

## **FCC FORM 396 OUTREACH NARRATIVE STATEMENT**

In an effort to reach a diverse an employee pool as possible, Nevada County Broadcasters utilizes many different employee sources when seeking candidates to fill our fulltime job openings. There are numerous community colleges and four year universities, two broadcast trade associations, employment agencies and service agencies that service minorities and women.

Our efforts include co-sponsoring a job fair in the Grass Valley area, showcasing opportunities in all areas of broadcasting, along with living in the Northern California foothills. We also will be participating several career fairs targeting students for entry level broadcasting careers. KNCO prides itself in being community involved radio. The staff is involved in a number of service clubs and organizations, sits on boards of non-profits, and volunteers in events throughout the year. These activities also expose career opportunities with Nevada County Broadcasters and be part of our community.

Nevada County Broadcasters, Inc.

**LIST OF ALL FULLTIME POSITION FILLED**

**8/1/11-7/31/13**

<b>Job Title</b>	<b>Station</b>	<b>Date Filled</b>
News Reporter/Anchor	KNCO	6/18/12
News Reporter/Anchor	KNCO	11/13/12
Sales Account Executive (2)	KNCO	2/18/13

**Nevada County Broadcasters**

**INTERVIEWEES RECRUITMENT SOURCES FOR EACH JOB VACANCY**

**8/1/2011-7/31/13**

<b>JOB TITLE</b>	<b>STATION</b>	<b>DATE FILLED</b>
News Reporter/Anchor	KNCO	6/18/12

**RECRUITMENT SOURCE FOR ACTUAL HIRE**

California Broadcasters Association Website

<b>OTHER RECRUITMENT SOURCES PRODUCING APPLICANTS</b>	<b>No. of Interviewees</b>
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KNCO Website ( <a href="http://www.knco.com">www.knco.com</a> )	3
On Air Announcement (KNCO AM and KNCO FM)	1
National Association of Broadcasters website	2
California Broadcasters Association website	3

<b>JOB TITLE</b>	<b>STATION</b>	<b>DATE FILLED</b>
News Reporter/Anchor	KNCO	11/13/12

**RECRUITMENT SOURCE FOR ACTUAL HIRE**

On Air Announcement on KNCO AM

<b>OTHER RECRUITMENT SOURCES PRODUCING APPLICANTS</b>	<b>No. of Interviewees</b>
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KNCO Websites ( <a href="http://www.knco.com">www.knco.com</a> , <a href="http://www.mystarradio.com">www.mystarradio.com</a> )	2
California Broadcasters Association Website	2

<b>JOB TITLE</b>	<b>STATION</b>	<b>DATE FILLED</b>
Sales Account Representative	KNCO	2/18/13

**RECRUITMENT SOURCE FOR ACTUAL HIRE**

On Air Announcement on KNCO AM and KNCO FM

<b>OTHER RECRUITMENT SOURCES PRODUCING APPLICANTS</b>	<b>No. of Interviewees</b>
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On Air Announcement KNCO AM and KNCO FM	4
The Union Newspaper	3
Nevada County Help Wanted dot com website	1

**Nevada County Broadcasters, Inc.**

**EMPLOYEE RECRUITMENT SOURCES**

In addition to on air announcements at KNCO AM and KNCO FM, Nevada County Broadcasters, Inc. sends written notification of all full time job openings to the following organizations, publications, and websites:

American River College Student Employment Department, 4700 College Oak Dr,  
Sacramento CA 95841

Butte Community College, Personnel Department, 3536 Butte Campus Drive, Oroville,  
CA 95965

California Department of Veteran Affairs, Human Resources Division, PO Box 942895,  
Sacramento CA 94295

California State University, Sacramento Campus, Student Employment Office, 6000 J  
Street, Sacramento CA 95819

Chico State University, Student Placement Office, Chico CA 95929

Consumnes River Community College, Personnel Office, 8401 Center Parkway,  
Sacramento CA 95823

Employment Development Department (EDD) 117 New Mohawk Rd, Nevada City CA.  
95959

One Stop Career Center, 715 Maltman Drive, Grass Valley CA 95945

NAACP, Sacrament Office, PO Box 188231, Sacramento CA 95818

Sacramento City College Career Center, 3835 Freeport Blvd, Sacramento CA 95822

Sierra College Nevada County Campus, Job Placement Office, Sierra College Drive, Grass  
Valley CA 95945

Yuba College Placement Office, 2088 N. Beale Rd, Marysville CA 95901

California Broadcasters Association, Job Bank Website: [www.calbroadcasters.org](http://www.calbroadcasters.org)

National Association of State Broadcasters Association, Job Bank website:  
[www.careerpage.org](http://www.careerpage.org)

Nevada County Help Wanted dot come Job Bank website:  
[www.nevadacountyhelpwanted.com](http://www.nevadacountyhelpwanted.com)

KNCO Website: [www.knco.com](http://www.knco.com)

KNCO-FM Website: [www.mystarradio.com](http://www.mystarradio.com)

Auburn Journal, Classified Department, Auburn CA 95603

The Union Newspapers, Classified Department, Grass Valley CA 95945

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## **DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**

Period 8/1/11 to 7/31/13

### **First Initiative**

Participation in at least four (4) job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

#### **Activities Undertaken to fulfill First Initiative**

9/22/11-Grass Valley Job Fair. KNCO co host the Grass Valley Job Fair at the Grass Valley Veterans Building. Tom Fitzsimmons, Station Manager and Deana Martinez, Promotions Director greet potential employees and hand out station materials. Job Fair is also fundraiser for Nevada Union High School Debate Team.

11/17/11- Colfax High School Senior Interview/Career Fair. KNCO Station Manager, Tom Fitzsimmons, interviewed graduation seniors interested in broadcasting and communication degrees. Senior presented resumes, cover letter and portfolios of work. Conducted mock job interviews and gave advice for further education and possible internships.

4/19/12- Nevada Union High School Career Day. KNCO Station Manager, Tom Fitzsimmons, presented station recruitment materials and talked with students interested in broadcasting careers. Also discussed internship and senior project possibilities with current Juniors.

11/15/12- Colfax High School Senior Interview/Career Fair. KNCO Station Manager, Tom Fitzsimmons, interviewed graduation seniors interested in broadcasting and communication degrees. Senior presented resumes, cover letter and portfolios of work. Conducted mock job interviews and gave advice for further education and possible internships.

### **Second Initiative**

Established an intern program with two major local high schools designed to allow students to acquire skills for a broadcasting career future.

#### **Activities Undertaken to fulfill Second Initiative**

8/2011 to 6/2012 and 8/2012 to 6/2013-Contacted media staff at Bear River and Nevada Union High Schools and had teachers assign interns to contribute to the KNCO Newstalk 830 news department. Students were assigned weekly on air reports and were also given blogs on the knco.com websites. Student learned about sound editing, delivery and deadlines. Happy to report that Nevada Union student, Kael Newton, is attending University of Oregon and to pursue radio broadcasting. Also, Bear River teacher (Megan Dixon) was a former intern at KNCO in the mid 1990's.