

KHSL-TV  
 3460 Silverbell Road  
 Chico, CA 95973

## EEO Public File Report

August 1, 2010 – July 31, 2011

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 Reporter	9/1/10	5	KHSLTV.com KNVN.com MediaLine TV Jobs.com In House Posting	1 0 3 1 0	In House Posting
2	Sales Account Executive	2/23/2011	3	KHSLTV.com KNVN.com Craigs List In House Posting Referral Calif. Broadcasters Assoc.	1 0 1 0 1 0	Referral
3	News News Reporter	6/6/11	4	KHSLTV.com KNVN.com TV Jobs.com MediaLine In House Posting	1 0 2 1 0	TV Jobs.com

			<p>Total # of Interviewees for all full time positions 12</p>			

**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	4
2	TVJobs.com	Mark Holloway	P.O. Box 4116, Oceanside, ca. 92952	760-754-8754	3
3	Station Website	Department Manager	knvn.com or khsltv.com	530-342-0141	3
4	Chico Enterprise-Record	Associate	P.O. Box 49237 Chico, Ca.	530-343-1234	0
5	Craigslist	Associate	Craigslist.com		1
6	Client	Referral	Chico, CA		1
7	Calif. Broadcasters Association	Stan Statham	Sacramento, CA	916 444-2237	0
	<b>Job Source:</b>	Job #1 & 3 used 1,2, 3,4 & 5 Job #2 used 1,2,3,5,6 & 7			

## **Attachment B**

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

### **Career Outreach Initiatives/KHSL TV Aug. 1 2010 to July 31, 2011**

#### **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, Trish Coder**. During this reporting period, the station offered 9 unpaid internships. Interns work at the station between 8 to 12 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, **Trish Coder** and was held on April 13 & 14<sup>th</sup> and May 11<sup>th</sup>, 2011.

#### **Career Day**

On April 13, 2011 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**

General Manager, **John Stall** participated in events during Vocational Day at Paradise High School on April 13<sup>th</sup>, 2011 informing students about careers in media presentation, sales, and journalism.

## **News Community Service Projects**

Various News Anchors hosted or participated in the following events. **Rob Blair** and **Megan McDonald** were honorary Big Brothers/Big Sisters and hosted their Annual Fundraising Banquet on 10/14/10.

**Linda Watkins Bennett** hosted the Corning Exchange Club Police and Fire Awards on 2/26/11. **Rob Blair** hosted the Red Cross "Real Heroes Awards" on 3/17/11. **Megan McDonald** hosted the Jesus Center Dinner to benefit Butte County's Homeless on April 23, 2011.

**Action News** co-sponsored the "Making Strides Against Breast Cancer" campaign from 8/2 to 8/29/11.

**Action News** sponsored the Shriners for Kids Golf Tournament with an on air campaign from 8/26-9/14/11. Action News Anchors **Alan Marsden** and **Kira Klapper** were Honorary Captains.

**Action News** co-sponsored The "Tis The Season Food Drive" from 10/31 to 12 20/10 with the Salvation Army. News Anchors and Reporters help collect food donations and broadcast live in Redding 12/5, Red Bluff on 12/6 and Chico on 12/7.

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

**Action News** participated in the Relay for Life in Chico and promoted the Campaign from 4/25-6/12 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.