

B-11:	Account Executive	
	Date of Hire:	5/29/2012
	Referral Source of Hiree:	Walk-in
	# of Interviewees for position and referral sources of interviewees	5 Interviewees
		Walk in (1)
		TVJobs.com (2)
		Client Referral (2)

## EEO NEW JOB VACANCY FORM

B-11

### **I. General Information**

1. **Station:** KAEF
2. **Job Title:** Account Executive
3. **Date Position Opened:** 6/6/12
4. **Date Position Filled:** 7/9/12
5. **Employee being replaced:** Additional staff, no replacement at this time
6. **Attached a list of recruitment sources notified for this opening.**
7. **Documentation of Notice.** Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?

Yes [X]      No [ ]

### **II. Interviewees**

1. List of people interviewed for this position:

Name	Date	Recruitment Source
Kasey Mellos	5/18	Walk In
Alyssa Alvarez	6/13	Client Referral
Scott Hilton	6/14	Craigslist
Jacob Horn (phone)	6/15	Craigslist
Bryan Walker	7/2	Client Referral

\$-11


2. Total number of people interviewed for this position: 5

**III. Hires**

Person ultimately hired for this position:

Name: Kassey Mellos
Recruitment Source: Walk In

**Approval:**

General Manager: 	Date: 7/9/12
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Attachment: List of Recruitment Sources Notified

Kaef.com  
bonten.com  
TV Jobs  
Cal Jobs



## Hiring Approval Form

Station: KAEF

Date of Request: 5/31/12

Department: Sales

Position Title: Account Executive

☒ EXEMPT ☐ NON-EXEMPT

Proposed hire date: 7/1/12

Salary: \_\_\_\_\_

☐ New ☒ Replacement (if replacement, prior salary: \_\_\_\_\_)

Included in annual budget: ☐ Yes ☒ No

Contract: ☐ Yes\* ☒ No

Position to be advertised: ☒ Yes (assure EEO notice) ☐ No

Rationale: This is a replacement position for Yousri Abdelwahed. This goal is to find an experienced media representative with television experience.

Job Description and Applicant Qualifications: [From Job Posting] KAEF is seeking an Account Executive who is goal-oriented and proficient at securing new business. The winning applicant will be both positive and professional. The Account Executive position requires excellent interviewing and listening skills and the ability to develop creative solutions to client needs. Qualified applicant must be a self-starter and highly motivated. Media sales experience is strongly preferred. Competitive compensation.

### Approvals:

Department Head: Robert L Rector Date: 6/1/12

Station VP/GM: Andrew Stewart Date: 6/1/12

Functional VP/SVP: Tom Stemlar Date: 6.4.12

SVP/CFO: [Signature] Date: 6/5/12

\*If contract, Contract Approval Form must be complete and approved before hiring and contract signing

B-11

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Submit Query

[Home / Employment](#)

## ACCOUNT EXECUTIVE: KAEF-TV, EUREKA, CA

POSTED: 2:15 AM Jun 06 2012 | UPDATED: 2:33 AM Jun 06 2012

Text Size:

[Print](#) [Email](#)[Google+](#) 0[Tweet](#) 0

KAEF, Eureka, is seeking an Account Executive who is goal-oriented and proficient at securing new business. The winning applicant will be both positive and professional. The Account Executive position requires excellent interviewing and listening skills and the ability to develop creative solutions to client needs. Qualified applicant must be a self-starter and highly motivated. Media sales experience is strongly preferred. Competitive compensation. Equal Opportunity Employer. Please send cover letter and resume to:

Robert L. Rector General Sales Manager KRCR/KAEF 755 Auditorium Drive Redding, CA 96001-0920

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### Table Of Contents

<a href="#">HOME</a>	<a href="#">PHILOSOPHY</a>	<a href="#">ABOUT US</a>
<a href="#">OUR STATIONS</a>	<a href="#">TEAM</a>	<a href="#">PRESS RELEASES</a>
<a href="#">EMPLOYMENT</a>	<a href="#">CONTACT US</a>	

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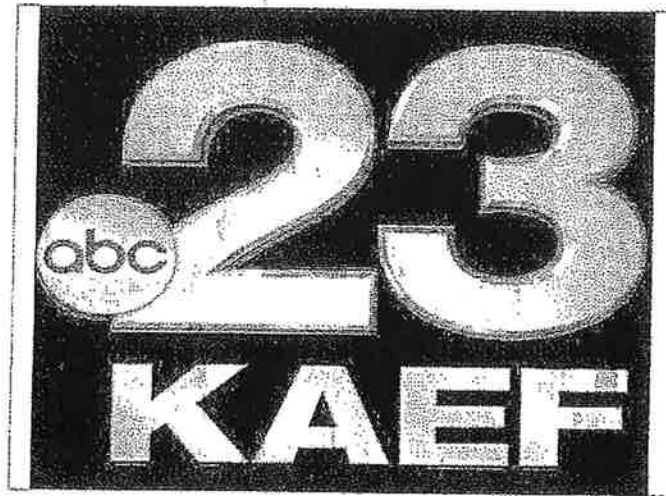
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[Microsoft MapPoint Terms of Use](#) | [Microsoft Privacy Statement](#) | [Some Images](#)  
Provided By Weather Underground, Inc.



[Back](#)

B-11

Account Executive (Eureka)



Address: 540 E Street, Eureka, CA 95501

Date Posted: 06/06/12

Job Type: Full-time

Description:

KAEF is seeking an Account Executive who is goal-oriented and proficient at securing new business. The winning applicant will be both positive and professional. The Account Executive position entails listening to client needs and then developing creative solutions. Qualified applicant must be a self-starter and highly motivated. Media sales experience is strongly preferred. Competitive Compensation. Equal Opportunity Employer. Please send cover letter and resume to: [email removed].

Ad ID: 19832899

Copyright © 2012 eBay International AG

B-11

[craigslist](#) > manage posting[log in to your account](#)[\(Apply for Account\)](#)

Your posting can be seen at

<http://humboldt.craigslist.org/sls/3061149181.html>.

[Edit this Posting](#)

You can make changes to the content of your post.

[Delete this Posting](#)

This will remove your posting from active listing.

humboldt craigslist > jobs > sales jobs

## Account Executive (Eureka, CA)

Date: 2012-06-06, 10:31AM PDT

Reply to: see below

KAEF is seeking an Account Executive who is goal-oriented and proficient at securing new business. The winning applicant will be both positive and professional. The Account Executive position entails listening to client needs and then developing creative solutions. Qualified applicant must be a self-starter and highly motivated. Media sales experience is strongly preferred. Equal Opportunity Employer.

Please send cover letter and resume to: [lpacheco@krctv.com](mailto:lpacheco@krctv.com)

- Location: Eureka, CA
- Compensation: Competitive Compensation
- Principals-only. Recruiters, please don't contact this job poster.
- Please, no phone calls about this job!
- Please do not contact job poster about other services, products or commercial interests.

PostingID: 3061149181

### No contact info?

if the poster didn't include a phone number, email, or other contact info, craigslist can notify them via email.

[Send Note!](#)

## Job Listing Preview

B-11



Broadcast Employment Services

## KAEF Channel 23, Eureka, California

**Position** Account Executive  
**Station Ownership** Bonten Media Group  
**Reference #** Will be assigned when submission is completed ...  
**Type** Television  
**Full / Part** Full Time - Regular - 40 Hours Per Week  
**Experience** Preferred  
**Posted** 6/6/2012  
**Closes** 7/6/2012  
**Time Left** 30 Days  
**DMA** #194  
**Found In** Sales - Account Executive



## Account Executive

KAEF is seeking an Account Executive who is goal-oriented and proficient at securing new business. The winning applicant will be both positive and professional. The Account Executive position entails listening to client needs and then developing creative solutions. Qualified applicant must be a self-starter and highly motivated. Media sales experience is strongly preferred. Competitive Compensation. Equal Opportunity Employer.

Send Resume to:

Lisa Pacheco  
 C/O KAEF-TV Channel 23  
 755 Auditorium Dr  
 Redding, CA 96001



## Supplemental Information

<b>Salary Type</b>	Commission
<b>Salary Range</b>	\$100% Commission
<b>Starting Salary / Year</b>	No Info Provided
<b>Starting Salary / Hour</b>	No Info Provided
<b>Job Type</b>	Full Time - Regular
<b>Hours</b>	8:00 am to 5:00 pm
<b>Workweek</b>	Monday to Friday
<b>Scheduled on Holidays</b>	Yes
<b>Start Date</b>	TBA
<b>Probation Period</b>	3 Months
<b>Benefits</b>	Yes
<b>Benefit Premium</b>	Partially Paid By Company
<b>401K Plan</b>	Available
<b>Vacation</b>	Yes
<b>Paid Sick Leave</b>	Yes
<b>Phone Calls</b>	No Phone Calls Please
<b>Agent Phone Calls</b>	No Phone Calls Please
<b>Résumé</b>	Required
<b>Cover Letter</b>	Required
<b>References</b>	Required
<b>Salary History</b>	Not Required
<b>Tape / Reel</b>	Not Required
<b>Tape Format</b>	Not Applicable
<b>Tape Return</b>	Not Applicable
<b>Director's Track</b>	Not Required



B-11

Fax resume to: (530) 243-0217

E-mail Resume to: lpacheco@krctv.com

When responding to this job ad, please mention you saw it listed at TVJobs.com

© Broadcast Employment Services 1994-2012

 Send Resume

Annual E-Resume subscription or DigitalTalent résumé required.

[ [View other KAEF Channel 23 job listings](#) ]

FAX Résumé	Yes - (530) 243-0217
TVJobs.com E-Résumé	Yes
Degree Required	No - w/comparable experience
Contract Required	No
Contract Length	Not Applicable
Special Requirements	No
Driver's License	Required
Insurance	Required
Good Driving Record	Required
Heavy Lifting	Not Required
Previous Applicants	Please Reapply
Local Apartment Rental	
Moving Expenses	Not Applicable
Union Position	No
Union Contract Expires	
Confirmation Letter	No
Rejection Letter	Yes
Feedback	Yes
Drug Screen	No
Proof of Eligibility to work in U.S. Required	Yes
Equal Opportunity Employment	Yes
EOE Data Form	Yes

## CalJOBS JOB LISTING DETAILS

Job Number: CA12877812  
 Job Title: ACCOUNT EXECUTIVE  
 City of Job: Eureka  
 Zip Code of Job: 95501  
 County of Job: Humboldt  
 Experience Required: 1 year  
 Education Required: Some post high school  
 Number of Openings: 1  
 Job Listing Close Date: 6/20/2012  
 Job Start Date: 7/1/2012  
 Rate of Pay: Commission  
 Shift: Day  
 Duration: Long Term  
 Hours Per Week: 31-40  
 California Driver's License: C (passenger car)  
 Federal Government Contract: N  
 Status: Open

## Job Duties:

KAEF is seeking an Account Executive who is goal-oriented and proficient at securing new business. The winning applicant will be both positive and professional. The Account Executive position entails listening to client needs and then developing creative solutions. Qualified applicant must be a self-starter and highly motivated. Media sales experience is strongly preferred. Competitive Compensation. Equal Opportunity Employer. Please send cover letter and resume to [lpacheco@krcrtv.com](mailto:lpacheco@krcrtv.com)

## How to apply:

(NO, I do not want online notification of résumés matching this listing.)

## Mail résumé to:

KRCR -TV Channel 7  
 Attn: Lisa Pacheco  
 755 Auditorium Drive  
 Redding CA 96001

## Report in person:

## Contact Phone:

## Fax:

Lisa Pacheco  
 (530)243-0217

## E-Mail:

[lpacheco@krcrtv.com](mailto:lpacheco@krcrtv.com)

## URL:

[www.krcrtv.com](http://www.krcrtv.com)

## Additional Instructions:

By entering this job listing into the CalJOBS<sup>SM</sup> system, you understand and agree that this information will be viewed and shared by individuals authorized to use the CalJOBS<sup>SM</sup> system. To continue, click on the appropriate box.

B-12:	Anchor/Reporter	
	Date of Hire:	5/29/2012
	Referral Source of Hiree:	Internal
	# of Interviewees for position and referral sources of interviewees	3 Interviewees Internal Candidate (1) TVJobs.com (2)

\*Recruitment for this position and position B-9 occurred at the same time and, in the end, only one person was hired for both positions.

## EEO NEW JOB VACANCY FORM

B-12

### I. General Information

1. Station: KRCR TV
2. Job Title: Anchor / MMJ
3. Date Position Opened: 2/1/12
4. Date Position Filled: 5/29/12
5. Employee being replaced: new position
6. Attached a list of recruitment sources notified for this opening.
7. **Documentation of Notice.** Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?

Yes ☒ No ☐

### II. Interviewees

1. List of people interviewed for this position:

Name	Date	Recruitment Source
Hayley Ceunthner	3/29	TV Jobs
Abby Powell	2/21	TV Jobs
<del>MMJ</del>		

2. Total number of people interviewed for this position: 3


B-12

**III. Hires**

Person ultimately hired for this position:

Name:	Tracey Leong
Recruitment Source:	Internal Candidate

**Approval:**

General Manager: 	Date: 5/29/12
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Attachment: List of Recruitment Sources Notified

TV Jobs  
Magid  
CalJobs  
Krcr  
Bonten

## Jennifer Scarborough

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**From:** Mark Shilstone [mark@medialine.com]  
**Sent:** Monday, February 06, 2012 2:39 PM  
**To:** Jennifer Scarborough  
**Subject:** FW: EEO Confirmation letter

B-12

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Please allow this to serve as confirmation of receipt of the following job listing(s) from : KRCR on 2/6/12

### ANCHOR/REPORTER

The listing(s) will run for a 30 day period on our national television job listing service (unless you indicated otherwise) and then automatically remove themselves from the system.

If you need further documentation for your EEO files, please feel free to contact us at:

Phone: 800-237-8073

Email: [medialine@medialine.com](mailto:medialine@medialine.com)

Fax: 831-6485204

Mailing address: Box 51909, Pacific Grove, CA 93950

Contact: Mark Shilstone, Manager

Thank you for using MediaLine,  
Mark Shilstone  
Manager  
MediaLine

## Jennifer Scarborough

**From:** Burt Shapiro [burtjay@mindspring.com]  
**Sent:** Monday, February 06, 2012 3:04 PM  
**To:** Jennifer Scarborough  
**Subject:** anchor/reporter  
**Attachments:** Ranjini Srinivasan resume.doc; David Iniga resume-11.doc

B-12

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

You can view **Ranjini Srinivasan** ON-LINE at:

<http://www.youtube.com/watch?v=u7juODEAkvw>

[http://www.youtube.com/results?search\\_query=Ranjini+Srinivasan&oq=Ranjini+Srinivasan&aq=f&aqi=&aql=&gs\\_sm=s&gs\\_upl=69244716924471016967821111010101010101010](http://www.youtube.com/results?search_query=Ranjini+Srinivasan&oq=Ranjini+Srinivasan&aq=f&aqi=&aql=&gs_sm=s&gs_upl=69244716924471016967821111010101010101010)

You can view **David Iniga** On-Line at:

Latest Link:

<http://www.youtube.com/watch?v=6DKY9E8Zo6M>

English:

<http://www.youtube.com/watch?v=B9BuolZLWAM>

Spanish:

<http://www.youtube.com/watch?v=q81oqnRv1Oo>

<http://www.cbs19.tv/global/video/flash/popupplayer.asp?ClipID1=4299725&h1=Azteca%20News%20on%20November%2013%2C%202009&vt1=v&at1=News&d1=758033&LaunchPageAdTag=News%20-%20Special%20Coverage&activePane=info&rnd=77261024>

<http://www.cbs19.tv/global/video/flash/popupplayer.asp?ClipID1=4296056&h1=Azteca%20News%20on%20November%2012%2C%202009&vt1=v&at1=News&d1=723533&LaunchPageAdTag=News%20-%20Special%20Coverage&activePane=info&rnd=16527029>

English:

<http://www.youtube.com:80/watch?v=1QEKGHKSEeg>

Spanish:

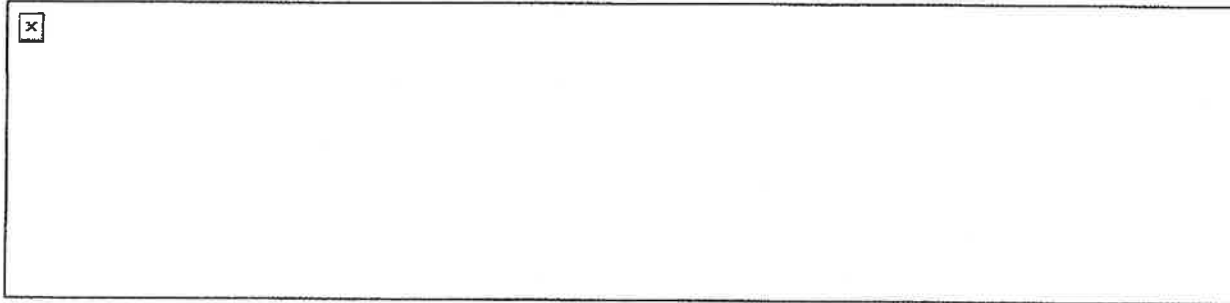
## Jennifer Scarborough

---

**From:** DAVID BRUNNER [dbandassociates@msn.com]  
**Sent:** Tuesday, February 14, 2012 6:39 PM  
**To:** Jennifer Scarborough  
**Subject:** News Anchor/Reporter

B-12 ✓

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged



Please consider the following talent for your opening.

[www.dbandassociates.net/CortneyBailey/](http://www.dbandassociates.net/CortneyBailey/)

[www.dbandassociates.net/esztervaida](http://www.dbandassociates.net/esztervaida)

[www.dbandassociates.net/JenniferDowling/](http://www.dbandassociates.net/JenniferDowling/)

[www.dbandassociates.net/LydiaPantazes/](http://www.dbandassociates.net/LydiaPantazes/)

[www.dbandassociates.net/michellemolison](http://www.dbandassociates.net/michellemolison)

[www.dbandassociates.net/trishoshea](http://www.dbandassociates.net/trishoshea)

Thank you,

David Brunner



## Jennifer Scarborough

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**From:** Barbara Frye [bfrye@magid.com]  
**Sent:** Thursday, February 09, 2012 9:13 AM  
**To:** Jennifer Scarborough  
**Cc:** Pete Seyfer  
**Subject:** FW: Status update

B-12 ✓

**Importance:** High

Dear Jennifer:

Forgive me for forwarding this complicated email, but I wanted to get this anchor candidate to you as quickly as possible.

Kim Passoth is the weekend morning news anchor at KIII/Corpus Christi. Her contract expires February 21 and as you will see, she is eager to return to California, her home state. Kim is a graduate of UCLA and her background includes serving as a news anchor and reporter at KFBB/Bismarck.

Scroll down a bit and you'll find a "link" to Kim's work. Her cell phone number is 909-996-5833. I'll send additional candidates shortly. In the meantime, I hope this lead is helpful.

Barbara

---

**From:** Kim Passoth [mailto:[kpassoth@gmail.com](mailto:kpassoth@gmail.com)]  
**Sent:** Thursday, February 09, 2012 11:07 AM  
**To:** Barbara Frye  
**Subject:** Re: Status update

My contract ends on 2/21/12. I would like to be as close to California as possible but am flexible.

Thanks!

Sent from my iPhone

On Feb 9, 2012, at 10:18 AM, Barbara Frye <[bfrye@magid.com](mailto:bfrye@magid.com)> wrote:

Dear Kim:

I'm still here and would be happy to help you with your job search. Are you under contract? If so, when does it expire? Do you have any geographical preferences?

Thanks

Barbara Frye

---

**From:** Kim Passoth [mailto:[kpassoth@gmail.com](mailto:kpassoth@gmail.com)]  
**Sent:** Wednesday, February 08, 2012 1:54 AM  
**To:** Barbara Frye  
**Subject:** Re: Status update

Hello Ms. Frye,

It's been a few years since I last corresponded with you but I'm once again in search of a new job. Here's a link to my current resume/ demo:

<http://www.talentapes.com/kimpassoth>

Could you add me to your list of talent or point me in the right direction?

Thank you,

Kim Passoth

B-12

On Feb 16, 2010, at 2:22 PM, Barbara Frye wrote:

Dear Kim:

Just checking in to find out if you are still interested in pursuing news anchor and reporter opportunities. I'll be happy to continue circulating your work, but I want to make sure you are still available before doing so.  
I look forward to hearing from you.

Thanks

Barbara Frye

Vice President, Talent Placement Services

Frank N. Magid Associates

IMPORTANT: Privacy Notice -- This message and any accompanying documents are intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential, and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this transaction is strictly prohibited. If you received this communication in error, please notify the sender immediately and destroy the original transmission.

## Jennifer Scarborough

---

From: jobs@tvjobs.com  
Sent: Friday, February 03, 2012 4:45 PM  
To: Jennifer Scarborough  
Subject: TVJobs.com - News Anchor/Reporter job auto-posted

B-12

Follow Up Flag: Follow up  
Flag Status: Flagged

### JOB POSTING NOTIFICATION FROM TVJOBS

Jennifer Scarborough,

Your "News Anchor/Reporter" position was just re-instated in the TVJobs Database and is now available online...

Station : KRCR  
Position: News Anchor/Reporter  
Category: News / Talent - Anchor - Reporter  
Database: Television  
Job ID : TVJ#34179252  
Posted : 2/3/2012  
Expires : 3/3/2012  
Status : Registered Employer - Job Re-instated Ad Text :

### News Anchor/Reporter

We are on the hunt for an aggressive anchor/reporter to join our nightside news team. The right person for this job will love reporting on the air and online, and have the ability and desire to be a newsroom leader. You will play an active role in all newsgathering for broadcast and for KRCR-TV.com. Strong writing skills, the ability to spell, and a solid understanding of grammar is very important. We are a great group of people who love to have fun, but love to win even more. Work experience in a professional newsroom is a must. This is not an entry-level position. EOE. Please send cover letter, resume and reel (online link preferred) to:

Jennifer Scarborough, News Director  
KRCR-TV  
[jscarborough@krcrtv.com](mailto:jscarborough@krcrtv.com)  
or  
755 Auditorium Drive, Redding, CA 96001

No phone calls, please.

### Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to a TVJobs administrator in any future correspondence concerning this ad.
2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior

to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and amount of additional time needed. We are happy to extend the position for you.

B-12 ✓

4. If no extension is needed, the job will be automatically removed at 1 am PST on 3/3/2012.
5. If for any reason you need the listing removed early, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and reason for removal.
6. If you would like to verify that the actual job listing is online, point your browser to:

<http://www.tvjobs.com/cgi-bin/JOB?ID=7509321054219038>

TIP! The above address is a good way to check on the status of this position. Keep this address where you can easily find it.

Thank you very much for posting your available positions at TVJobs. If we can be of any further assistance, don't hesitate to ask.

Best Regards

Mark C. Holloway  
Broadcast Employment Services  
TVJobs  
[admin@tvjobs.com](mailto:admin@tvjobs.com)

>>This message has been automatically generated by TVJobs to help you  
>>manage your online jobs.<<

**CalJOBS JOB LISTING DETAILS**

Job Number: CA12489013  
 Status: Open  
 Entry Date: 2/8/2012  
 Scheduled or Actual Close Date: 3/2/2012  
 Job Title: NEWS ANCHOR/REPORTER/MMJ  
 City of Job: Redding  
 Zip Code of Job: 96001  
 County of Job:  
 Experience Required: 2 years  
 Education Required: Bachelors degree  
 Number of Openings: 1  
 Job Listing Close Date: 3/2/2012  
 Job Start Date:  
 Rate of Pay: Not stated  
 Shift: Swing  
 Duration: Long Term  
 Hours Per Week: 40plus  
 California Driver's License:  
 Federal Government Contract: No  
 Status: Open

B-12

**Job Duties:**

We are on the hunt for an aggressive anchor/reporter to join our nightside news team. The right person for this job will love reporting on the air and online, and have the ability and desire to be a newsroom leader. You will play an active role in all newsgathering for broadcast and for KRCR-TV.com. Strong writing skills, the ability to spell, and a solid understanding of grammar is very important. We are a great group of people who love to have fun, but love to win even more. Work experience in a professional newsroom is a must. This is not an entry-level position. EOE. Please send cover letter, resume and reel online link preferred to Jennifer Scarborough, News Director, KRCR-TV, 755 Auditorium Drive, Redding, CA 96001. No phone calls, please.

**How to apply:**

Mail Résumé To: Krcr- Tv  
 Attn: Jennifer Scarborough, News Director  
 755 Auditorium Drive  
 Redding , CA 96001  
 E-mail: jscarborough@krcrtv.com

B-13:	Account Executive	
	Date of Hire:	7/13/2012
	Referral Source of Hiree:	Employee Referral
	# of Interviewees for position and referral sources of interviewees	3 Interviewees Employee Referral (1) None (1) KRCR.com (1)

# EEO NEW JOB VACANCY FORM

B-13

## I. General Information

1. Station: KRCC
2. Job Title: ACCOUNT EXECUTIVE
3. Date Position Opened: \_\_\_\_\_
4. Date Position Filled: 7/13/12
5. Employee being replaced: N/A
6. Attached a list of recruitment sources notified for this opening.
7. Documentation of Notice. Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?

Yes ☒ No ☐

## II. Interviewees

1. List of people interviewed for this position:

Name	Date	Recruitment Source
CHRIS JENSEN	5/3/12	ONLINE - KRCC
DAN CRANFILL	7/11/12	NONE
DICK WOBRIGHT	7/10/12	NONE

B-13


2. Total number of people interviewed for this position: 3

**III. Hires**

Person ultimately hired for this position:

Name: <u>DAN CRANFILL</u>
Recruitment Source: <u>EMPLOYEE RECOMMENDATION</u>

**Approval:**

General Manager: 	Date: <u>7/13/12</u>
--	----------------------

Attachment: List of Recruitment Sources Notified

Krcrtv.com

Bonten

Cal Jobs

Alliance for Workforce Dev



B-13



# Hiring Approval Form

Station: KRCR Date of Request: 3/7/12

Department: Sales

Position Title: Advertising Sales Consultant ☒ EXEMPT ☐ NON-EXEMPT

Proposed hire date: 5/1/12 Salary: \_\_\_\_\_

☒ New ☐ Replacement (if replacement, prior salary: \_\_\_\_\_)

Included in annual budget: ☒ Yes ☐ No Contract: ☐ Yes\* ☒ No

Position to be advertised: ☒ Yes (assure EEO notice) ☐ No

Rationale: This goal is to find a second experienced media representative in Chico, CA with media sales experience.

Job Description and Applicant Qualifications: [From Job Posting] KRCR-TV is seeking an experienced, intelligent and aggressive Advertising Executive to join a dynamic media environment in beautiful Chico, California. This sales professional must be a person who desires competitive selling and creative thinking. They must have the ability to create television advertising proposals and develop strong client relationships as part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team oriented, has great communication skills, and strong organizational skills. Knowledge of ratings, PowerPoint, and forecasting is a plus. Qualified applicants must have previous media experience and agency knowledge. This position has competitive compensation with full benefits.

Approvals:

Department Head:	<u>Ralph Reel</u>	Date: <u>3/7/12</u>
Station VP/GM:	<u>[Signature]</u>	Date: <u>3/7/12</u>
Functional VP/SVP:	<u>[Signature]</u>	Date: _____
SVP/CFO:	<u>[Signature]</u>	Date: <u>3/13/12</u>

B-13

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Submit Query

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## ACCOUNT EXECUTIVE: KRCR-TV, Redding, CA

POSTED: 10:23 AM Jul 06 2012 | UPDATED: 3:30 PM Nov 07 2012

Text Size:

[Print](#)[Email](#)[G+1](#) / [0](#)[Tweet](#) / [0](#)

KRCR-TV is seeking an experienced, intelligent and aggressive Account Executive to join a dynamic media environment in Redding, CA. This sales professional must be a person who desires competitive selling and creative thinking. He/she must have the ability to create television advertising proposals, develop strong client relationships as a part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team-oriented and possesses excellent communication and strong organizational skills. Knowledge of ratings, PowerPoint and forecasting is a plus. Qualified applicants must have previous media experience and agency knowledge. Must also be a good speller! To apply, please send resume to:

Rob Rector

General Sales Manager

755 Auditorium Drive

Redding, CA 96001-0920

KRCR-TV is an Equal Opportunity Employer.

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### Table Of Contents

[HOME](#)[PHILOSOPHY](#)[ABOUT US](#)[OUR STATIONS](#)[TEAM](#)[PRESS RELEASES](#)[EMPLOYMENT](#)[CONTACT US](#)

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B-13



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## Experienced Sales Position in Chico, California

POSTED: Jul 13 2012 11:32:14 AM PDT UPDATED: 12:16 PM Jul 13 2012

We are seeking an experienced, intelligent, and aggressive Account Executive to join a dynamic media environment in beautiful Chico, California.

This sales professional must be a person who desires competitive selling and creative thinking. They must have the ability to create television advertising proposals develop strong client relationships as part of one of Northern California's largest media companies.

This position requires someone who is self-motivated, team oriented, have great communication skills and strong organizational skills.  
Knowledge of ratings, PowerPoint, and forecasting is a plus.

Qualified applicants must have previous media experience and agency knowledge.  
This position has competitive compensation, with full benefits.  
Please fax resumes to: (530) 243-0217 or e-mail to: [lpacheco@krctv.com](mailto:lpacheco@krctv.com)

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© 2012 IB | 355 Randolph Avenue St. Paul, MN 55102

*Alliance for  
workforce Development*

B-13



## **EXPERIENCED ACCOUNT EXECUTIVE/CHICO**

KRCR is hiring an Experienced Sales Position in Chico, California. We are seeking an experienced, intelligent, and aggressive Account Executive to join a dynamic media environment in beautiful Chico, California. This sales professional must be a person who desires competitive selling and creative thinking. They must have the ability to create television advertising proposals develop strong client relationships as part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team oriented, have great communication skills and strong organizational skills. Knowledge of ratings, PowerPoint, and forecasting is a plus. Qualified applicants must have previous media experience and agency knowledge. This position has competitive compensation, with full benefits.

Please fax resumes to: (530) 243-0217 or e-mail to:  
[lpacheco@krcrtv.com](mailto:lpacheco@krcrtv.com).

**CaJOBS JOB LISTING DETAILS**

Job Number: CA13051868  
 Job Title: EXPERIENCED SALES POSITION IN CHICO  
 City of Job: Chico  
 Zip Code of Job: 95973  
 County of Job: Butte  
 Experience Required: 1 year  
 Education Required: Some post high school  
 Number of Openings: 1  
 Job Listing Close Date: 8/14/2012  
 Job Start Date:  
 Rate of Pay: Commission  
 Shift: Day  
 Duration: Long Term  
 Hours Per Week: 40plus  
 California Driver's License: C (passenger car)  
 Federal Government Contract: N  
 Status: Open

\$-13

**Job Duties:**

We are seeking an experienced, intelligent, and aggressive Account Executive to join a dynamic media environment in beautiful Chico, California. This sales professional must be a person who desires competitive selling and creative thinking. They must have the ability to create television advertising proposals develop strong client relationships as part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team oriented, have great communication skills and strong organizational skills. Knowledge of ratings, PowerPoint, and forecasting is a plus. Qualified applicants must have previous media experience and agency knowledge. This position has competitive compensation, with full benefits. Please fax resumes to 530 243-0217 or e-mail to [lpacheco@krcrtv.com](mailto:lpacheco@krcrtv.com)

**How to apply:**

(YES, I want online notification of résumés matching this listing.)

Mail résumé to: California Broadcasting, Inc.  
 Attn: Lisa Pacheco  
 755 Auditorium Drive  
 Redding CA 96001

**Report in person:****Contact Phone:**

Fax: Lisa Pacheco  
 (530)243-0217  
 E-Mail: [lpacheco@krcrtv.com](mailto:lpacheco@krcrtv.com)  
 URL: [www.krcrtv.com](http://www.krcrtv.com)

**Additional Instructions:**

By entering this job listing into the CaJOBS<sup>SM</sup> system, you understand and agree that this information will be viewed and shared by individuals authorized to use the CaJOBS<sup>SM</sup> system.  
 To continue, click on the appropriate box.

B-14:	Website/Online Manager	
	Date of Hire:	July 26, 2012
	Referral Source of Hiree:	JournalismJobs.com
	# of Interviewees for position and referral sources of interviewees	5 Interviewees JournalismJobs.com (2) TVJobs.com (1) Craigslist.com (2)

# EEO NEW JOB VACANCY FORM

B-14

## I. General Information

1. Station: KRCC-TV
2. Job Title: Website/Online Manager
3. Date Position Opened: April 23, 2012
4. Date Position Filled: July 26, 2012
5. Employee being replaced: Josh Kapple
6. Attached a list of recruitment sources notified for this opening.
7. Documentation of Notice. Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?

Yes ☒ No ☐

## II. Interviewees

1. List of people interviewed for this position:

Name	Date	Recruitment Source
Daniel Simon		Journalism Jobs
Josh Mabry	6/7	TV jobs
Javier Bustamante	6/27	Craigslist
Harley Wetteman	6/21	Craigslist/KRCC-TV.com
Stephanie Vatz	7/9	Journalism Jobs.com

B-14


2. Total number of people interviewed for this position: 5

**III. Hires**

Person ultimately hired for this position:

Name:	Stephanie Vatz
Recruitment Source:	JournalismJobs.com

**Approval:**

General Manager: 	Date: 7/26/12
---	------------------

Attachment: List of Recruitment Sources Notified

- JournalismJobs.com
- TV Jobs
- Krcr TV
- Bonten
- Cal Jobs
- Craigslist



B-14



## Hiring Approval Form

Station: KRCR-TVDate of Request: 4/23/2012Department: NewsPosition Title: Website Manager☒ EXEMPT ☐ NON-EXEMPTProposed hire date: ASAP

Salary: \_\_\_\_\_

☐ New ☒ Replacement (if replacement, prior salary: \$37,000)Included in annual budget: ☒ Yes ☐ NoContract: ☐ Yes\* ☒ NoPosition to be advertised: ☒ Yes (assure EEO notice) ☐ No

Rationale: Our Website Manager, Josh Kapple, is leaving us to pursue his dream to develop his own website. We must replace him. However, we are going to be able to continue to use him for 8 hours a week for special projects, so we are looking to hire someone a little less technical and keep both positions in budget.

Job Description and Applicant Qualifications: KRCR-TV is looking for a Website Manager lead the fastest growing website in the Northstate. Your top priority will be managing and training the team to produce news stories and interactive content from various sources making sure it is strong, compelling web material. You will also work with the sales and marketing teams to create effective online campaigns. The ideal candidate will have a strong understanding of social media. Bachelor's degree plus 2-3 years of web production experience preferred, along with advanced computer skills, including knowledge of Internet technologies such as HTML, javascript, Flash, and CSS. Please send resume, cover letter and references to: Jennifer Scarborough, News Director, 755 Auditorium Drive, Redding, CA 96001. EOE

## Approvals:

Department Head: Jennifer Scarborough HaslerudDate: 4/23/2012Station VP/GM: Andrew StewartDate: 4/23/2012Functional VP/SVP: kim montourDate: 4-23-12CEO: [Signature]Date: 4/26/12

\*If contract, Contract Approval Form must be complete and approved before hiring and contract signing

6-14

## Jennifer Scarborough

---

**From:** contact@journalismjobs.com  
**Sent:** Monday, June 25, 2012 3:19 PM  
**To:** Jennifer Scarborough  
**Cc:** contact@journalismjobs.com  
**Subject:** JournalismJobs.com Job Ad Renewal

Thank you for renewing your job on JournalismJobs.com. Below is important information about your ad and application procedure.

We will mail a bill for \$75 to:

Shannon House  
KRCR-TV  
755 Auditorium Drive  
Redding, CA 96001

(Special billing instructions: 2nd posting for Web Manager)

### ADMINISTRATION:

To edit this listing, click on the link for the "Employer Folder" on our home page and log in with your e-mail address: [jscarborough@krcrtv.com](mailto:jscarborough@krcrtv.com) and password: mylkayla. The link to search the general resume database is also stored in your Employer Folder. Click on the link that says "Search Resume Database." When you need to post, delete or renew an ad, log into your Employer Folder. If you need assistance, call 510-653-1521, or send an e-mail to [contact@journalismjobs.com](mailto:contact@journalismjobs.com).

**APPLICATION PROCEDURE:** Candidates will apply for your job using the contact information you provided in the ad.

### YOUR AD CRITERIA:

Company: KRCR-TV  
Industry: TV  
Position: Website/Online Manager  
Location: Redding, California  
Job Status: Full-time  
Your ad will remain in our database until: July 30, 2012  
Your job ad ID # is: 1155653

### YOUR JOB AD:

KRCR is looking for a hands-on, innovative and experienced person to manage the flow of content on KRCRTV.com, social media, and other station websites. Responsibilities include: managing news team members (including yourself) in the process of creating and building daily web and mobile content in a manner that is engaging; identifying ways to complement special event coverage and on-going broadcast initiatives; surveying social networking sites for consistent tone and style; and working with the sales team to identify revenue enhancement opportunities. We are focused on giving people severe weather information first and getting the facts right, and that is a priority across all our delivery platforms. The position requires occasional night and weekend work, as well as a flexible schedule so that the needs of all our digital users are always being met. Qualifications include 2 years experience working for a television station, daily newspaper, or in another

digital news environment. Strong journalism, and social media background is preferred as well as experience in content management systems, HTML and photo and video editing for online use.

Please send resume and references to: Jennifer Scarborough, News Director KRCR-TV 755 Auditorium Drive Redding, CA 96001 or email [jscarborough@krctv.com](mailto:jscarborough@krctv.com). California Broadcasting, Inc. is an Equal Opportunity Employer.

B-14

B-14

## Jennifer Scarborough

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**From:** jobs@tvjobs.com  
**Sent:** Monday, June 25, 2012 3:30 PM  
**To:** Jennifer Scarborough  
**Subject:** TVJobs.com - Website Manager job auto-posted

### JOB POSTING NOTIFICATION FROM TVJOBS

Jennifer Scarborough,

Your "Website Manager" position was just re-instated in the TVJobs Database and is now available online...

Station : KRCR  
Position: Website Manager  
Category: Web Content Manager  
Database: Television  
Job ID : TVJ#34191169  
Posted : 6/25/2012  
Expires : 7/25/2012  
Status : Registered Employer - Job Re-instated Ad Text :

#### Website Manager

KRCR is looking for a hands-on, innovative and experienced person to manage the flow of content on KRCRTV.com, social media, and other station websites. Responsibilities include: managing news team members (including yourself) in the process of creating and building daily web and mobile content in a manner that is engaging identifying ways to complement special event coverage and on-going broadcast initiatives surveying social networking sites for consistent tone and style and working with the sales team to identify revenue enhancement opportunities. We are focused on giving people severe weather information first and getting the facts right, and that is a priority across all our delivery platforms. The position requires occasional night and weekend work, as well as a flexible schedule so that the needs of all our digital users are always being met. 2 years experience working for a television station, daily newspaper, or in another digital news environment is preferred. Strong journalism, and social media background is preferred as well as experience in content management systems, HTML and photo and video editing for online use. Please send resume, cover letter and references to:

Jennifer Scarborough  
News Director  
KRCR  
[jscarborough@krcrtv.com](mailto:jscarborough@krcrtv.com)

OR

755 Auditorium Drive  
Redding, CA 96001  
KRCR is an Equal Opportunity Employer.

#### Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to a TVJobs administrator in any future correspondence concerning this ad.

B-14

2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and amount of additional time needed. We are happy to extend the position for you.
4. If no extension is needed, the job will be automatically removed at 1 am PST on 7/25/2012.
5. If for any reason you need the listing removed early, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and reason for removal.
6. If you would like to verify that the actual job listing is online, point your browser to:

<http://www.tvjobs.com/cgi-bin/JOB?ID=3583631358782236>

TIP! The above address is a good way to check on the status of this position. Keep this address where you can easily find it.

Thank you very much for posting your available positions at TVJobs.  
If we can be of any further assistance, don't hesitate to ask.

Best Regards

Mark C. Holloway  
Broadcast Employment Services  
TVJobs  
[admin@tvjobs.com](mailto:admin@tvjobs.com)

>>This message has been automatically generated by TVJobs to help you  
>>manage your online jobs.<<



Redding

75°

Chico

77°

Red Bluff

74°

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## Website/Online Manager

[SHARE](#) [E-mail](#) [Print](#)

AAAText Size

KRCR-TV is looking for a Website/Online Manager to lead the fastest growing broadcast news website in the Northstate. Your top priority will be managing and training the team to produce news stories and interactive content from various sources making sure it is strong, compelling web material. You will also work with the sales and marketing teams to create effective online campaigns. The ideal candidate will have a strong understanding of social media and video format conversion methods. Bachelor's degree plus 2-3 years experience is preferred, along with advanced computer skills, including knowledge of internet technologies such as HTML, JavaScript, Flash and CSS. Please send cover letter, resume and references to: Jennifer Scarborough News Director KRCR-TV 755 Auditorium Drive Redding, CA 96001

or email: [jscarborough@krcrtv.com](mailto:jscarborough@krcrtv.com)

California Broadcasting, Inc. is an Equal Opportunity Employer.

[SHARE](#) [E-mail](#) [Print](#)

## Links We Like

Do you qualify for grants for school?



Return to school with a grant if you qualify. You may be losing up to \$21,600 every year you don't go back to school. [More](#)

How Small Investors are Making Big Money



Penny stocks now offer smaller investors a great opportunity to make fast money in today's stock market. [More](#)



## Consumer Info



Do you qualify for \$3,000 - \$125,000 Debt Aid?



Shocking discovery for joint relief



What is the best non-prescription eyelash enhancer?

## Jennifer Scarborough

---

**From:** contact@journalismjobs.com  
**Sent:** Monday, April 30, 2012 11:32 AM  
**To:** Jennifer Scarborough  
**Cc:** contact@journalismjobs.com  
**Subject:** JournalismJobs.com Job Ad Renewal

B-14

Thank you for renewing your job on JournalismJobs.com. Below is important information about your ad and application procedure.

We will mail a bill for \$75 to:

Shannon House  
KRCR-TV  
755 Auditorium Drive  
Redding, CA 96001

### ADMINISTRATION:

To edit this listing, click on the link for the "Employer Folder" on our home page and log in with your e-mail address: [jscarborough@krcrtv.com](mailto:jscarborough@krcrtv.com) and password: mylkayla. The link to search the general resume database is also stored in your Employer Folder. Click on the link that says "Search Resume Database." When you need to post, delete or renew an ad, log into your Employer Folder. If you need assistance, call 510-653-1521, or send an e-mail to [contact@journalismjobs.com](mailto:contact@journalismjobs.com).

**APPLICATION PROCEDURE:** Candidates will apply for your job using the contact information you provided in the ad.

### YOUR AD CRITERIA:

Company: KRCR-TV  
Industry: TV  
Position: Website/Online Manager  
Location: Redding, California  
Job Status: Full-time  
Your ad will remain in our database until: June 04, 2012  
Your job ad ID # is: 1155653

### YOUR JOB AD:

KRCR-TV in Redding, California is looking for a Website Manager. The primary role of the Website Manager is to manage and create web-based content for KRCRTV.com and KAEFTV.com and to facilitate coordination and cooperation between the News, Sales, and Promotion departments. The Website Manager reports directly to the News Director, but also works closely with other Department Heads. Duties include: \* Manage and create news stories and interactive content from various sources and reproduce it into strong, compelling web material. \* Work with news managers and producers to create a cohesive working atmosphere, managing the delivery of content by using multiple distribution platforms, and mentoring staff members on producing interactive content. \* Help to develop pages for continuing news coverage, or specialized content for News, Sales and Creative Services. Work with the staff of these departments to create special pages and advertising and/or promotion needs. Bachelor's degree plus 2-3 years of web production experience preferred, along with advanced computer skills, including knowledge of Internet technologies such as HTML, javascript, Flash, and CSS. Accomplished

writing and editing skills are necessary, including proficient command of proper grammar and spelling, and understanding of current issues and events, both local and national. The successful applicant will have excellent communication skills and the ability to work well under pressure as a cohesive member of a team, able to work with multiple departments, and be able to work independently in a fast-paced, deadline-oriented, environment. We are a hard-working group of people passionate about what we do. We're looking for someone like-minded to help us take our product to the next level. Please send resume and references to: Jennifer Scarborough, News Director KRCR-TV 755 Auditorium Drive Redding, CA 96001 or email [jscarborough@krcrtv.com](mailto:jscarborough@krcrtv.com). California Broadcasting, Inc. is an Equal Opportunity Employer.

B-14



**CalJOBS JOB LISTING DETAILS**

Job Number: CA12753944  
 Job Title: WEBSITE/ONLINE MANAGER  
 City of Job: Redding  
 Zip Code of Job: 96001  
 County of Job: Shasta  
 Experience Required: 2 years  
 Education Required: Bachelors degree  
 Number of Openings: 1  
 Job Listing Close Date: 5/30/2012  
 Job Start Date: 5/1/2012  
 Rate of Pay: Not stated  
 Shift: Day  
 Duration: Long Term  
 Hours Per Week: 40plus  
 California Driver's License: C (passenger car)  
 Federal Government Contract: N  
 Status: Open

B-14

**Job Duties:**

KRCR-TV is looking for a Website Manager to lead the fastest growing website in the Northstate. Your top priority will be managing and training the team to produce news stories and interactive content from various sources making sure it is strong, compelling web material. You will also work with sales and marketing teams to create effective online campaigns. The ideal candidate will have a strong understanding of social media and video formats. Bachelors degree plus 2-3 years of web production experience preferred, along with advanced computer skills, including knowledge of Internet technologies such as HTML, JavaScript, Flash and CSS.

**How to apply:**

(YES, I want online notification of résumés matching this listing.)

Mail résumé to:

Report in person:

Contact Phone:

Fax:

E-Mail: [jscarborough@krcrtv.com](mailto:jscarborough@krcrtv.com)

URL:

Additional Instructions:

By entering this job listing into the CalJOBS<sup>SM</sup> system, you understand and agree that this information will be viewed and shared by individuals authorized to use the CalJOBS<sup>SM</sup> system.  
To continue, click on the appropriate box.

## Jennifer Scarborough

---

**From:** craigslist - automated message, do not reply [robot@craigslist.org]  
**Sent:** Thursday, May 03, 2012 1:37 PM  
**To:** Jennifer Scarborough  
**Subject:** craigslist post 2994464314: "Website/Online Manager"

Posting ID # 2994464314:

"Website/Online Manager" (web/HTML/info design jobs)

Should now be viewable at the following URL:

<http://redding.craigslist.org/web/2994464314.html>

Index pages and search results are updated every 15 minutes.

To edit or delete, please log in to your account.

If you are having trouble finding your ad in the listings:

[http://www.craigslist.org/about/help/how\\_to\\_find\\_your\\_post\\_in\\_the\\_listings](http://www.craigslist.org/about/help/how_to_find_your_post_in_the_listings)

For other questions or help:

<http://www.craigslist.org/about/help/>

Safety tips and avoiding scams:

<http://www.craigslist.org/about/safety>  
<http://www.craigslist.org/about/scams>

Thanks for using craigslist!

[craigslist](#) > manage posting[ logged in as [jscarborough@krcrtv.com](#) ] [ [logout](#) ]

Your posting can be seen at <http://redding.craigslist.org/web/2994464314.html>.

[Edit this Posting](#)

You can make changes to the content of your post.

[Delete this Posting](#)

This will remove your posting from active listing.

B-14

---

redding craigslist > jobs > web/HTML/info design jobs

---

## Website/Online Manager (KRCR-TV)

Date: 2012-05-03, 1:37PM PDT

Reply to: *your anonymous craigslist address will appear here*

---

KRCR-TV is looking for a Website/Online Manager to lead the fastest growing broadcast news website in the Northstate. Your top priority will be managing and training the team to produce news stories and interactive content from various sources making sure it is strong, compelling web material.

You will also work with the sales and marketing teams to create effective online campaigns. The ideal candidate will have a strong understanding of social media and video format conversion methods.

Bachelor's degree plus 2-3 years experience is preferred, along with advanced computer skills, including knowledge of internet technologies such as HTML, JavaScript, Flash and CSS.

Please send cover letter, resume and references to: Jennifer Scarborough News Director KRCR-TV  
755 Auditorium Drive Redding, CA 96001

California Broadcasting, Inc. is an Equal Opportunity Employer.

- Location: KRCR-TV
- Compensation: Salaried position. Pay is DOE.
- Principals only. Recruiters, please don't contact this job poster.
- Please, no phone calls about this job!
- Please do not contact job poster about other services, products or commercial interests.

PostingID: 2994464314

---

AMFMJobs.com  
Digital Talent

B-14

When broadcast professionals are looking to advance their career, they choose TVJobs.com, AMFMJobs.com and Digital Talent!

With over 3,000 registered employers posting new jobs daily, we are the number one source for broadcast employment related information on the Internet and are committed to bringing job seekers and employers together.

If you are in a position to hire broadcast talent, and you are unfamiliar with TVJobs.com, AMFMJobs.com and/or Digital Talent, take a moment to browse our websites ...

#### TIPS!

If your e-mail program has filtering abilities, you can easily filter any electronically generated resume from TVJobs by having your program look for "TVJobs.com - E-Resume Submission", sending a copy to your "Inbox" and automatically replying to the owner of the resume with a short message...

"Your E-Resume has been received" and any additional information you care to include.

For those who are not offered the above position, you can easily send rejection notices by hitting reply.

UPDATE your station information at ... <http://msi.tvjobs.com/update.html> VIEW RESUMES at <http://resumes.tvjobs.com/> VIEW TALENT at <http://talent.tvjobs.com/> POST JOBS at <http://www.tvjobs.com/postjobs/> SUBMIT SALARY INFO at <http://salaries.tvjobs.com>

Visit us on the web at <http://www.tvjobs.com>

B-15:	Account Executive	
	Date of Hire:	7/20/2012
	Referral Source of Hiree:	None
	# of Interviewees for position and referral sources of interviewees	4 Interviewees
		None (4)

B-15

# EEO NEW JOB VACANCY FORM

## I. General Information

1. Station: KRCR-TV
2. Job Title: Account Executive
3. Date Position Opened: \_\_\_\_\_
4. Date Position Filled: 7/20/12
5. Employee being replaced: SCOTT WARRINER
6. Attached a list of recruitment sources notified for this opening.
7. **Documentation of Notice.** Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?

Yes [☒] No [☐]

CalJobs  
craigslist  
EbayJobs  
Krcr  
Bonten

## II. Interviewees

1. List of people interviewed for this position:

Name	Date	Recruitment Source
TONIE KOSACK	-	NONE - DID NOT ASSESS
NATHAN PARMER	7/18/12	NONE
TERESA WILSON	7/18/12	NONE
SONNY MAUDRY	7/6/12	NONE

B-15


2. Total number of people interviewed for this position: 4

**III. Hires**

Person ultimately hired for this position:

Name: <u>Teresa Wilson</u>
Recruitment Source:

**Approval:**

General Manager: 	Date: <u>7/20/12</u>
--	----------------------

Attachment: List of Recruitment Sources Notified

Cul Jobs  
Craigslit  
Ebay Jobs  
KRCR website  
Bonten website



## Hiring Approval Form

Station: KRCR-TV

Date of Request: 6/28/12

Department: Sales

Position Title: Account Executive

☒ EXEMPT ☐ NON-EXEMPT

Proposed hire date: ASAP

Salary: \_\_\_\_\_

☐ New ☒ Replacement (if replacement, prior salary: \_\_\_\_\_)

Included in annual budget: ☒ Yes ☐ No

Contract: ☐ Yes\* ☒ No

Position to be advertised: ☒ Yes (assure EEO notice) ☐ No

Rationale: We had an AE resignation and we would like to replace this position as soon as we can find an exceptional candidate.

Job Description and Applicant Qualifications: KRCR-TV is seeking an experienced, intelligent, and aggressive Account Executive to join a dynamic media environment in Redding, CA. This sales professional must be a person who desires competitive selling and creative thinking. <sup>He/she</sup> They must have the ability to create television advertising proposals, develop strong client relationships as a part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team oriented, possesses excellent communication skills and strong organizational skills. Knowledge of ratings, PowerPoint, and forecasting is a plus. Qualified applicants must have previous media experience and agency knowledge. **MUST ALSO BE A GOOD SPELLER!**

### Approvals:

Department Head: RR Date: 6/27/12

Station VP/GM: AS Date: 6/28/12

Functional VP/SVP: Tom Stemlar Date: 7.5.12

CEO: [Signature] Date: 7/6/12

\*If contract, Contract Approval Form must be complete and approved before hiring and contract signing



CalJobs

B-15

**CalJOBS JOB LISTING DETAILS**

Job Number: CA12971993  
 Job Title: EXPERIENCED ACCOUNT EXECUTIVE  
 City of Job: Redding  
 Zip Code of Job: 96001  
 County of Job: Shasta  
 Experience Required: 2 years  
 Education Required: Some post high school  
 Number of Openings: 1  
 Job Listing Close Date: 7/31/2012  
 Job Start Date: 7/9/2012  
 Rate of Pay: Commission  
 Shift: Day  
 Duration: Long Term  
 Hours Per Week: 40plus  
 California Driver's License: C (passenger car)  
 Federal Government Contract: N  
 Status: Open

**Job Duties:**

**Experienced Sales Position in Redding, California** We are seeking an experienced, intelligent, and aggressive Account Executive to join a dynamic media environment in beautiful Redding, California. This sales professional must be a person who desires competitive selling and creative thinking. They must have the ability to create television advertising proposals develop strong client relationships as part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team oriented, have great communication skills and strong organizational skills. Knowledge of ratings, PowerPoint, and forecasting is a plus. Qualified applicants must have previous media experience and agency knowledge. This position has competitive compensation, with full benefits.

**How to apply:**

(YES, I want online notification of résumés matching this listing.)

Mail résumé to: KRCRTV-Channel 7  
 Attn: Lisa Pacheco  
 755 Auditorium Drive  
 Redding CA 96001

**Report in person:****Contact Phone:**

Fax: Lisa Pacheco  
 (530)243-0217  
 E-Mail: [lpacheco@krcrtv.com](mailto:lpacheco@krcrtv.com)  
 URL: [www.krcrtv.com](http://www.krcrtv.com)

**Additional Instructions:**

By entering this job listing into the CalJOBS<sup>SM</sup> system, you understand and agree that this information will be viewed and shared by individuals authorized to use the CalJOBS<sup>SM</sup> system.  
 To continue, click on the appropriate box.

Craigslist

B-15

[redding craigslist](#) > [jobs](#) > [sales jobs](#)[email this posting to a friend](#)

Avoid scams and fraud by dealing locally! Beware any deal involving Western Union, Moneygram, wire transfer, cashier check, money order, shipping, escrow, or any promise of transaction protection/certification/guarantee. [More info](#)

please flag with care: [?]

[miscategorized](#)[prohibited](#)[spam/overpost](#)[best of craigslist](#)

## Experienced Account Executive (Redding, CA)

Date: 2012-07-05, 11:45AM PDT

Reply to: [czps3-3120357174@job.craigslist.org](mailto:czps3-3120357174@job.craigslist.org) [Errors when replying to ads?]

We are seeking an experienced intelligent and aggressive Account Executive to join a highly dynamic media environment in beautiful Redding, California.

This sales professional must be a person who desires competitive selling and creative thinking. They must have the ability to structure deals and develop strong client relationships as part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team oriented, have great communication skills and strong organizational skills.

Knowledge of ratings, PowerPoint and forecasting is a plus.

Qualified applicants must have previous Media experience and Agency knowledge.

This position has Competitive compensation, with full benefits.

Please fax resumes to: (530) 243-0217

- Location: Redding, CA
- Compensation: Commission
- Principals only. Recruiters, please don't contact this job poster.
- Please, no phone calls about this job!
- Please do not contact job poster about other services, products or commercial interests.

PostingID: 3120357174

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[Back](#)

**Experienced Account Executive (Redding)**



Address: 755 Auditorium Drive, Redding, CA 96001

Date Posted: 07/05/12

**Job Type:** Full-time

**Description:**

We are seeking an experienced, intelligent, and aggressive Account Executive to join a dynamic media environment in beautiful Redding, California.

This sales professional must be a person who desires competitive selling and creative thinking. They must have the ability to create television advertising proposals develop strong client relationships as part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team oriented, have great communication skills and strong organizational skills. Knowledge of ratings, PowerPoint, and forecasting is a plus.

Qualified applicants must have previous media experience and agency knowledge.

This position has competitive compensation, with full benefits.

Please fax resumes to: (530) 243-0217 or e-mail [email removed]

Ad ID: 20827547

B-15

## **Lisa Pacheco**

---

**From:** Lockwood, Shannon(JS)@EDD [Shannon.Lockwood@edd.ca.gov]  
**Sent:** Wednesday, July 11, 2012 8:49 AM  
**To:** Lisa Pacheco  
**Subject:** CalJobs listing- Account Executive in Redding

### **CalJOBS JOB LISTING DETAILS**

**Job Number:** CA12971993  
**Job Title:** EXPERIENCED ACCOUNT EXECUTIVE  
**City of Job:** Redding  
**Zip Code of Job:** 96001  
**County of Job:** Shasta  
**Experience Required:** 2 years  
**Education Required:** Some post high school  
**Number of Openings:** 1  
**Job Listing Close Date:** 7/31/2012  
**Job Start Date:** 7/9/2012  
**Rate of Pay:** Commission  
**Shift:** Day  
**Duration:** Long Term  
**Hours Per Week:** 40plus  
**California Driver's License:** C (passenger car)  
**Federal Government Contract:** N  
**Status:** Open

---

#### **Job Duties:**

Experienced Sales Position in Redding, California. We are seeking an experienced, intelligent, and aggressive Account Executive to join a dynamic media environment in beautiful Redding, California. This sales professional must be a person who desires competitive selling and creative thinking. They must have the ability to create television advertising proposals develop strong client relationships as part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team oriented, have great communication skills and strong organizational skills. Knowledge of ratings, PowerPoint, and forecasting is a plus. Qualified applicants must have previous media experience and agency knowledge. This position has competitive compensation, with full benefits.

---

#### **How to apply:**

(YES, I want online notification of résumés matching this listing.)

**Mail résumé to:** Krcrtv- Channel 7  
Attn: Lisa Pacheco  
755 Auditorium Drive  
Redding CA 96001

#### **Report in person:**

#### **Contact Phone:**

---

**Fax:** Lisa Pacheco  
(530)243-0217  
**E-Mail:** [lpacheco@krcrtv.com](mailto:lpacheco@krcrtv.com)  
**URL:** [www.krcrtv.com](http://www.krcrtv.com)  
**Additional Instructions:**

---

By entering this job listing into the CalJOBS<sup>SM</sup> system, you understand and agree that this information will be viewed and shared by individuals authorized to use the CalJOBS<sup>SM</sup> system.

To continue, click on the appropriate box.

B-15

*Shannon Lackwood*

Trade Adjustment Act Program Specialist

EDD, Workforce Services #134

409 K Street

Eureka, CA 95501

[slockwo2@edd.ca.gov](mailto:slockwo2@edd.ca.gov)

Phone: (707)441-5719

Fax: (707)444-3138



## Account Executive

POSTED: Jul 13 2012 11:28:45 AM PDT UPDATED: 12:16 PM Jul 13 2012

KRCR-TV is seeking an experienced, intelligent and aggressive Account Executive to join a dynamic media environment in Redding, CA. This sales professional must be a person who desires competitive selling and creative thinking.

He/she must have the ability to create television advertising proposals, develop strong client relationships as a part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team-oriented and possesses excellent communication and strong organizational skills. Knowledge of ratings, PowerPoint and forecasting is a plus.

Qualified applicants must have previous media experience and agency knowledge. Must also be a good speller! To apply, please send resume to:

Rob Rector  
General Sales Manager  
755 Auditorium Drive  
Redding, CA 96001-0920  
KRCR-TV is an Equal Opportunity Employer.

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B-15

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## ACCOUNT EXECUTIVE: KRCR-TV, Redding, CA

POSTED: 10:23 AM Jul 06 2012 | UPDATED: 3:30 PM Nov 07 2012

Text Size:

[Print](#)[Email](#)[StumbleUpon](#) 0[Tweet](#) 0

KRCR-TV is seeking an experienced, intelligent and aggressive Account Executive to join a dynamic media environment in Redding, CA. This sales professional must be a person who desires competitive selling and creative thinking. He/she must have the ability to create television advertising proposals, develop strong client relationships as a part of one of Northern California's largest media companies. This position requires someone who is self-motivated, team-oriented and possesses excellent communication and strong organizational skills. Knowledge of ratings, PowerPoint and forecasting is a plus. Qualified applicants must have previous media experience and agency knowledge. Must also be a good speller! To apply, please send resume to:

Rob Rector  
General Sales Manager  
755 Auditorium Drive  
Redding, CA 96001-0920  
KRCR-TV is an Equal Opportunity Employer.

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### Table Of Contents

<a href="#">HOME</a>	<a href="#">PHILOSOPHY</a>	<a href="#">ABOUT US</a>
<a href="#">OUR STATIONS</a>	<a href="#">TEAM</a>	<a href="#">PRESS RELEASES</a>
<a href="#">EMPLOYMENT</a>	<a href="#">CONTACT US</a>	

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B-16:	Weekend Anchor	
	Date of Hire:	7/31/2012
	Referral Source of Hiree:	Internal
	# of Interviewees for position and referral sources of interviewees	1 Interviewees Internal Candidate (1)



B-116



## Hiring Approval Form

Station: KRCR-TV

Date of Request: 4/30/2012

Department: News

Position Title: Weekend Co-Anchor/Reporter/Producer  
EXEMPT

☐ EXEMPT ☒ NON-

Proposed hire date: 5/3/2012

Salary: \_\_\_\_\_

☐ New ☒ Replacement (if replacement, prior salary: \$22,660)

Included in annual budget: ☒ Yes ☐ No

Contract: ☐ Yes\* ☒ No

Position to be advertised: ☒ Yes (assure EEO notice) ☐ No

Rationale: We promoted our female weekend co-anchor Tracey Leong to the open 11 p.m. co-anchor position. We need to replace her on the weekend show.

Job Description and Applicant Qualifications: We are on the hunt for an aggressive anchor/reporter to join our weekend news team. The right person for this job will love reporting on the air and online, and have the ability and desire to be a newsroom leader. You will play an active role in all newsgathering for broadcast and for KRCR-TV.com. Strong writing skills and ability to shoot and edit, are very important. We are a great group of people who love to have fun, but love to win even more. Work experience in a professional newsroom is highly desirable. EOE. Please send cover letter, resume and reel (online link preferred) to: Jennifer Scarborough, News Director, KRCR-TV, 755 Auditorium Drive, Redding, CA 96001. No phone calls, please.

### Approvals:

Department Head: Jennifer Scarborough Haslerud

Date: 4/30/2012

Station VP/GM: Andrew Stewart

Date: 4/30/12

Functional VP/SVP: kim montour

Date: 5-2-12

CEO: \_\_\_\_\_

Date: 5/2/12

3-14

## EEO NEW JOB VACANCY FORM

### I. General Information

1. Station: KRCR-TV
2. Job Title: Weekend Anchor
3. Date Position Opened: 7/15/2012
4. Date Position Filled: 7/31/2012
5. Employee being replaced: Boris Sanchez
6. Attached a list of recruitment sources notified for this opening.
7. **Documentation of Notice.** Are dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing this vacancy attached hereto and have been placed in the file folder opened for this job vacancy?

Yes ☒ No ☐

### II. Interviewees

1. List of people interviewed for this position:

Name	Date	Recruitment Source
<u>Jerry Olenyn</u>	<u>ongoing</u>	<u>internal candidate</u>

2. Total number of people interviewed for this position: 1


B-16

### III. Hires

Person ultimately hired for this position:

Name:	Jerry Olenyn
Recruitment Source:	Internal Candidate

### Approval:

General Manager:	Date:
	7/31/12

Attachment: List of Recruitment Sources Notified

TV jobs  
KRCK-TV website  
Borton Website

\$-16

## Jennifer Scarborough

---

**From:** jobs@tvjobs.com  
**Sent:** Monday, July 23, 2012 11:38 AM  
**To:** Jennifer Scarborough  
**Subject:** TVJobs.com - Weekend Anchor/Reporte/MMJ job auto-posted

### JOB POSTING NOTIFICATION FROM TVJOBS

Jennifer Scarborough,

Your "Weekend Anchor/Reporte/MMJ" position was just re-instated in the TVJobs Database and is now available online...

Station : KRCR  
Position: Weekend Anchor/Reporte/MMJ  
Category: News / Talent - Anchor - Reporter  
Database: Television  
Job ID : TVJ#34193360  
Posted : 7/23/2012  
Expires : 8/23/2012  
Status : Registered Employer - Job Re-instated Ad Text :

### Weekend Anchor/Reporte/MMJ

We are searching for an aggressive anchor/reporter to join our weekend news team. The right person for this job will love reporting on the air and online, and have the ability and desire to be a newsroom leader. You will play an active role in all newsgathering for broadcast and for KRCR-TV.com. Strong writing skills, and the ability to shoot and edit are very important. We are a great group of people who love to have fun, but love to win even more. Work experience in a professional newsroom is highly desirable. EOE. Please send cover letter, resume and reel (online link preferred) to: Jennifer Scarborough, News Director, jscarborough@krcrtv.com or KRCR-TV, 755 Auditorium Drive, Redding, CA 96001. No phone calls, please.

### Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to a TVJobs administrator in any future correspondence concerning this ad.
2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and amount of additional time needed. We are happy to extend the position for you.
4. If no extension is needed, the job will be automatically removed at 1 am PST on 8/23/2012.
5. If for any reason you need the listing removed early, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and reason for removal.

6. If you would like to verify that the actual job listing is online,  
point your browser to:

B-16

<http://www.tvjobs.com/cgi-bin/JOB?ID=2581111818777230>

TIP! The above address is a good way to check on the status of this position. Keep this address where you can easily find it.

Thank you very much for posting your available positions at TVJobs.  
If we can be of any further assistance, don't hesitate to ask.

Best Regards

Mark C. Holloway  
Broadcast Employment Services  
TVJobs  
[admin@tvjobs.com](mailto:admin@tvjobs.com)

>>This message has been automatically generated by TVJobs to help you  
>>manage your online jobs.<<