

KRCR-TV, Redding / KAEF, Arcata, California
ANNUAL EEO PUBLIC FILE REPORT
(August 1, 2012-July 31, 2013)

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 full-time job vacancies.

FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED
[With Hiree's Recruitment Source Noted in Brackets]

Weekend Co-Anchor/Reporter (## 7,10,14,15,25,26, 30¹) [Hiree - Internal]
Sports Anchor/Reporter/Producer (## 7,8,10,12,25) [Hiree - #7]
Chief Engineer (##1,7) [Hiree - #1]
Weekend Producer/Weekday Sports Reporter/MMJ (##7,10,8,14) [Hiree - #7]
News Reporter/MMJ (##7,9,12,31) [Hiree - #7]
News/Sports Reporter/MMJ (##Internal,7,31,12,8,2,26) [Hiree- #7]
News Producer (##Internal,7,10,8,12,26) [Hiree- Internal]
Account Executive – KAEF(##11,15, 32) [Hiree - #32]
News Assignment Editor (##Internal,7,8,12,26,31) [Hiree- Internal]
Account Executive – Chico (##11,15,8,20,34,Internal,33) [Hiree - #34]
One Person Band Reporter /MMJ (##8,710,31) [Hiree - #8]
Chico Bureau Reporter (##7,27,10) [Hiree - #7, #27]
Assistant News Director (##7,10,8,31,25) [Hiree - #7, #8,#35]
Assignment Editor (##7,8,34,) [Hiree – Internal, 8]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

64 persons

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

¹ The numbers in parenthesis corresponds to the numbers in appendix A

#1 (1 person) #7 (25 persons), #8 (9 persons), #10 (5 persons), #12 (6 persons), #14 (1 person), #25 (2 persons), #26 (2 persons), #27 (1 person), #31 (3 person), #32 (3 person), #34 (1person), #36 (4 persons), #37 (1 person)

SUPPLEMENTAL OUTREACH ACTIVITIES

Appendix B contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the reporting period, including station personnel involved in the activities.

MASTER LIST OF RECRUITMENT SOURCES

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

(August 1, 2012 thru July 31, 2013)

No.	Source (name, address, contact person, telephone)	No.	Source (name, address, contact person, telephone)
1.	Society of Broadcasting Engineering 8000 Beverly Blvd. Los Angeles, CA 90048 (323)655-8000	10.	Medialine.com, Website
2.	Society of Motion Picture TV Engineering United States (707)253-3000	11.	Craigslist.com, Website
3.	Television Week 6500 Willshire Blvd. Ste #2300 Los Angeles, CA 90048 (323)370-2409, Susan Moss	12.	Bontenmedia.com, Website, Jan Akerhielm (212)710-7771
4.	Record Searchlight (local newspaper) 1101 Twin View Blvd. Redding, CA 96001 (530)246-2626, Linda Smith	13.	The Eureka Reporter newspaper 215 4 th Street Eureka, CA 95501 (707)476-8000
5.	Smart Business Resource Center 1201 Placer Street Redding, CA 96001 (530)246-7911	14.	Collectivetalent.com, Website
6.	Sacramento Bee (local newspaper) 2100 Q Street Sacramento, CA 95814 (916)321-1111, Ann Burrridge	15.	CalJobs, Website
7.	TVjob.com, Website	16.	Yohoo.com, Website
8.	KRCRTV.COM, Website, Lisa Drafall, (530)243-7777).	17.	Google.com, Website
9.	KAEFTV.com, Website, Lisa Drafall, (530-243-7777).	18.	Public posting a Simpson College 2211 College View Drive Redding, CA 96003
19.	Shasta College 11555 Old Oregon Trail Redding, CA 96003 (530)242-7640, Human Resources	21.	Website posting with National Association of Hispanic Journalist (NAHJ), National Association of Black Journalist (NABJ) and National Association of African Journalist (NAAJ).

No.	Source (name, address, contact person, telephone)	No.	Source (name, address, contact person, telephone)
20.	Monsterjobs.com, Website	22.	Simpson University 2211 College View Drive Redding, CA 96003
23.	Media Recruiter	24.	Ebayjobs.com
25.	Frank N. Magid & Associates	26.	USC Annenberg School of Journalism
27.	YouTube	28.	Alliance for Workforce Development
29.	JournalismJobs.com	30.	Palomar College
31.	Columbia Journalism School	32.	On-Air Ad
33.	Chico Enterprise/Oroville Mercury	34.	Employee Referral
35.	Former Employee	36.	Internal
37.	Sportscasting Talent Agency		

Supplemental Outreach Initiatives
(August 1, 2012 thru July 31, 2013)

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.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
1	Participation in High School Career Days: Foothill High School (3.4.13), Glenn County (4.5.13), Veterans Job and Resource Fair (4.5.13), and West Valley High School (4.26.13), Shasta Lake School (5.22.13)
3	Simpson University Job Fair 5.3.13 Sponsorship, discuss broadcasting and television news jobs.
4	Participation in Leadership Redding to reach out to local community members and inform about KRCR and careers in journalism, Tri Counties Economic Forecast, outreach to local business owners about KRCR career opportunities, Storm Spotter Training, outreach to local individuals interested in careers in meteorology.
6	Partnership with local SMART BUSINESS RESOURCE center – posts KRCR jobs in local job bank and actively recruits people with relevant experience to explore job and intern possibilities with KRCR.
5	Ongoing, established internship program that trains people in the skills they need to become employed. Currently have three full-time employees who went through that program. Shay Arthur, Mat Mendez and Cameron Mapes.
8	We have established, in house training programs designed to teach employees the skills they need in order to be eligible for promotions. We have several employees who have been successfully promoted through this training program, including Ashley Gardner, Cameron Mapes, Scottie Dimmick, Vienna Montague, Shay Arthur, Mike Watson, Jesse Geron, and Tracey Leong
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