

**KRCR-TV, Redding, CA / KAEF, Eureka, CA**  
**ANNUAL EEO PUBLIC FILE REPORT**  
(August 1, 2016-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 full-time job vacancies.

**FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED**  
**[With Hiree's Recruitment Source Noted in Brackets]**

News Director/Anchor (## 7,8,12,36) [Hiree - #36]  
Weekend Producer/Anchor (##7,8,12,36) [Hiree - #8]  
Reporter/MMJ (##7,8,12) [Hiree - #7]  
Digital Sales Coordinator (##7,10,11,24,34,36,39,44) [Hiree - #36]  
Traffic Assistant (##5,7,8,10,11,24,44) [Hiree - #44]  
Account Executive (##5,7,10,11,24,34,39,44) [Hiree - #34]  
Traffic Assistant (##5,7,8,10,11,24,44) [Hiree - #44]  
Master Control Operator (##5,7,8,10,11,24,34,44) [Hiree - #34]  
Evening Anchor (##7,8,12,36,46) [Hiree - #7]  
Sales/Traffic Assistant (##5,7,8,44,47) [Hiree - #44]  
Account Executive (##8,12,34,44) [Hiree - #44]  
MMJ/Reporter (##7,8,12) [Hiree - #7]  
Master Control Supervisor (##5,7,8,11,12,44) [Hiree - #44]  
Account Executive (##8,12,20) [Hiree - #20]  
Account Executive (##9,44) [Hiree - #9]  
Commercial Producer (##5,7,8,44) [Hiree - #44]  
MMJ/Reporter (##7,8,12) [Hiree - #8]  
MMJ/Reporter (##7,9,12) [Hiree - #9]  
Account Executive (##5,7,8,10,11,24,34,39,44,47) [Hiree - #34]  
MMJ/Reporter (##7,9,12) [Hiree - #9]  
MMJ/Reporter (##7,8,12,32,36) [Hiree - #7]  
Administrative Sales Assistant (##5,7,8,34,44,47) [Hiree - #34]  
Marketing and Promotions Manager (##8,12,34,36,47) [Hiree - #36]

**TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS**

93 persons

**NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED**

#7 (11 persons), #8 (7 persons), #9 (4 persons), #11 (7 persons), #12 (1person), #20 (2 persons), #32 (1 person), #34 (14 persons), #36 (7 persons), #44 (33 persons), #46 (1 person), #47 (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.

**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.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
1, 10	Participation in Career Days & Job Fairs: CA Economic Development Department, Shasta College & SMART Business Resource Center's Job Fair (October 7 <sup>th</sup> , 2016), Central Valley High School (February 22, 2017), Foothill High School (March 3 <sup>rd</sup> , 2017), Enterprise High School (March 30 <sup>th</sup> , 2017)
3	CA Economic Development Department, Shasta College & SMART Business Resource Center's Job Fair (October 7 <sup>th</sup> , 2016)- Discussed broadcasting and television news jobs, as well as marketing, promotions, sales and engineering opportunities, with interested students job seekers.
4	Participation in Leadership Redding to reach out to local community members and inform them about KRCR and careers in journalism and marketing/promotions; Tri Counties Economic Forecast, outreach to local business owners about KRCR career opportunities (January 19 <sup>th</sup> , 2017, Kelli Saam was the MC) APTRA Conference at San Francisco State University (October 22 <sup>nd</sup> , 2016, Jennifer Scarborough spoke)
7	KRCR is a platinum sponsor for the Retired Coaches Association (RCA) Scholarship program, which helps provide high school student athletes with scholarships to go to college and pursue their career goals, including broadcasting.
5	Ongoing, established internship program that trains people in the skills they need to become employed (Morgan Deer)
8	We have established in-house training programs designed to teach employees the skills they need to be eligible for promotions. We have several employees who have been successfully promoted through this training program, including Tammy Wiser, Shane Faye, Katie Summers, Holly Rosten, Jenae Sargent, Mindy Schack, Courtney Niemeier, Haleigh Pike, Ashley Gardner, Shayne Bletcher, Jeremy Carr, Nic Loucks, and Noelle Medina.

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