

EEO Narrative
Northern California Educational Television Association, Inc.

Northern California Educational Television Association, Inc., licensee of noncommercial television station KIXE-TV (“KIXE”), achieves broad and inclusive outreach by recruiting for vacancies from a variety of sources and by conducting various community outreach events. Among the sources KIXE uses to recruit broadly for vacancies include but is not limited to: Craigslist, KIXE’s website, Tehama County Job Training Center, Shasta College Student Employment Center, Oroville One Stop Employment, SMART Business Resource Center, Chico One Stop Employment, CalJobs.ca.gov, and Butte College Job Placement.

KIXE has an internship program designed to assist members of the community to acquire skills needed for broadcast employment. The station hosted a high school intern from Trinity High School who worked in the production department for two months. The station is currently hosting a college student from the University of Nevada Reno who works in the production department assisting with various field shoots.

The station also participates in programs sponsored by educational institutions related to career opportunities in broadcasting. KIXE’s Director of Content & Fundraising and the Director of Engineering & Technology participated in a mock interview panel with 22 11th and 12th grade students from Diamond Technology Institute.

The General Manager and Chief Executive Officer for KIXE participated in an online virtual job fair hosted by the Alliance for Workforce Development. The job fair provided participating employers access to job seekers in six different counties. KIXE’s leadership attended and were able to engage with participants, accept resumes online, and provide information on employment opportunities at the station.

The station also acts as a host agency training site for the AARP SCSEP Training Program, which is designed to help people over the age of 55 enter the workforce, find more challenging positions, change careers, or supplement their income. During the reporting period, the station has hosted five program participants who work as front desk/receptionist.

KIXE provides its employees with opportunities to participate in training programs designed to enable them to acquire skills that could qualify them for higher level positions. Staff and leadership, including: the Director of Engineering & Technology, the Production Supervisor, the Membership Coordinator, the Volunteer & Special Events Coordinator, the Chief Financial Officer/Human Resources, and the General Manager have participated in various industry conferences and trainings that convene other industry professionals to provide training, opportunities for networking, and professional growth. Events KIXE’s employees have attended include: PBS Techcon, PBS Virtual Online Annual Meeting, The PBS Engineering Technical Advisory Committee Webinars, The Society for Human Resource Management meetings, and PMBA Webinars and Annual Conference.