



2023 ANNUAL EEO PUBLIC FILE REPORT

KIXE-TV CHANNEL 9
603 N. MARKET STREET
REDDING, CA, 96003

Reporting Period: August 1, 2022 - July 31, 2023
No. of Full-time Employees: More than 10
Small Market Exemption: Yes

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Establishment of an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

AARP Foundation – SCSEP:

KIXE acts as a host agency training site for the AARP SCSEP Training Program. This program offers job training, job placement, and work experience to workers over the age of 55. It's designed to help seniors enter the workforce, find more challenging positions, change careers, or supplement their income. This fiscal year three (3) participants were assigned in the program at KIXE as front desk/receptionist working a combined total of 2,768 training hours.

Senior Corps – RSVP Volunteer Program

The Senior Corps, Retired and Senior Volunteer Program (RSVP) is a volunteer network for people 55 and over. RSVP volunteers are matched with local organizations, allowing them to use the skills and talents they've learned over the years, or develop new ones while serving in a variety of volunteer activities within the community. This fiscal year three (3) participants were assigned in the program at KIXE.

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

Tehama County Chamber of Commerce Business Expo – February 23, 2023

The Director of Development & Marketing, the Volunteer & Outreach Coordinator, and the Corporate & Community Engagement Rep. attended the event with a booth. This business expo is free to the public and is the largest business trade show event in Tehama County, featuring more than 80 vendors from all categories of businesses, organizations, and events. It gives the opportunity for local businesses to highlight what they have to offer the community and connects potential employers and employees.

AmeriCorps Seniors of Northern CA/Dignity Health Volunteer Fair – July 13, 2023

The volunteer fair provided seniors over the age of 55 with volunteering information and allowed them to fill out volunteer applications with different businesses and organizations.

The Director of Development & Marketing attended the event and hosted a table that provided information on volunteer opportunities at the station.

*Establishment of **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Community Foundation of the North State – August 17, 2022 & May 30, 2023

The General Manager and the Director of Development & Marketing attended two virtual grant workshops through The Community Foundation. The workshops provided organizations with a detailed overview of application requirements including a new grant application system.

Corporation for Public Broadcasting – September 8, 2022

The CFO, and the Director of Development & Marketing attended the Community Service Grant Requirements & Resources online event. Topics included understanding general provisions and eligibility criteria, improving reporting and compliance, understanding grantee accountability, and learning how to access training and other resources.

ETAC Webinars – October 18, 2022 & December 14, 2022

The Director of Engineering & Technology attended two ETAC Webinars; Cybersecurity Incident Preparedness & Response with the FBI and CISA on December 14, 2022, and Stations FCC Filings on October 18, 2022.

TV Tech Summit – March 29, 2023

The TV Tech Summit highlighted the newest technologies that are transforming the business and revolutionizing how television is produced and distributed, subjects included news and sports production, AI, NextGen TV/ATSC 3.0, remote production, cloud-based workflows and 5G. The Director of Engineering & Technology attended the online event

Public Media Technology Summit – April 13-14, 2023 Las Vegas NV

The Public Media Technology Summit included sessions on RF, IT and general technology practice and management—particularly as they intersect with ATSC 3.0/NextGen TV, IP-based facilities, cloud-based production, and the related business and service opportunities that support public media's unique mission. The Director of Engineering & Technology attended the summit in person.

2023 PBS Annual Meeting – May 15 – 17, 2023 San Diego CA

1300 public broadcasting managers, producers, and other employees from around the country met to collaborate and communicate the latest developments in programming and fundraising. The Director of Development & Marketing, Director of Content, and Creative Design & Content Production Supervisor attended the event in person.

The Society for Human Resource Management (Northstate SHRM)

The Chief Financial Officer/Human Resources attends regular monthly SHRM meetings throughout the year. SHRM is a professional membership association that inspires human resource and business leaders to advance their professional growth by providing education and networking opportunities with an emphasis on advocacy, diversity, and inclusion to promote HR knowledge and leadership. The General Manager also attended some of the meetings.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|--|------------------------------------|
| 1/17/2023 | Corporate Support / Outside Sales Rep. | Craigslist |
| 3/9/2023 | Auction Coordinator | KIXE.ORG |

INTERVIEWEE REFERRAL SOURCE SUMMARY

| Recruitment Sources Referring Interviewees during Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| KIXE.ORG | 1 |
| Craigslist | 2 |
| Total Number of Persons Interviewed during the Reporting Period: | 3 |

RECRUITING SOURCES USED

Job Title of Position: Corporate Support/Outside Sales Rep.

Date of Hire: 01/17/2023

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|--|---|--|--------------------------|---|
| SMART Business Resource Center | N | 1201 Placer Street Redding, CA. 96001 | Ryan Prior | 530-245-1548 pryan@thesmartcenter.biz |
| Redding Employment Development Dept. | N | 1325 Pine Street Redding, CA. 96001 | | 530-225-2185 www.caljobs.ca.gov |
| Shasta College Student Employment Center | N | P.O. Box 496006 Redding, CA. 96049 | Lisa Petty | 530-242-7572 lpetty@shastacollege.edu |
| Simpson University Career Center | N | 2211 College View Drive Redding, CA. 96003 | | 530-226-4702 careerservices@simpsonu.edu |
| Shasta County HHSA Job Center | N | 2615 Breslauer Way #5 Redding, CA. 96001 | Christel Hartman | 530-225-5006 |
| Job Training Center of Tehama County | N | 718 Main Street Red Bluff, CA. 96080 | Adrian Hernandez | 530-529-7000 |
| CalWorks Employment Services | N | 1400 California Street Redding, CA. 96001 | | 530-225-5000 |
| CSU Career Center | N | Student Services Center Rm. 270 Chico, CA. 95929 | | 530-898-5253 careercenter@csuchico.edu |
| Chico Community Employment Center | N | 765 East Ave. Chico, CA. 95926 | | 530-895-4364 |
| Butte College Job Placement | N | 3536 Butte Campus Dr. Oroville, CA. 95965 | Josh Woodward | 530-895-2334 jobplacement@butte.edu |
| KIXE.org | N | Online | Renee Cooper | 530-243-5493 Channel9@kixe.org |
| Facebook | N | Online | | |
| Craigslist | N | Online | | Redding.craigslist.org |

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

RECRUITING SOURCES USED

Job Title of Position: Auction Coordinator Date of Hire: 03/09-2023

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|--|---|--|--------------------------|---|
| SMART Business Resource Center | N | 1201 Placer Street Redding, CA. 96001 | Ryan Prior | 530-245-1548 pryan@thesmartcenter.biz |
| Redding Employment Development Dept. | N | 1325 Pine Street Redding, CA. 96001 | | 530-225-2185 www.caljobs.ca.gov |
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| Chico Community Employment Center | N | 765 East Ave. Chico, CA. 95926 | | 530-895-4364 |
| Butte College Job Placement | N | 3536 Butte Campus Dr. Oroville, CA. 95965 | Josh Woodward | 530-895-2334 jobplacement@butte.edu |
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