

**KNCQ(FM) / KHRD(FM) / KESR(FM) / KEWB(FM) / KKXS(FM)**

Redding, California

**EEO PUBLIC FILE REPORT**

August 1, 2016 through July 31, 2017

**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 all full-time job vacancies.

**FULL-TIME POSITIONS FILLED; RECRUIT SOURCES USED**

**Promotions Director** (#1, #6, #7, #8, #10, #13, #15, #21)  
[Hire # 1]

**Traffic / Reception** (#1, #6, #7, #21)  
[Hire # 7]

**KEWB Program Director** (#1, #4, #5, #8, #13, #21, #23)  
[Hire # 13]

**Traffic / Reception** (#1, #6, #7, #21)  
[Hire #7]

**Traffic / Reception** (#1, #6, #7, #21)  
[Hire # 7 ]

**TOTAL NUMBER OF INTERVIEWS FOR FULL-TIME POSITION**

**54 Interviews**

**NUMBER OF REFERRALS FROM SOURCES USED**

**#1 (2 persons), #7 (76 persons) #8 (2 persons) #13 (47persons)**

## Appendix A

### MASTER LIST OF RECRUITMENT SOURCES

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

No.	Source (name, address, contact person, telephone)	No.	Source (name, address, contact person, telephone)
1.	Results Radio, LLC Websites Ron Castro, 1355 N. Dutton Ave. Santa Rosa CA 707-546-9185	13.	AllAccess.com (Web-site posting form)
2.	California Broadcasters Association Mark Powers, 915 L Street, #1150 Sacramento, CA 95814 916-444-2237	14.	tvandradijobs.com
3.	Ohlone College Office of Transfer & Career Services. General Manager, 43600 Mission Blvd., Fremont, CA 94539 510-659-6098	15.	Shastacollege.edu
4.	Mendocino College Barbara Nobles, 1000 Hensley Creek Road Ukiah, CA 95482 707-468-3044	16.	Butte College
5.	NAACP Sacramento Alice Huffman, President 9960 Svona Drive, Sacramento CA 95829 916-447-8671	17.	Auburn Journal & Daily News
6.	Results Radio Internal Postings Market Managers, Results Radio 1355 N. Dutton Ave., Santa Rosa, CA 707-546-9185	18.	Radio Tech, Tech Zone, Tech Assist
7.	Craig's List (Web-site posting form)	19.	AMFMjobs.com
8.	Employee Referrals	20.	Broadcasters Desk Reference
9.	Record Searchlight (local newspaper) 1101 Twin View Blvd, Redding CA 96003	21.	NAB Career page

	530-243-2424		
10.	Results Radio Radio Recruitment Advertising	22.	Society of Broadcast Engineers
11.	Word of Mouth	23.	SMART Business Center
12.	Reddinghelpwanted.com	24.	

## Appendix B

### Supplemental Outreach Initiatives

(August 1, 2016 thru July 31, 2017)

#### 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.

<b>Menu Category</b> (select # from above list)	<b>Brief Description of Activity, Including Date(s) and Station Staff Involved</b>
Category #16	On-air Public Service campaign soliciting organizations to register with Results Radio as resource contacts when full-time employment opportunities become available.
Category #6	Participated in the City of Redding's EDD and PIC programs. (These programs match potential employees with employers for disability retraining.)
Category #1	Results Radio Redding in the form of its station Q97 participated in the Spherion Job Fair 09/09/2016
Category #1	Results Radio attended and promoted the Small Business Development Center's Job Fair in November, 2016
Category #6	Continued our recruitment relationship with the Shasta College Job Center / and intern department.
Category #6	All Results Radio, LLC websites, including sites for the following stations: KESR, KNCQ, KEWB, KKXS, KHRD, KTHU, KCEZ, KRQR, KBQB, KMJE, KKCY, and KKCL have information for job seekers that lists contact personnel in all clusters
Category #4	Market Manager, Beth Tappan spoke to the Redding Chamber of Commerce regarding radio and radio careers in October, 2016
Category #4	Naomi Yamamoto spoke at Leadership Redding on May 2017 and at the Shasta college welcome back day August2016
Category #4	Laurie Curto did a presentation on Results Radio and careers in radio for the BMI on December 20, 2017 and on June 20, 2017.
Category #5	Operations Manager Lee Cagle mentored an intern from Anderson New Technology High School from May-July, 2017.
Category #6	Results Radio Redding and its stations participated in various local schools' Job Fairs and community activities: Sequoia Middle School: 08/08/2016 KNCQ Shasta College: 08/24/2016 KEWB IOT Open House 08/27/2016 KNCQ College Options/ College Quest Remote: Simpson University 09/20/2016 KEWB

	Anderson High School 09/30/2016 KNCQ Shasta College Preview Day 10/06/2016 KEWB IOT Open House 11/09/2016 12pm-2pm, KNCQ IOT Open House 01/10/2017 12pm-2pm, KNCQ Club Cougar: Foothill High School 01/31/2017 KEWB Institute of Technology Open House 04/19/2017 KNCQ - KEWB
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Beth Tappan  
Results Radio, Market Manager  
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