



2021 ANNUAL EEO PUBLIC FILE REPORT

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

Reporting Period: August 1, 2020 - July 31, 2021
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 two (2) participants were assigned in the program at KIXE as front desk/receptionist working 20-29 hours per week.

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 four (4) participants were assigned in the program at KIXE, working approximately 8 hours per month with the Membership and Special Events Departments.

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

Alliance for Workforce Development, Inc. Chico, CA. – January 20th 2021

The General Manager & CEO participated in an online virtual job fair. The job fair provided participating employers access to job seekers throughout six different counties, immediate engagement with job seekers, and the ability to accept resumes easily online.

*Participated in **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

Virtual Mock Interviews with Diamond Tech Students – May 17th 2021

The Director of Content & Fundraising, and the Director of Engineering & Technology participated in a mock interview panel for twenty-two (22) 11th and 12th grade students from Diamond Technology Institute.

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

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.

PMBA Webinar: CPB OIG Lessons Learned from Audits and Tips for Better Compliance Part One – January 26, 2021

The Chief Financial Officer/Human Resources attended the webinar. OIG officials discussed how they conduct their audits, internal controls to comply with CSG financial reporting, the Communications Act, CSG Grants, and reporting membership premiums on the AFR.

PMBA Webinar: CPB OIG Lessons Learned from Audits and Tips for Better Compliance Part Two – February 23, 2021

The Chief Financial Officer/Human Resources attended the webinar. OIG officials discussed CPB's NFFS criteria to ensure reporting compliance and tips to avoid misreporting, the Communications Act, transparency requirements, and fraud prevention.

2021 PMBA Annual Virtual Conference – June 1- June 4, 2021

The Chief Financial Officer/Human Resources attended the conference. PMBA's annual conference is designed specifically for public media professionals, including general managers, CFOs, financial and business executives, HR professionals, and a broad array of supporting organizations.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11-16-2021	Auction & Event Coordinator	KIXE.ORG
12-01-2021	Auction & Event Coordinator	KIXE.ORG

INTERVIEWEE REFERRAL SOURCE SUMMARY

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

RECRUITING SOURCES USED

Job Title of Position: Auction & Event Coordinator (2) Date of Hire: 11-16-2021
 And: 12-01-2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Oroville One Stop Employment	N	78 Table Mountain Blvd. Oroville, CA. 95965	Amy Velazquez	530-538-7301
Tehama County Job Training Center	N	718 Main Street Red Bluff, CA. 96080	Kathy Garcia	530-529-7000 kgarcia@jobtrainingcenter.org
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
Chico State Career Center	N	400 W. First Street Chico, CA. 95929	Megan Odom	530-898-5253 modom@csuchico.edu
Chico One Stop Employment	N	765 East Avenue Chico, CA. 95926	Amy Velazquez	530-552-6621
Butte College Job Placement	N	3536 Butte Campus Drive Oroville, CA. 95965	Josh Woodward	530-895-2334 jobplacement@butte.edu
Simpson University Career Center	N	2211 College View Drive Redding, CA. 96003		530-226-4702 careerservices@simpsonu.edu
CalJobs.ca.gov	N	Online		www.caljobs.ca.gov
KIXE.org	N	Online	Renee Cooper	530-243-5493 Channel9@kixe.org
Craigslist	N	Online		Redding.craigslist.org Chico.craigslist.org

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