

KNCQ(FM) / KHRD(FM) / KESR(FM) / KEWB(FM) / KKXS(FM)

Redding, California

EEO PUBLIC FILE REPORT

August 1, 2021 through July 31, 2022

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

Appendix A includes a list of recruitment sources, indicating name, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that have requested notification of all full-time job vacancies.

FULL-TIME POSITIONS FILLED; RECRUIT SOURCES USED

Traffic Coordinator (#1, #2, #6, #11, #12, #23, #24)
[Hire #11]

Traffic Coordinator (#1, #2, #6, #11, #12, #23, #24)
[Hire # 6]

Promotions Coordinator (#1, #21, #16, #6, #15, #12, #24)
[Hire #6]

TOTAL NUMBER OF INTERVIEWS FOR FULL-TIME POSITION

9 Interviews

NUMBER OF REFERRALS FROM SOURCES USED

#1 (0 person), #2 (0 persons) #6 (5 persons) #11 (2 persons)
#12 (0 persons) #15 (0 persons) #16 (0 persons) #21 (0 persons) #23 (0 persons)
#24 (5 persons)

Appendix A

MASTER LIST OF RECRUITMENT SOURCES

(An asterisk (*) after the source denotes organizations that requested notification of full-time job vacancies.)

No.	Source (name, address, contact person, telephone)	No.	Source (name, address, contact person, telephone)
1.	Results Radio, LLC Websites Ron Castro, 1355 N. Dutton Ave. Santa Rosa CA 707-546-9185	13.	AllAccess.com (Web-site posting form)
2.	California Broadcasters Association Mark Powers, 915 L Street, #1150 Sacramento, CA 95814 916-444- 2237	14.	Mighty Recruiter Dot Com
3.	Ohlone College Office of Transfer & Career Services. General Manager, 43600 Mission Blvd., Fremont, CA 94539 510-659-6098	15.	Shastacollege.edu
4.	Mendocino College Barbara Nobles, 1000 Hensley Creek Road Ukiah, CA 95482 707-468-3044	16.	RadioLists.net (The Broadcast E-List)
5.	NAACP Sacramento Alice Huffman, President 9960 Svona Drive, Sacramento CA 95829 916-447-8671	17.	SBE Chapter 43
6.	Results Radio Internal Postings Market Managers, Results Radio 1355 N. Dutton Ave., Santa Rosa, CA 707-546-9185	18.	Radio Tech, Tech Zone, Tech Assist
7.	Craig's List (Web-site posting form)	19.	AMFMjobs.com

8.	Employee Referrals	20.	Linked In
9.	Record Searchlight (local newspaper) 1101 Twin View Blvd, Redding CA 96003 530-243-2424	21.	NAB Career page
10.	Results Radio Radio Recruitment Advertising	22.	Society of Broadcast Engineers
11.	Word of Mouth	23.	SMART Business Center
12.	Indeed	24.	Lucy Rice's Job Board

Appendix B

Supplemental Outreach Initiatives

(August 1, 2021 thru July 31, 2022)

FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;

11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

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Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
Category #16	On-air Public Service campaign soliciting organizations to register with Results Radio as resource contacts when full-time employment opportunities become available
Category #4	Ryan O'Brien attended World Read Aloud Day at St. Joseph School on March 3, 2022
Category #14	Chief Technical Officer, Ron Castro attended an FCC / EEO webinar conducted by the California Broadcasters Assn. on proper procedures on March 2, 2021
Category #6	Continued our recruitment relationship with the Shasta College Job Center by utilizing their job posting board
Category #6	All Results Radio, LLC websites, including sites for the following stations: KESR, KNCQ, KEWB, KKXS, KHRD, KTHU, KCEZ, KRQR, KBQB, KMJE, KKCY, and KKCL have information for job seekers that lists contact personnel in all clusters
Category #4	Market Manager, Beth Tappan spoke to the Redding Chamber of Commerce regarding radio in November 2021
Category #4	Laurie Curto did a presentation on Results Radio at Business Networking International (BNI) on February 8, 2022 and July 26, 2022
Category #4	Dave Tappan did a presentation on educational experience for jobs in broadcasting for BNI on July 26, 2022
Category #6	Results Radio Redding and its stations participated in various local community activities, including: College Options/College Quest on September 21, 2021

Category #3	Results Radio addended the following Job Fairs: Walmart Career Fair September 9, 2021(KNCQ) Rise Together Summit Career Fair February 23, 2022 (Kelsey J) Office of Education (On Air Interview) March 29, 2022 (Rick H) Northern Summit Career Academy Job Fair March 2, 2022 (Kelsey J)
Category #4	Naomi Yamamoto participated in the Leadership Redding Media Day on May 19, 2022
Category #4	Rick Healy participated in the National Read Aloud Day at Shasta Elementary School on March 2, 2022

Beth Tappan
Results Radio, Market Manager
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