



3460 Silverbell Road  
Chico, CA 95973

## EEO PUBLIC FILE REPORT

August 1, 2022 – July 31, 2023

KHSL TV

### Full-time Job Vacancies

	Job Title	Recruitment Sources Used	Hire Referral Source
1	Chief Engineer	14, 10, 22, 11	22
2	MMJ	17, 22, 21, 10, 6, 26	6
3	Sports Director	14, 17, 22, 21, 10, 6, 28, 26	26
4	Producer	14, 17, 22, 21, 10, 6	14
5	MMJ	17, 22, 21, 10, 6, 26	22
6	MMJ	6, 10, 14, 17, 24, 26	22
7	Producer	14, 10, 22, 6	10
8	MMJ	14, 17, 22, 21, 6, 26	21
9	Digital Content Manager	14, 17, 10, 6	14
10	MMJ	14, 17, 22, 21, 6, 26	6
11	Producer	14, 10	10
12	Editor	14, 10	10
13	MMJ	14, 17, 22, 10, 6	6



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## APPENDIX A MASTER LIST OF RECRUITMENT SOURCES

August 1, 2022– July 31, 2023

	Source	Contact Information	Telephone	No. of Candidates Interviewed
1	Society of Broadcast Engineers	SBE.org	(317) 846-8000	1
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	Jessica Meador 3460 Silverbell Rd. Chico, CA 95973	(530) 893-6512	-
6	Chico State University	400 West First Street Chico, CA 95929	(530) 898-6771	22
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		19
11	TV Jobs	TVjobs.com		1
12	Craig's List	Craigslist.org		-
13	CalJobs	CalJobs.com		-
14	Indeed	Indeed.com		14
15	Native American Journalists Association	Naja.com		-
16	Asian American Journalists Association	Aaja.com		-
17	YouTube (active candidate sourcing)	YouTube.com		13
18	DCA Talent Agency	Steve Swienckowski DCATalent.com	919-868-6088	-
19	The Lorna Dave Agency	John Derr	610-248-1317	-

20	Facebook	Facebook.com		-
21	LinkedIn	LinkedIn.com		15
22	Referral			22
23	Walk-In/Self-Referral			-
24	Internal Transfer/Promotion			-
25	Internal Candidate			-
26	Magid Fresh Faces Newsletter	Diane Giscard <a href="mailto:dgiscard@magid.com">dgiscard@magid.com</a>		6
27	Rick Gevers Newsletter	Rick Gevers	(317) 635-7912	-
28	Job Fair ( <i>as described in section III</i> )			-
<b>TOTAL NUMBER OF INTERVIEWEES</b>				<b>113</b>



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## **APPENDIX B**

### **CAREER OUTREACH INITIATIVES**

August 1, 2022 – July 31, 2023

#### **CAREER OUTREACH**

##### **Visited State Universities to talk about Journalism and Recruit**

On the following dates News Director Aaron Vogel visited different schools in the CSU system.

August 29<sup>th</sup> 2022– School Visit to talk to Journalism Class at CSUN

August 29<sup>th</sup> 2022– School Visit to talk to Journalism Class at Cal State Fullerton

August 30<sup>th</sup> 2022– School Visit to talk to Journalism Class at Fresno State

April 10<sup>th</sup> 2023– School Visit to talk to Journalism Class at Fresno State

April 11<sup>th</sup> 2023- School Visit to talk to Journalism Class at CSUN

April 12<sup>th</sup> 2023- School Visit to talk to Journalism Class at Cal State Fullerton

News Director initiated a relationship with the above schools and went to each one individually on the above days.

##### **Participate in Job Fair**

On August 31<sup>st</sup> 2022 the News Director and Asst. News Director attended the Chico State Job Fair and spoke with students and others about journalism, and working in a news room.

##### **Participate in NABJ/NAHJ (Natl. Assoc. of Black Journalists/ Natl. Assoc. of Hispanic Journalists)**

News Director Aaron Vogel went to the annual convention from August 3 to August 7, 2022 to recruit journalists, advise journalists and meet with top journalists in the industry.

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

On April 6<sup>th</sup>, 2023, our Sports Director attended a career day at Parkview Elementary School. She spoke to students about her career as a female sports director.

##### **Station School Tours**

On the following days in 2023 News Team hosted several school tours:

January 19<sup>th</sup> – Paradise Junior High Drama Class Tour

January 20<sup>th</sup> – Paradise Junio High Leadership Class Tour

Feb. 2<sup>nd</sup> – Capay Elementary Class Tour

## Establish Mentoring Programs for Station Personnel

During the reporting period, our News Director worked with three 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, and two have accepted jobs in a larger market.

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/Managing Editor to help her obtain the skills necessary to obtain a leadership role at the station. As a result of the mentorship, this person was promoted to Assistant News Director