



3460 Silverbell Road
Chico, CA 95973

EEO PUBLIC FILE REPORT

August 1, 2021 – July 31, 2022

KHSL TV

Full-time Job Vacancies

	Job Title	Recruitment Sources Used	Hire Referral Source
1	Producer	10, 11, 14, 22, 25	14
2	Producer	10, 11, 14, 21, 22, 25	10
3	Producer	10, 11, 14, 22, 25	10
4	Editor	6, 10, 21, 22, 24	24
5	Editor/Photographer	6, 10, 14	6
6	MMJ/Reporter	6, 10, 14, 17, 24, 26	24
7	Anchor	22*	22
8	Assignment Editor	10, 21, 24	24

* Exigent Circumstances



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APPENDIX A MASTER LIST OF RECRUITMENT SOURCES

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	Source	Contact Information	Telephone	No. of Candidates Interviewed
1	Society of Broadcast Engineers	SBE.org	(317) 846-8000	-
2	Society of Motion Picture TV Engineering	SMPTE.org	(914) 761-1100	-
3	Record Searchlight (local newspaper)	Redding.com	(530) 246-2626	-
4	Smart Business Resource Center	1201 Placer Street Redding, CA 96001	(530) 623-5538	-
5	KHSL TV Station	Anne Maxwell 3460 Silverbell Rd. Chico, CA 95973	(530) 893-6512	-
6	Chico State University	400 West First Street Chico, CA 95929	(530) 898-6771	2
7	Shasta College	11555 Old Oregon Trail Redding, CA 96003	(530)242-7640	-
8	Simpson College	2211 College View Drive Redding, CA 96003	(530) 224-5600	-
9	Butte Community College	3536 Butte Campus Dr Oroville, CA 95965	(530) 895-2511	-
10	Station Website	ActionNewsNow.com		14
11	TV Jobs	TVjobs.com		3
12	Craig's List	Craigslist.org		-
13	CalJobs	CalJobs.com		-
14	Indeed	Indeed.com		7
15	Native American Journalists Association	Naja.com		-
16	Asian American Journalists Association	Aaja.com		-
17	YouTube (active candidate sourcing)	YouTube.com		28
18	DCA Talent Agency	Steve Swienkowski DCATalent.com	919-868-6088	-
19	The Lorna Dave Agency	John Derr	610-248-1317	-

20	Facebook	Facebook.com		-
21	LinkedIn	LinkedIn.com		2
22	Referral			29
23	Walk-In/Self-Referral			-
24	Internal Transfer/Promotion			3
25	Internal Candidate			4
26	Magid Fresh Faces Newsletter	Diane Giscard dgiscard@magid.com		1
27	Rick Gevers Newsletter	Rick Gevers	(317) 635-7912	-
28	Job Fair (<i>as described in section III</i>)			-
TOTAL NUMBER OF INTERVIEWEES				93



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APPENDIX B

CAREER OUTREACH INITIATIVES

August 1, 2021 – July 31, 2022

CAREER OUTREACH

Participate in Job Fair

On August 31, 2021, our News Director and 4pm Anchor attended a job fair at the Masonic Temple in Chico. During the fair we accepted resumes and talked to participants about careers in broadcasting.

Participate in Events/Programs for or on Behalf of Educational Institutions or Community Organizations

On October 20, 2021, our News Director and MMJ attended a career day at Willows High in Glenn County. We spoke to four classes of students about the TV news industry.

On March 31, 2022, our Sports Director attended a career day at Parkview Elementary School. She spoke to students about her career as a female sports director.

On March 18, 2022, our Producer spoke to students at Cal State Dominguez Hills about her job as a producer and how to prepare for a job in broadcast news.

On February 25, 2022, our Anchor judged the Butte County high-school art contest and spoke to students about careers in journalism.

On May 5, 2022, our Anchor and Producer participated in a Cinco de Mayo Festival sponsored by local Spanish-speaking radio stations. At the festival we spoke to attendees about careers in broadcasting.

Establish Mentoring Programs for Station Personnel

During the reporting period, our News Director worked with our part-time Digital Producer to help her obtain the skills necessary to be promoted to an MMJ. As a result of the mentorship, the Digital Producer was promoted.

During the reporting period, our News Director worked with two MMJs to help them obtain the skills necessary to obtain positions as an Anchor or Producer. As a result of these mentorships, one of the MMJs has become a regular fill-in anchor while the other is now a weekend anchor.

During the reporting period, our News Director met several times a month with MMJs and Producers to discuss their career goals, challenges, and how to improve their skills to help them reach their goals. As a result of these consistent mentoring meetings, some MMJs and Producers have obtained the skills necessary to move to larger markets.

During the reporting period, our News Director met with an Anchor/Producer to help her obtain the skills necessary to obtain a leadership role at the station. As a result of the mentorship, the Anchor/Producer was promoted to Managing Editor.