to the kick-off for Butte County's Relay for Life on 5/12/12

**Action News** co-sponsored the 'Making Strides Against Breast Cancer' campaign from 8/10 to 10/22/11 with an on-air campaign to raise awareness and money.

**Action News** sponsored the Ducky Derby from 9/8 to 9/24/11 to raise money for Drug Awareness Campaigns in Shasta County Schools.

**Action News** sponsored the Alzheimer Memory Walk from 9/2 to 9/30.

**Action News** sponsored the Shriners for Kids Golf Tournament with an on air campaign from 8/26-9/12/12. Action News Anchors **Alan Marsden** and **Kira Klapper** were Honorary Captains.

**Action News** hosted 'The Summer Classic' Blood Drive with Blood Source on 8/10/11.

**Action News** sponsored the Jesus Center "Run for Food" from 11/8 to 11/23/12.

**Action News** co-sponsored The "Tis The Season Food Drive" from 10/31 to 12 18/11 with the Salvation Army. News Anchors and Reporters help collect food donations and broadcast live in Redding 12/6, Red Bluff on 12/7 and Chico on 12/8.

**Action News** co-sponsored The Angel Tree Toy Drive with the Salvation Army from 11/29 to 12/09/11 to supply Christmas gifts for needy children.

**Action News** participated in the Relay for Life in Chico and promoted the Campaign from 4/25-6/16 with Relay for Life rallies in Chico, Red Bluff and Redding.

## **School Station Tours**

KHSL TV has standing offers to all schools: elementary, high school, college and special education students to tour our station and watch the behind-the-scene operations, including observing the newscast in the studio. During this reporting period, we conducted 18 tours.