



2026 ANNUAL EEO PUBLIC FILE REPORT

KIXE-TV CHANNEL 9
603 N. MARKET STREET
REDDING, CA, 96003

Reporting Period: August 1, 2025 - July 31, 2026
No. of Full-time Employees: More than 10
Small Market Exemption: Yes

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Establishment of an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

AARP Foundation – SCSEP:

KIXE acts as a host agency training site for the AARP SCSEP Training Program. This program offers job training, job placement, and work experience to workers over the age of 55. It's designed to help seniors enter the workforce, find more challenging positions, change careers, or supplement their income. This fiscal year three (3) participants were assigned in the program at KIXE as front desk/receptionist working a combined total of 1,018 training hours.

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

Tehama County 8th Grade College & Career Day – November 4, 2025

The Tehama County 8th Grade College & Career Day is hosted by the Tehama County Education Foundation. This year's event gathered approximately 800 eighth graders from across Tehama County to explore future academics and careers. Students at the event had the opportunity to connect directly with a variety of local businesses, educational institutions, and gain insights into higher education and future job markets. KIXE'S Corporate Support & Community Engagement attended the event with a booth that provided information and answered

questions from students regarding volunteering and career opportunities in the broadcast television and production fields.

Foothill High School College & Career Fair – March 6, 2026

This event gives students the opportunity to explore college options, career paths, and connect with community professionals. KIXE'S Corporate Support & Community Engagement staff attended the event with a booth that provided information and answered questions from high school students, regarding volunteering and career opportunities in the broadcast television and production fields.

Trinity County College & Career Expo – April 28, 2026

This event is geared toward high school students, young adults, and adult job seekers looking to explore their educational and employment futures. The expo features local networking and information sessions by a variety of employers, as well as career training programs, and educational career pathway opportunities. KIXE'S Corporate Support & Community Engagement staff attended the event with a booth where they gave out information on volunteering and employment opportunities in broadcast television.

SMART Workforce Center / Jobs Explained– June 11, 2026

The American Graduate: Jobs Explained grant was an initiative funded by the Corporation for Public Broadcasting to connect young people with career opportunities. It awarded subgrants to 10 public media stations nationwide to produce career-focused, youth-led digital videos on social media platforms. The program utilizes social media to inspire youth, keeping them engaged in continuing education and training while exploring potential careers. KIXE'S Production Supervisor gave a Jobs Explained presentation at the SMART Workforce Center.

*Establishment of **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Digital Transformation Program – August - September 2025

KIXE was chosen as one of 50 public media stations from across the country selected to participate in a second phase of the Digital Transformation Program delivered by the Poynter Institute. The program educates, assists, and coaches public media senior leaders and their staff on the best strategies and tactics to transform their organization's digital operations and culture to meet the needs of local audiences.

Designed in partnership with the Corporation for Public Broadcasting (CPB) and funded by CPB, The Digital Transformation Program provides coaching and resources to help stations accelerate their digital development and share best practices for achieving audience and revenue growth. Each station team will receive digital transformation training focusing on core strategies, tools, and practices while working on a specific digital project aimed at driving audience engagement and revenue growth. In addition, stations will receive intensive data analytics training to enhance their data literacy and improve decision-making capabilities

This first group of 50 stations will receive Fundamentals training virtually, with stations participating in cohorts consisting of 25 station leaders and staff. The customized Fundamentals Track provides one-on-one and peer group coaching sessions, complemented by educational webinars, practical work exercises, and resource materials for the station leaders and their staff members.

KIXE's project for the program is implementing a newsletter with specific goals regarding income and community involvement. KIXE employees involved in the project have included the Production Supervisor, Director of Development, Production Assistant, Special Events & Volunteer Coordinator, and the CEO/General Manager.

SHRM Northstate – 2026 Employment Law Update – December 10, 2025

The CFO/Human Resources, attended the 2025 online event which focused on the CA minimum wage increases, pay transparency equal pay expansion, expanded leave and accommodation protections, and increased wage-and-hour claim penalties.

Strategic Planning Cohort – January 2026 – Current

KIXE applied for and was accepted into Public Media Company's Local News Catalyst initiative as part of a strategic planning cohort. Its goal is to help small and mid-sized public media organizations build clarity, strengthen operations, and chart a steady course for the future. Selected stations receive structured guidance and a manageable, step-by-step process to create or update a strategic plan. Over the course of a year, participants will join twelve short virtual sessions, have access to expert office hours, and get encouragement and accountability to keep making progress. The CEO/General Manager is participating in the cohort.

PBS Annual Meeting – May 5 – 7, 2026 Austin, TX.

The PBS annual meeting is an in-person event that gathers professionals from all corners of the public media system. It serves as a platform for sharing insights, networking, and discussing the latest developments in the broadcasting sector. Attendees can participate in workshops, panel discussions, and keynote presentations led by industry leaders. The event brought together representatives from PBS stations across the country to collaborate and discuss the future of public media. The CEO/General Manager attended the meeting in person.

PMGC Annual Conference – July 8-10, 2026, Chicago, IL.

The Public Media Growth Conference is a three-day event that was designed for public media professionals to discuss audience development, revenue generation, and digital innovation. The conference featured targeted roundtables, content-creator sessions, and a "Crossroads Summit" in partnership with the Public Media Content Collective. KIXE'S Director of Development & Fundraising attended the event in person.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
N/A	N/A	N/A

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
N/A	
Total Number of Persons Interviewed during the Reporting Period:	

RECRUITING SOURCES USED

Job Title of Position: N/A

Date of Hire: N/A

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.