

EEO PUBLIC FILE REPORT
(August 1, 2009 thru July 31, 2010)
KCEZ, Los Molinos, CA
KBQB, Chico, CA
KRQR, Orland, CA
KTHU, Corning, 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]

Program Director/KRQR (## 7-12, 18, 20¹) [Hiree #20]

Account Executive (## 1-11, 13-19, 23,24) [Hiree #1]

Traffic Department (## 5, 7-13, 15, 19) [Hiree #5]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

19 persons

NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

#1 (1 person), #5 (8 persons), #12 (3 persons), #19 (2 persons), #20 (5 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.

¹ The numbers listed in parentheses correspond to the numbers in Appendix A.

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. | KBQB Radio, 856 Manzanita Ct., Chico, CA 95926 Jon Graham 530-342-2200 | 13. | Employee Referral |
| 2. | KCEZ Radio, 856 Manzanita Ct., Chico, CA 95926 Jon Graham 530-342-2200 | 14. | Job Fairs Butte College- 5/5/10 CSU Chico- 8/26-27 |
| 3. | KRQR Radio, 856 Manzanita Ct., Chico, CA 95926 Jon Graham 530-342-2200 | 15. | Customer Referral |
| 4. | KTHU Radio, 856 Manzanita Ct., Chico, CA 95926 Jon Graham 530-342-2200 | 16. | Butte College Career Placement Center |
| 5. | Craig's List Craigslist.org | 17. | CSU Chico CSUChico.edu |
| 6. | Rush Personnel Services- Phil Feser 15 Independence Circle, Chico, CA | 18. | Radio-Online Radio-Online.com |
| 7. | CA Broadcaster Assn. Job Bank- Mark Powers 915 L Street, #1150, Sacramento, CA | 19. | Chicohelpwanted.com – Dale Mulder |
| 8. | Results Radio Websites- Ron Castro 1355 N. Dutton Ave. Ste. 225, Santa Rose, CA 95401 | 20. | Allaccess.com |
| 9. | Ohlone College 43600 Mission Blvd., Fremont, CA | 21. | Radio Tech List Server Radio-tech@broadcast.net |
| 10. | Mendocino College- Barbara Nobles 1000 Hensley Creek Rd., MacMillan Hall, rm. 1000 Ukiah, CA | 22. | Society of Broadcast Engineers K. Jones@sbe.org |
| 11. | NAACP, Sacramento- Alice Huffman 9960 West Svona Drive, Sacramento, CA | 23. | Sacramento State Career Center Csus.edu/careercenter |
| 12. | Results Radio Internal Posting 856 Manzanita Ct, Chico Ca | 24. | Los Rios Education District Sac City/American River Myinterfase.com/losrios/employer |

APPENDIX B
Supplemental Outreach Initiatives

(August 1, 2009 thru July 31, 2010)

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 |
|---|--|
| 4 | Speak each semester in CSUC Broadcast Management class. Also, participate in annual Info Fair at CSUC and Butte College. |
| 5 | Successful internship program in conjunction with Butte Community College and CSU Chico that includes a curriculum, schedule and regular meetings with an internship supervisor since January 2002. Interns report to Promotions Director, Bryan Fox, and work within all departments and supervisors. |
| 8 & 9 | Re-introduced the position of National Sales Coordinator. This position allows us to train interns or part-time staff the field of advertising sales, promotions and national sales management. |
| 11 | Participate in CSU Chico Information Fairs on 8/21 and 8/22. Butte College hosted, "Roadrunner Rally" on 8/23 8/24 where we participated as well. Both events are designed to introduce new and returning students the internship and employment opportunities with the radio station. |
| | |