

Mapleton License of Redding, LLC
KSHA(FM), KRDG(FM), KQMS(AM), KRRX(FM), KNRO(AM), KWLZ(FM)
August 1, 2017-July 31, 2018

I. Vacancy List

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree	Date Filled
Account Executive	1, 2, 8, 9		NOT FILLED YET

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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	7
2	Cal Jobs www.caljobs.ca.gov	N	1
3	Craigslist.org (all markets)	N	0
4	Linked-In www.Linkedin.com	N	0
5	Referrals Lisa Callahan	N	0
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	3
9	Walk-In Lisa Callahan	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

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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.