

**KSHA / KRDG / KNNN / KRRX / KQMS / KNRO**  
**Equal Employment Opportunity Public File Report**  
*Report Dates: August 1, 2008 – July 31, 2009*

**I. POSITIONS FILLED DURING THE REPORTING PERIOD**

<b>Job Title</b>	<b>Sources Used to Fill Position</b>	<b>Source Referring Person Selected</b>	<b>Date Filled</b>
Outside Sales	All sources on list II	6	5/4/09
Outside Sales	All sources on list II	12	5/11/09

**II. RECRUITMENT SOURCE LIST**

<b>No.</b>	<b>Recruitment Source</b>	<b>Entitled to Vacancy Notification (Y/N)</b>	<b>No. Interviewees Referred During Reporting Period by Source</b>
<b>1.</b>	Regional Help Wanted <a href="http://www.reddinghelpwanted.com">www.reddinghelpwanted.com</a>	N	
<b>2.</b>	Cal Jobs <a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a>	Y	
<b>3.</b>	Shasta College Employments Srvs 11555 Old Oregon Trail Redding, CA 96003	N	

<b>4.</b>	Radio Advertising KQMS/KNRO/KSHA/KRDG/KNNN &KRRX	N	
<b>5.</b>	Unsolicited Applicants	N	6
<b>6.</b>	Referral	N	4
<b>7.</b>	In house postings	N	
<b>8.</b>	Radio Ink 224 Datura, Suite 1015 W Palm Beach, FL 33401	N	
<b>9.</b>	Postings @ other Mapleton Markets	N	
<b>10</b>	All community organizations who serve protected groups (see list below)	Y	
<b>11</b>	craigslist.com	N	
<b>12</b>	Job Fairs	N	2
<b>TOTAL INTERVIEWEES DURING 12-MONTH PERIOD</b>			<b>12</b>

### III. OUTREACH INITIATIVES

<b>No.</b>	<b>Type of Outreach Initiative and Menu Category</b>	<b>Brief Description of Activity</b>
<b>1</b>	<b>Internship Program</b>	Redding Radio has an active internship program that involves students at Shasta College, Enterprise High School, and Foothill High School. Interns involved in this program work closely with station personnel and gain valuable hands-on experience in broadcasting.
<b>2</b>	<b>Participation in career days and job fairs</b>	1. September 9, 2008 "Fall Hiring Fair" hosted by Smart Business Resource Center, 1201 Placer Street, Redding, CA 96001. .Rachel Lane represented the stations at this 7-hour event downtown. Hundreds of job-seekers attended. We decorated and manned a booth, presented brochures and applications, answered questions about radio employment, and accepted completed applications.

		<p>2. September 18, 2008 "Redding 2008 Business Expo" sponsored by the Redding Chamber of Commerce, and held at the Redding Convention Center. We decorated a booth, and manned it throughout the day. We were particularly seeking salespeople, so had at least one of our current salespeople on hand at all times to answer questions about their occupation. We also informed hundreds of attendees about other radio occupations.</p> <p>3. April 2, 2009 "Job Expo 2009" sponsored by Shasta College Student Employment Center, and held in the Shasta College gymnasium. Rachel Lane, an on-air personality, decorated a booth and manned it for the all-day event. 34 persons completed our applications and submitted them to Rachel. Others learned about radio careers and took applications with them to submit later.</p> <p>4. May 8, 2009 "Central Valley Career Fair", chaired by Cindy Edwards, the Career Education Specialist at Central Valley High School, and held in the Al Rose gymnasium in Shasta Lake, California. Our Operations Manager Don Burton represented us, manning our booth and fielding questions from students about radio careers.</p>
<b>3</b>	<b>Training for Employees</b>	<p>Redding Radio has ongoing training for all personnel to allow them to grow within their positions and enable them to qualify for higher level positions.</p> <p>The sales staff are put through basic sales training. In addition, they receive ongoing training in sales techniques and methods. This includes weekly, monthly and quarterly training events. This training enables sales staff to gain the skills necessary to advance through the Redding Radio organization, and also allows them to gain the skills to move up to larger markets and positions them for management opportunities.</p> <p>All departments are focused on cross training in order to prepare them for future opportunities. Redding Radio also supplies employees with specific scheduled trainings with Arbitron and RAB as well as outside training classes.</p> <p>On May 19, 2009, we held a 2-hour training session on "Prevention of Workplace Harassment". It was conducted by a certified trainer, Linda Cadd of Cadd Consulting. All employees who supervise anyone, or are "perceived to have power" were required to attend.</p>
<b>4</b>	<b>Participation in community events</b>	<p>Don Burton participates in the Shasta Counties Plus One Mentors program each year. The program is ongoing and Don represents the Media and educates the youth on the various career opportunities.</p> <p>Approximately once a month, our staff conducts station tours for Boy Scout Troops and other groups of students, introducing them to all the career possibilities in radio.</p>

#### IV. ORGANIZATIONS WHICH SHOULD BE NOTIFIED OF JOB OPENINGS (EEO PROCESS):

Group	Address	Contact	Phone	Fax	Email	Comments
California Indian Manpower Consortium	2540 Hartnell, Suite 1, Redding 96002	Deanna Quintana, manager	222-1004	222-4830		Prefer fax. They pay 50% of new person's salary.
Latino Outreach of Tehama County	P. O. Box 395 Red Bluff 96080	Fernando Villegas	527-5631 x3068	345-3214	<a href="mailto:villegasf@tcha.net">villegasf@tcha.net</a>	Will email to everyone
Native American Christian Outreach	P. O. Box 423, Anderson, CA 96007	Wanda (or Arnold) Wilkes	365-7020			Prefer U.S. Mail.
Natl. Assn. for the Advancement of Colored People	21520 Old Alturas Rd. Redding 96003	Mr. Keevil Nichols	549-5131			Prefer U.S. Mail. Will add to newsletter.
NorCal Center on Deafness	849 Mistletoe Lane (P O Box 494476 Redding 96002)	Tina Cook, Kin Mihan	221-1639, 223-2571	221-8143		Prefer fax. Suggested by SHHH Dudley Runnels.
Northern Hispanic Latino Coalition	P.O.Box 155 Anderson, CA 96007	Theresa Bible, chair	225-0257			Annual family Hispanic Fair
reddinghelpwanted.com	online				<a href="http://reddinghelpwanted.com">reddinghelpwanted.com</a>	Post on web
Resources for Rural Community Development dba Access Home	715 Parkview Avenue, Suite 1, Redding 96001-3339	Diane Young	242-8100		<a href="mailto:dyoung@accesshome.org">dyoung@accesshome.org</a>	Prefer email. Will post on bulletin board.
Shasta College	1201 Placer St.	Rose Amaru	245-		<a href="mailto:arose@thesmartcenter.com">arose@thesmartcenter.com</a>	Prefer

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CalWORKS work study program (@ Smart Business Resource Center)	Redding 96001		1559		<a href="#">biz</a>	email. They pay 50% of new person's salary.
Shasta County Mien Community	P O Box 492614 Redding 96049-2614	Mey Chao-Lee	225-5956		<a href="mailto:mchaolee@co.shasta.ca.us">mchaolee@co.shasta.ca.us</a>	Prefer email.
Shasta County Veterans Service	2625 Breslauer Way #4, Redding	Dave Lanford	225-5846	245-6534	<a href="mailto:dalanford@co.shasta.ca.us">dalanford@co.shasta.ca.us</a>	Prefer email. Will post.
Shasta Twenty-first Century Career Connections	1135 Pine Street, Suite 205 Redding 96001-0750	Sue Sawyer	245-1014		<a href="mailto:snsawyer@shasta.com">snsawyer@shasta.com</a>	Prefer email. Serve post-high school.
Smart Business Resource Center	1201 Placer St. Redding 96001	Stephanie Jewell	246-7911	245-1504	<a href="mailto:jstephanie@shastasmart.com">jstephanie@shastasmart.com</a>	Prefer email. Will post.
South East Asian Christian Ministry	2315 Placer Street, Redding 96001-1541	Alice McFadden	515-8400, 241-5802		<a href="mailto:seacm@snowcrest.net">seacm@snowcrest.net</a>	Prefer email. Serve refugees & immigrants.
Tehama County Social Services	310 S. Main, Red Bluff 96080	Lupe Massie	528-4174		<a href="mailto:lmassie@tcdss.org">lmassie@tcdss.org</a>	Email.
Workability Transition Alliance	12077 Lake Blvd. Redding 96003-0701	Sue Sawyer	245-1014		<a href="mailto:snsawyer@shasta.com">snsawyer@shasta.com</a>	Prefer email. Serve post-high school.