



3460 Silverbell Road  
Chico, CA 95973

## EEO PUBLIC FILE REPORT

August 1, 2020 – July 31, 2021

KHSL TV is an Equal Opportunity Employer

### Full-time Job Vacancies

	Job Title	Recruitment Sources Used	Hire Referral Source
1	Reporter/MMJ	Actionnewsnow.com Indeed YouTube.com Magid Fresh Faces '20 and '21	Actionnewsnow.com
2	Reporter/MMJ	Actionnewsnow.com Indeed YouTube.com Magid Fresh Faces '20 and '21 TVJobs.com Facebook	Actionnewsnow.com
3	Reporter/MMJ	Actionnewsnow.com Indeed YouTube.com Magid Fresh Faces '20 and '21 TVJobs.com Facebook	YouTube.com
4	Reporter/MMJ	Actionnewsnow.com Indeed YouTube.com Magid Fresh Faces '20 and '21 TVJobs.com Facebook Referral	Referral

	<b>Job Title</b>	<b>Recruitment Sources Used</b>	<b>Hire Referral Source</b>
5	Assignment Editor	Chico State Internal Referral	Referral
	<b>Job Title</b>	<b>Recruitment Sources Used</b>	<b>Hire Referral Source</b>
6	Telemundo Reporter/Anchor	Actionnewsnow.com Referral	Referral
	<b>Job Title</b>	<b>Recruitment Sources Used</b>	<b>Hire Referral Source</b>
7	Digital Content Manager	Actionnewsnow.com Internal	Internal
	<b>Job Title</b>	<b>Recruitment Sources Used</b>	<b>Hire Referral Source</b>
8	Sports Director	Actionnewsnow.com Indeed YouTube.com Magid Fresh Faces '20 and '21 TVJobs.com	Magid Fresh Faces '20 and '21
	<b>Job Title</b>	<b>Recruitment Sources Used</b>	<b>Hire Referral Source</b>
9	Account Executive	Actionnewsnow.com Indeed Internal Referral	Referral
	<b>Job Title</b>	<b>Recruitment Sources Used</b>	<b>Hire Referral Source</b>
10	Meteorologist	Actionnewsnow.com Indeed YouTube.com Magid Fresh Faces '20 and '21	Indeed
	<b>Job Title</b>	<b>Recruitment Sources Used</b>	<b>Hire Referral Source</b>
11	Producer	Actionnewsnow.com Indeed YouTube.com Magid Fresh Faces '20 and '21 Referral	Referral



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**APPENDIX A**  
**MASTER LIST OF RECRUITMENT SOURCES**

August 1, 2020– July 31, 2021

	Source	Contact	Address	Telephone	No. of Candidates Interviewed
1	Society of Broadcast Engineers	Website	SBE.org	(317) 846-8000	-
2	Society of Motion Picture TV Engineering	Website	SMPTE.org	(914) 761-1100	-
3	Record Searchlight (local newspaper)	Website	Redding.com	(530) 246-2626	-
4	Enterprise Record (local newspaper)	Website	ChicoER.com	(530) 891-1234	-
5	Smart Business Resource Center	Website	1201 Placer Street Redding, CA 96001	(530) 623-5538	-
6	Sacramento Bee (local newspaper)	Website	2100 Q Street Sacramento, CA 95814	(916) 321-1000	-
7	KHSL TV Station	Anne Maxwell	3460 Silverbell Rd. Chico, CA 95973	(530) 893-6512	-
8	Chico State University	Job Board	400 West First Street Chico, CA 95929	(530) 898-6771	1
9	Shasta College	Job Board	11555 Old Oregon Trail Redding, CA 96003	(530)242-7640	-
10	Simpson College	Job Board	2211 College View Drive Redding, CA 96003	(530) 224-5600	-
11	Butte Community College	Job Board	3536 Butte Campus Dr Oroville, CA 95965	(530) 895-2511	-
12	ActionNewsNow.com	Website			11
13	TVjobs.com	Website			4
14	Craigslist.org	Website			-
15	CalJobs.com	Website			-
16	Medialine.com	Website			-
17	Indeed.com	Website			8

	<b>Source</b>	<b>Contact</b>	<b>Address</b>	<b>Telephone</b>	<b>No. of Interviewees Interviewed</b>
18	National Assoc. of Hispanic Journalist, NAHJ	Website	Nahj.com		-
19	National Assoc. of Black Journalists, NABJ	Website	Nabj.com		-
20	Native American Journalists Association	Website	Naja.com		-
21	Asian American Journalists Association	Website	Aaja.com		-
22	DCA Talent Agency	Steve Swienckowski	DCATalent.com	919-868-6088	-
23	The Lorna Dave Agency	John Derr		610-248-1317	-
24	Facebook	Website			3
25	LinkedIn	Website			-
26	Referral		CSUN Professors		8
27	Walk In				-
28	Internal				1
29	NewsBlues.com	Website	NewsBlues.com		-
30	Rick Gevers Newsletter	Rick Gevers		(317) 635-7912	-
31	Magid Fresh Faces '20 and '21				17
32	YouTube	YouTube.com			23
<b>TOTAL NUMBER OF INTERVIEWEES</b>					<b>76</b>



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## **APPENDIX B**

### **CAREER OUTREACH INITIATIVES**

August 1, 2020 – July 31, 2021

#### **CAREER OUTREACH**

##### **Morning anchor:**

10-10-20 - Media liaison and Alumnus to Valene Smith Museum of Anthropology at CSU. During the event she talked to university employees and students about a career in Journalism as it relates to Anthropology and as a stand-alone career.

On March 23<sup>rd</sup> and 25<sup>th</sup> she served as judge for the Butte County High School Art Competition. She talked to students about what a career in Broadcast Journalism entails and what it's like being an anchor.

##### **MMJ**

Read to students at Concow School for Read Across America Day on March 2<sup>nd</sup>, 2021. This was done via Zoom. Besides reading to students he answered questions about being an MMJ and what his career path was.

##### **MMJ and Telemundo Reporter**

MMJ and Telemundo reporter spoke via Zoom to 50 high school students in the Upward Bound Program who are taking courses at Yuba College on July 12, 2021. She talked to them about being a first-generation college graduate and being a television news reporter. She detailed her path as an intern, a part-time Telemundo producer/weather anchor then a full time MMJ both for the main stations and Telemundo.

#### **TRAINING PROGRAMS FOR EMPLOYEES**

##### **MMJ**

Started as an entry level MMJ. We trained him how to produce and anchor and now he's our Weekend Anchor and fill-in anchor as needed.

##### **Digital Content Manager**

He started as a part time digital producer. We recruited him through our relationship and recruiting partnership with Chico State University. He went through training with our outgoing DCM and corporate digital team and was promoted to full-time DCM.

##### **MMJ/Telemundo Anchor**

She started out as an MMJ and expressed interest in working for Telemundo. We trained her how to produce, anchor and do weather and now she's our full-time Telemundo anchor.

## GM

The General Manager met with Chico State's journalism professor Dick Stein on multiple occasions. They discussed maintaining our recruiting relationship and specific students. Dick also keeps track of all the students who have come through Action News Now and have gone on to larger TV markets.

He also gave a station tour to a special needs student interested in being a Meteorologist.

### **MANAGEMENT TRAINING**

11/12/2020- The station participated in ensuring that all management went through a certified Sexual Harassment Training. All managers were required to pass and did so.

### **MENTORING PROGRAM FOR STATION PERSONNEL**

During their sessions with the News Director, MMJs discuss career goals, challenges and how to improve their skills to help reach their goals. These consistent meetings have led to MMJs and Reporters moving onto larger markets thus achieving their goals.

### **COLLEGE RECRUITMENT EFFORTS**

News Director reached out to professors at several CA State Universities, Washington State and Millersville University to start a recruitment pipeline for students. These dialogues led to the station hiring two MMJs, one producer, an assignment editor and a digital producer. In addition to these hires, there is now open communication between those universities and the station for future opportunities.