

KPWR (FM), KXOS(FM)¹
EEO PUBLIC FILE REPORT
08/01/10 – 07/31/11

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
KPWR Account Executive	1-16, 21	2
KPWR Account Executive	1-16, 21	2
KPWR Accounts Payable Coordinator	1-3, 5-15, 21	3
KPWR Continuity Director	1-3, 5-15, 21	6
KPWR Digital Media Manager	1-3, 5-15, 17-19, 21	18
KPWR Director of Cause Marketing	1-16, 20, 21	20
KPWR Director of Digital Development	1-16, 19, 21	2
KPWR Videographer	1-3, 5-15, 17-19, 21	19

¹ KXOS is subject to a Local Programming and Marketing Agreement with Grupo Radio Centro.

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	<p>So. California Broadcasters Association 1849 Sawtelle Blvd., Suite 543 Los Angeles, CA 90025 Attn: LaFern Watkins Phone: (310) 444-1438 (This source places postings on the Internet and forwards them to over 200 additional recruitment sources.)</p> <p>The stations post all jobs to the Southern California Broadcasters Association Job Bank which, in turn, sends these notices to over 200 businesses; professional, community, and educational organizations throughout Southern California, many of which are minority and women's organizations.</p>	N	11
2	<p>Emmis Communications Website 40 Monument Circle Indianapolis, IN 46204 Attn: Staffing Department Phone: (317) 266-0100 www.emmis.com</p>	N	9
3	<p>Careerbuilder 200 N. LaSalle Chicago, IL 60611 Attn: Matthew Rathke Phone: (773) 527-6945 matthew.ratke@careerbuilder.com www.careerbuilder.com</p>	N	23
4	<p>Monster Job Board 500 E. 96th Street Suite 200 Indianapolis, IN 46240 Attn: Todd Foland Phone: (317) 616-5787 Todd.Foland@monster.com Website: www.monster.com</p>	N	4
5	Employee Referral	N	4
6	Internal Posting/Candidate	N	4

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
7	Google Base 2010 Crow Canyon Place Suite 100-10016 San Ramon, CA 94583 Attn: Nikki Ortega Phone: (925) 275-3593 nikki.ortega@equest.com www.google.com/base	N	0
8	JustJobs.com 8751 W. Broward Blvd Suite 506 Plantation, FL 33324 Website: www.justjobs.com	N	0
9	Oodle 60 E 3 rd Ave Suite 410 San Mateo, CA 94401 Website: www.oodle.com	N	0
10	Omni Website: www.omni-jobs.com	N	0
11	Resumes2Work Website: www.resumes2work.com	N	0
12	TwitterJobSearch Website: www.twitjobsearch.com	N	0
13	WerkBoard Website: www.werkboard.com	N	0
14	TalentExchange Website: www.talentexchange.com	N	0
15	Indeed 2010 Crow Canyon Place Suite 100-10016 San Ramon, CA 94583 Attn: Nikki Ortega Phone: (925) 275-3593 nikki.ortega@equest.com Website: www.Indeed.com	N	5
16	Linked In 2029 Stierlin Court Mountain View, CA 94043 Website: www.Linkedin.com	N	13

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17	Core 77, Inc. 561 Broadway, 6 th Floor New York, NY 10012 Phone: (212) 965-1998 Website: www.Coroflot.com	N	0
18	KROP.com 22287 Mulholland Hwy Suite 159 Calabasas, CA 91302 Phone: (323) 405-7431 Website: www.Krop.com	N	9
19	Craigslist.org Website: www.craigslist.org	N	4
20	The Chronicle of Philanthropy 1255 Twenty-Third Street, N.W. Seventh Floor Washington, D.C. 20037 Phone: (202) 466-1200 Website: www.Philanthropy.com	N	1
21	Industry Referral	N	20
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD:			107

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship programs.	<p>KPWR had a total of 38 college interns during the reporting period, as follows:</p> <ul style="list-style-type: none"> - Summer 2010: 3 interns in sales, 6 interns in programming. - Fall 2010: 3 interns in sales, 6 interns in programming. - Spring 2011: 2 interns in sales, 4 interns in programming, 2 interns in on-air, 1 intern in interactive. - Summer 2011: 3 interns in sales, 4 interns in programming, 1 intern in on-air, 1 intern in production, 2 interns in interactive.
2	Participating in at least four job fairs. Station personnel who have substantial responsibility in making hiring decisions must be involved in such activities.	KPWR Human Resource Manager participated in Job Link's job fair on August 31, 2010.
3	Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	<p>On an ongoing basis, the SEU makes training available to help personnel acquire skills that could qualify them for higher level positions. For example, during the reporting period:</p> <ul style="list-style-type: none"> - KPWR sent Accounts Payable Manager who wants to enter sales to Southern California Broadcasters University in August 2010. - KPWR sent Webmaster to a web training course in May 2011 to learn web applications. - KPWR sent Director of Digital Development to a web training course in May 2011 to learn web applications. - KPWR sent Director of Marketing to The Corporate Social Media Summit on June 26-27, 2011 to learn about social media marketing.
4	Participated in an event or program sponsored by educational institution(s) relating to career opportunities in broadcasting.	KPWR Director of Marketing was a guest speaker at a media marketing/advertising class within California State University Long Beach, on October 4, 2010. She spoke about marketing in the 21 st century.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
5	Participated in an event or program sponsored by community group or organization interested in career opportunities in broadcasting.	KPWR Programming Director was a guest speaker at the 2011 Music and Entertainment Industry Educators Association, an international educator's organization formed to bring together educators with industry professionals to facilitate an exchange of information in order to prepare students for their roles as future leaders in music and entertainment industries on April 2, 2011 in Universal City, CA.
6	Participated in an event or program sponsored by educational institution(s) relating to career opportunities in broadcasting.	KPWR Director of Sales and Director of Digital Development were guest speakers at University of Southern California's Careers in Radio panel, on April 13, 2011.
7	Participated in an event or program sponsored by community group or organization interested in career opportunities in broadcasting.	KPWR Digital Sales Manager and Local Sales Manager participated as instructors for the Southern California Broadcasters University sales training course in August 2010. Local Sales Manager also participated on the panel for final student presentations.
8	Participated in a scholarship program designed to assist students interested in pursuing broadcast careers.	<p>The SEU participates in the 2011 Southern California Broadcasting Association broadcast scholarship program. For example, during the reporting period, the SEU general manager did the following:</p> <ul style="list-style-type: none"> - <i>California State University Fullerton's Stan Spero Radio Broadcasting Award: June 2011</i> - reviewed final candidates' applications and resumes and provided feedback on who she felt was the best suited candidate for the scholarship and SCBA internship. - <i>California State University Los Angeles' Ben Hoberman Radio Broadcasting Award: June 2011</i> - reviewed final candidates' applications and resumes and provided feedback on who she felt was the best suited candidate for the scholarship and SCBA internship. - <i>Pasadena City College's George Nicholas Scholarship: June 2011</i> - reviewed final candidates' applications and resumes and provided feedback on who she felt was the best suited candidate for the scholarship and SCBA internship.
9	Participated in an event or program sponsored by educational institution(s) relating to career opportunities in broadcasting.	KPWR Director of Marketing was a guest speaker at a media marketing/advertising class within California State University Northridge, on September 20, 2010. She spoke about marketing in the 21 st century.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
10	Participated in an event or program sponsored by educational institution(s) relating to career opportunities in broadcasting.	KPWR Office Manager was a guest speaker at California State University Fullerton's Entertainment & Tourism Music Industry Panel on October 25, 2010. She spoke about her career, job functions and duties at the SEU.
11	Participated in an event or program sponsored by educational institution(s) relating to career opportunities in broadcasting.	KPWR Music Director was a guest speaker at a business marketing/media strategy class within University of Southern California on November 2, 2010. He spoke about print and broadcast production.
12	Listed each upper-level category opening in media trade job bank with membership including substantial participation of women and minorities.	The SEU posted all jobs to the Southern California Broadcasters Association Job Bank which, in turn, sent these notices to over 200 businesses, professional, community, and educational organizations throughout Southern California, many of which are minority and women's organizations.