

**EEO PUBLIC FILE REPORT**

**SMG – REDDING, LLC**

Dates: 8/1/2022-7/31/2023

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
KQMS	87171	Redding, CA	KNRO	51639	Redding, CA
KRDG	41620	Shingletown, CA	KALF	40919	Red Bluff, CA
KRRX	41241	Burney, CA			
KSHA	51641	Redding, CA			
KWLZ	54039	Shasta Lake, CA			

Recruitment Sources			
Source	Contact	Address	Phone
Station Websites	Duane Davis	3360 Alta Mesa Dr. Redding, Ca. 96002	530-226-9500
All Access/Radio Online	Duane Davis	3360 Alta Mesa Dr. Redding, Ca. 96002 <a href="http://www.allaccess.com">www.allaccess.com</a> & <a href="http://www.radioonline.com">www.radioonline.com</a>	530-226-9500
Walk-Ins/Call Inquiries	Duane Davis	3360 Alta Mesa Dr. Redding, Ca. 96002	530-226-9500
Indeed/LinkedIn	Gena Mitchell	2448 East 81st Street, #5700, Tulsa, OK 74137 <a href="http://www.indeed.com">www.indeed.com</a> & <a href="http://www.linkedin.com">www.linkedin.com</a>	918-492-2660 X207
Career Eco Career Fair & Job Boards	Gena Mitchell	2448 East 81 <sup>st</sup> Street, #5700, Tulsa, OK 74137 <a href="http://www.careereco.com">www.careereco.com</a>	918-492-2660 X207

Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
			<b>Total:</b>	
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
			<b>Total:</b>	

*No Vacancies During Reported Period*

### Menu Options

Date	Menu Number	Total Complete	Description
03/23/23	1	.25	Mark Fitzmayer attended the spring job fair at Simpson University. This was hosted by the Smart Workforce Center, which is a non-profit, public benefit corporation in Shasta County. Mark participated in the in-person career fair promoting the growing radio industry.
05/19/23 05/26/23 06/02/23	8	1	Participated in 3 Part Training on AI Tool Chat GPT where use of AI in the Industry was discussed, how to use AI, when to use AI, what to watch for when using AI for content creation and ads as well as easily creating emails to clients presented to the Sales & Management Team.
06/07/23 06/16/23 06/21/23 06/27/23 06/28/23	8	1	Sales, Programming, and Management took part in a 5-part workshop training provided by Nielsen to learn more about Tapscan, Nielsen ratings data, Retail Spending Power data and Scarborough consumer data so they understand their stations, clients and the information available within the Nielsen system.
03/22/23	1	.25	10 Big 12 Schools participating in a virtual career fair open to students and graduates of the participating universities. 911 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales and On-Air positions
03/15/23	1	.25	Students from Universities across the US that are considered HBCU & Minority Serving Institutions participated in a virtual career fair open to students and alumni interested in a career opportunity. 229 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Positions and On-Air Opportunities.
09/19/22	1	.25	Participated in the Career Eco Career Fair for Students from Universities across the US and the world participated the National Collegiate Sales Competition virtual career fair open to students and alumni interested in a career in sales. 200 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Position
09/01/22 - Ongoing	6	.25	Participated in the Career Eco Job Bank with ongoing Full Time & Part Time jobs posted, Account Executive & On-Air. This online job board & virtual event platform is free to jobseekers & students.

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**Total Menu Options Completed:** 3.25