

2016 ANNUAL EEO PUBLIC FILE REPORT

Period Covered: August 1, 2015 through July 31, 2016
Stations KCHO(FM), Chico, CA and KFPR(FM), Redding, CA

- I. Full-time vacancies filled during period:**
None
- II. Each recruitment or referral source (“source”) used to seek candidates for the vacancy:**
N/A
- III. Total number of persons interviewed for all full-time vacancies filled during period:**
N/A
- IV. Outreach activities during period:**

Introduction

For the period of August 1, 2015, through July 31, 2016, KCHO and KFPR-FM (together, “KCHO”) had nine full-time employees working 30 hours or more per week. We maintain an active employment outreach role in Northern California.

Internships

During the reporting period, KCHO had one student marketing intern who received school credit for his work at the station from February 2016 to May 2016. During his internship, the marketing intern learned to analyze radio audience measurement data, helped create a listener survey and community outreach impact report, and facilitated a presentation KCHO gave in Tehama County to Tehama Together’s Nonprofit Roundtable group, among other projects. The marketing intern worked closely with the general manager, advancement associate, and social media and web coordinator. The internship served to equip the graduating college senior with knowledge, skills, and experience that could lead to a job in public broadcasting.

Community Volunteers at KCHO

KCHO plays host to over a dozen local community volunteers who produce regular radio programs or informational features for the station. The Evening Jazz block is hosted exclusively by community volunteers, and volunteers also produce popular features such as “Nancy’s Bookshelf,” “Blue Dot,” “Cultivating Place,” “The Shasta Serenade,” and

“The Downbeat.” KCHO also hosts ten volunteer receptionist positions, recruiting and training community members to assist with clerical duties such as answering and routing incoming phone calls, processing mail, writing public service announcements, and assisting visitors to the station. In addition, during the 2016 spring pledge drive, KCHO trained student ambassadors from CSU, Chico’s Student Philanthropy Council to serve as our phone volunteers. This experience gave a diverse group of college students the opportunity to learn about the functions of a public radio station.

Station Tours

During the reporting period, KCHO provided tours of its facility to community members, community groups, and students. Tours offer the opportunity to explain station operations and promote careers in public radio.

Speaking Engagements

KCHO is on California State University, Chico’s list of available speakers so that station personnel can speak to community groups and students about public radio and its careers when invited.