

EEO PUBLIC FILE REPORT
(August 1, 2018 thru July 31, 2019)
KCEZ, Los Molinos, CA
KBQB, Chico, CA
KRQR, Orland, CA
KTHU, Coming, CA

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]

Account Manager (## 01-14, 15, 18, 19, 22-24) [Hiree #1]

Account Manager (##01-14, 15, 18, 19, 22-24) [Hiree #2]

Market Manager (##5-8, 11-13, 18, 19, 22-24) [Hiree #3]

Sales Manager (##5-8, 11-13, 18, 19, 22-24) [Hiree #4]

Program Director – KCEZ (##1-8, 12-13, 18-19, 22-24) [Hiree #5]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

41 persons

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

#1-4, #6 (3 persons), #12 (37 persons), #13 (1 persons), all the rest (0 persons)

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.)¹

| No. | Source (name, address, contact person, telephone) | No. | Source (name, address, contact person, telephone) |
|-----|---|-----|--|
| 1. | KBQB Radio, 856 Manzanita Ct., Chico, CA 95926 Mike Anthony 530-342-2200 | 13. | Employee Referral – Dave Shakes |
| 2. | KCEZ Radio, 856 Manzanita Ct., Chico, CA 95926 Mike Anthony 530-342-2200 | 14. | Chicohelpwanted.com – Dale Mulder |
| 3. | KRQR Radio, 856 Manzanita Ct., Chico, CA 95926 Mike Anthony 530-342-2200 | 15. | Customer Referral |
| 4. | KTHU Radio, 856 Manzanita Ct., Chico, CA 95926 Mike Anthony 530-342-2200 | 16. | Butte College Career Placement Center butte.edu/services/student/jpce/joborder.htm – attn Ruth Ann Hansen, Employment Technician |
| 5. | Craigs List Craigslist.org | 17. | CSU Chico Alumni Assoc. CSUchico.edu |
| 6. | Results Radio Websites – Ron Castro 1355 N. Dutton Ave. Ste. 225, Santa Rosa, CA 95401 | 18. | Allaccess.com |
| 7. | Nat'l Assn of State Broadcasters, Calif Broadcasters Assn. Jov Bank – Mark Powers 915 L Street, #1150, Sacramento, CA | 19. | LinkedIn – Lucy Rice profile |
| 8. | Results Radio Internal Posting 856 Manzanita Ct., Chico, CA Beth Tappan, Gordon Rowntree, Jack Fritz | 20. | RAMP |
| 9. | Ohlone College 43600 Mission Blvd., Fremont, CA | 21. | EDD Smart Business Center - Shasta |
| 10. | Mendocino College – Barbara Nobles 1000 Hensley Creek Rd., MacMillan Hall, rm 1000 | 22. | RadioList.net The Broadcast e-list |
| 11. | NAACP, Sacramento – Alice Huffman 9960 West Svona Drive, Sacramento, CA | 23. | EDD – Cal Jobs |
| 12. | Job Boards i.e. – Ziprecruiter.com, LinkedIn.com, Job.com, Google.com, Sales Sense – Lucy Rice | 24. | Careerpage.org – Nat'l Assn. of State Broadcasters |

¹ Note - if organization requesting notifications does so during the reporting period, we suggest that you indicate the date the request was made.

Appendix B

Supplemental Outreach Initiatives

(August 1, 2018 thru July 31, 2019)

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 |
|--|---|
| 5 | Successful Internship program in conjunction with Butte CC and CSU Chico that includes a curriculum, schedule and regular meetings with an internship supervisor. Intern report to Promotions Director, Marla Silva, and work within all departments. |
| 9 | Hired multiple PT staff members from intern pool, joined promotions and programming departments, learning skills under management and staff supervision. |
| 12 | Market Manager, Sales Manager, Operations Manager positions posted as described |
| 6 | Broadcast partner with ZipRecruiter.com 52 weeks a year |
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