

# Federal Communications Commission

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**Account number: 437890**

**Description: AUGUST 2017-REDDING MARKET-MID-TERM EEO REPORT**

**Application Reference Number: 20170801ACX**

**Successfully filed at Aug 1 2017 12:54PM**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-0922 (September 2002)		FOR FCC USE ONLY	
<b>FCC 397</b>					
<b>BROADCAST MID-TERM REPORT</b>				FOR COMMISSION USE ONLY FILE NO. - 20170801ACX	
Legal Name of the Licensee MAPLETON LICENSE OF REDDING, LLC					
Mailing Address 60 GARDEN COURT SUITE 300					
City MONTEREY		State or Country (if foreign address) CA		Zip Code 93940 -	
Telephone Number (include area code) 8316585281			E-Mail Address (if available)		
FCC Registration Number 0017173972		Facility ID Number 87171		Call Sign KQMS	
<b>TYPE OF BROADCAST STATION:</b>					
Commercial Broadcast Station			Noncommercial Broadcast Station		
<input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International			<input type="radio"/> Educational Radio <input type="radio"/> Educational TV		
<b>Application Purpose</b>					
<input checked="" type="radio"/> New Program Report <input type="radio"/> Amendment to Program Report					
List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.					
[Station List]					
<b>Station List</b>					
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Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)	
KQMS	87171	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	REDDING, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No	
KNRO	51639	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	REDDING, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No	

KRDG	41620	AM FM TV	SHINGLETOWN, CA	Yes No
KWLZ	54039	AM FM TV	SHASTA LAKE CITY, CA	Yes No
KRRX	41241	AM FM TV	BURNEY, CA	Yes No
KSHA	51641	AM FM TV	REDDING, CA	Yes No

**SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:**

Name CHRISTINA H. BURROW		Street Address 1299 PENNSYLVANIA AVENUE, NW SUITE 700	
City WASHINGTON	State DC	Zip Code 20004-	Telephone Number 2027762687

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification] .

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

**Section I**

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio?  Yes  No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

**CERTIFICATION**

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent MAPLETON LICENSE OF REDDING, LLC
Title PRESIDENT	Telephone No. ( include area code) 8316585281
Date 8/1/2017	

**GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

**Section II**

**RESPONSIBILITY FOR IMPLEMENTATION**

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: DUANE DAVIS	Title: OPERATIONS MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

**Section III**

**MID-TERM REPORT**

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

[Exhibit 1]

**FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

**Exhibits**

**Exhibit 1**

**Description:** EXHIBIT 1-ANNUAL EEO PUBLIC FILE REPORTS

EXHIBIT 1(A): 2015-2016 EEO PUBLIC FILE REPORT

EXHIBIT 1(B): 2016-2017 EEO PUBLIC FILE REPORT

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**Attachment 1**

<b>Description</b>
<a href="#">Exhibit 1(A): 2015-2016 EEO Public File Report</a>
<a href="#">Exhibit 1(B): 2016-2017 EEO Public File Report</a>

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EXHIBIT 1(A)

2015-2016 EEO Public File Report

Mapleton License of Redding, LLC  
 KSHA(FM), KRDG(FM), KQMS(AM), KRRX(FM), KNRO(AM), KWLZ(FM)  
 August 1, 2015-July 31, 2016

I. Vacancy List

See Section II, Master Recruitment Source List, for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>	<b>Date Filled</b>
Sales Manager	3, 4, 5, 8	5	4/4/2016
Administrative Assistant	5	5	5/16/2016
Administrative Assistant	5	5	3/17/2016
Traffic Manager	5	5	6/6/2016
Copywriter and Production Manager	3, 4	4	5/25/2016
Sales Account Executive	3, 4, 5, 9	9	2/22/2016
Sales Account Executive	3, 4, 5, 9	5	10/19/2015

Mapleton License of Redding, LLC  
 KSHA-FM, KRDG-FM, KQMS(AM), KRRX-FM, KNRO(AM), KWLZ(FM)  
 August 1, 2015-July 31, 2016

II. Master Recruitment Source List

RS No.	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Regional Help Wanted, Inc. 11 Abrams Road Central Valley, NY 10917	N	0
2	Cal Jobs www.caljobs.ca.gov	N	0
3	Craigslist.org (all markets)	N	22
4	Linked-In www.Linked-In.com	N	4
5	Referrals Rob Wolf	N	8
6	Postings on station websites www.kshasta.com, www.1053classichits.com, www.106x.com, www.kqms.com	N	0
7	Postings at other Mapleton radio stations Merced, CA, Medford, OR, Monterey, CA, Spokane, WA, Chico, CA, Redding, CA, Lafayette, LA	N	0
8	AllAccess.com 28955 Pacific Coast Highway STE 210 Malibu, CA, 90265	N	1
9	Walk-In Rob Wolf	N	1
10	Butte County CalWORKS 3536 Butte Campus Dr, Oroville 95965	N	0
11	Latino Outreach of Tehama County PO Box 395 Red Bluff, CA, 96080	N	0
12	Native American Christian Outreach PO Box 423, Anderson, CA, 96007	N	0
13	Natl. Assoc for the Advancement of Colored People 31530 Old Alturas Rd, Redding 96003	N	0



14	NorCal Center on Deafness 849 Mistletoe Lane PO Box 494476 Redding 96002	N	0
15	NorCal Hispanic Latino Coalition PO Box 155 Anderson, CA, 96007	N	0
17	Alliance for Workforce Development 2445 Carmichael Dr. Chico, CA, 95928	N	0
18	Shasta Twenty-first Century Career Connections 1135 Pine ST, STE 205 Redding, CA, 96001	N	0
19	Smart Business Resource Center 1201 Placer St, Redding, CA, 96001	N	0
20	South East Asian Christian Ministry 2315 Placer St, Redding, CA, 96001-1541	N	0
21	Tehama Country Social Services 310 S. Main St, Red Bluff CA, 96080	N	0

Mapleton License of Redding, LLC  
 KSHA-FM, KRDG-FM, KQMS(AM), KRRX-FM, KNRO(AM), KWLZ(FM)  
 August 1, 2015-July 31, 2016

III. Recruitment Initiatives

	Type of	Brief Description of Activity
1	Intern Program	Licensee has developed an internship program with the marketing, management, and media departments at Shasta College and Simpson University. Interns involved with this program work closely with station personnel and gain relevant experience in broadcasting, operations, and management.
2	On-going recruitment via print and on-line media	Licensee created a constant outreach effort to recruit personnel at all levels through web-based social media initiatives including Linked-In, All Access, and Regional Help Wanted.
3	On-going recruitment via broadcast on all licensee stations	Licensee created a constant outreach effort to recruit personnel at all levels through continuously scheduled 60-second commercials running on all stations at all times to encourage applications for all positions even if positions were not currently available. Throughout the year, more than 1,000 such announcements have aired at all times on all licensee's stations.
4	Constant recruitment	To wit, licensee is constantly recruiting entry level personnel to become involved in broadcasting; if a person is introduced that has basic requisite skills that are suitable to any number of broadcast functions, it is policy to encourage that person to apply as a general applicant and to be interviewed by the market manager. Recruiting personnel to enter broadcasting is a core aspect of the licensee operations culture. As support thereof, the market manager is nearly always conducting interviews with personnel candidates, either in-person or via scheduled phone interviews.

**EXHIBIT 1(B)**  
**2016-2017 EEO PUBLIC FILE REPORT**

Mapleton License of Redding, LLC  
KSHA(FM), KRDG(FM), KQMS(AM), KRRX(FM), KNRO(AM), KWLZ(FM)  
August 1, 2016-July 31, 2017

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<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>	<b>Date Filled</b>
Production Assistant	3, 4, 5, 8	3	08.15.2016
On Air Talent	3, 5, 9	5	01.30.2016
Admin and Sales Assistant	1, 3, 5, 9	5	01.16.2017
Board Operator	3, 4, 9	5	03.22.207
Copywriter and Production Manager	3, 4, 5, 9	5	11.02.2016
Sales Account Executive	1, 3, 4, 5, 9	3	08.22.2016

Mapleton License of Redding, LLC  
 KSHA-FM, KR DG-FM, KQMS(AM), KRRX-FM, KNRO(AM), KWLZ(FM)  
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3	Craigslist.org (all markets)	N	25
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5	Referrals Rob Wolf	N	9
6	Postings on station websites www.kshasta.com, www.1053classichits.com, www.106x.com, www.kqms.com	N	0
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10	Butte County CalWORKS 3536 Butte Campus Dr, Oroville 95965	N	0
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