

**KSMY-FM, KSNI-FM, KXFM-FM, KSMX-AM, KVEC-AM, KSLY-FM,  
KURQ-FM, KSTT-FM  
EEO PUBLIC FILE REPORT  
08/01/09 – 07/31/10**

**I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
ACCOUNT EXECUTIVE	1-17, 19-20	4
ASSISTANT PD	1-17, 19-20	4
ACCOUNT EXECUTIVE	1-17, 19-20	6
RECEPTIONIST	1-17,19-20	4
ACCOUNT EXECUTIVE	1-17, 19-20	3
ACCOUNT EXECUTIVE	1-17, 19-20	4
SALES ASSISTANT	1-20	7
ACCOUNT EXECUTIVE	1-20	3
PRODUCTION DIRECTOR	1-20	4
ACCOUNT EXECUTIVE	1-21	6
ACCOUNT EXECUTIVE	1-20	5
ACCOUNT EXECUTIVE	1-20	6
ACCOUNT EXECUTIVE	1-20	6
TRAFFIC MANAGER	1-20	4
ACCOUNT EXECUTIVE	1-20	3
ACCOUNT EXECUTIVE	1-20	4

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
1	Santa Maria Workforce Resource Center 1410 S. Broadway; Santa Maria, CA 93454 Yolanda; 805-614-1550	No	0
2	EDD – 1 Stop Career Center 4111 Broad Street A San Luis Obispo, CA 93401 Beverly; 805-788-2631 <a href="https://www.slo-onestop.net/">https://www.slo-onestop.net/</a>	No	2
3	Corporate Website: <a href="http://edbroadcasters.com">http://edbroadcasters.com</a> All station websites: <a href="http://www.ksly.com">www.ksly.com</a> , <a href="http://www.1240ksmx.com">www.1240ksmx.com</a> , <a href="http://www.sunnycountry.com">www.sunnycountry.com</a> , <a href="http://www.kstt.com">www.kstt.com</a> , <a href="http://www.newrock1073.com">www.newrock1073.com</a> , <a href="http://www.920kvec.com">www.920kvec.com</a> , <a href="http://www.991thefox.com">www.991thefox.com</a> <a href="http://elcompa1067.com">elcompa1067.com</a> , <a href="http://mycatcountry96.com">mycatcountry96.com</a>	No	7
4	Employee Referrals	No	10
5	Walk-In/Self-Referrals	No	5
6	On-Air Announcements (across all SEU stations)	No	19
7	United Staffing Associates; 2050 S. Broadway, Santa Maria, Ca 93455; 805-349-2333. Vibiana Bruno; 805-269-4218	No	3
8	National Organization for Women PO Box 1306, San Lis Obispo, CA 93406	No	0
9	All Access Music Group <a href="http://www.allaccess.com">www.allaccess.com</a>	No	1
10	Santa Barbara Hispanic Chamber of Commerce PO Box 6592, Santa Barbara, CA 93160; 805-636-3680	No	0
11	Allan Hancock College 800 S College Dr., Santa Maria, CA 93454 Director of Human Resources; 805-922-6966	No	0
12	Craigslist <a href="http://slo.craigslist.org/">http://slo.craigslist.org/</a> <a href="http://santamaria.craigslist.org/">http://santamaria.craigslist.org/</a>	No	5
13	Orfalea College of Business, Cal Poly University 1 Grand Ave; San Luis Obispo, CA 93407 Norinne Cruzat; 805-756-1543	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
14	NAACP – Lompoc Branch 185 Oakmont Avenue, Lompoc, CA 93436	No	0
15	California NAACP 1215 K Street, Suite 1609 Sacramento, CA 95814	No	0
16	City of Paso Robles – Business Development Center 1000 Spring Street, Paso Robles, CA 93446 Louis; 805-237-3850	No	0
17	City of Santa Maria 110 E. Cook Street, Room 1, Santa Maria, CA 93454 805-925-0951 x 203	No	0
18	Monster Job Search Engine <a href="http://www.monster.com">www.monster.com</a>	No	2
19	Cuesta college – Human Resources PO Box 8106, San Luis Obispo, CA 93406 Annette Loria, 805-546-3129	No	0
20	San Luis Obispo Chamber of Commerce 1039 Chorro Street, San Luis Obispo, CA 93401 Sally Buffalo; 805-781-2777	No	0
21	Job Fair (As described in section III)	No	4
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD*</b>			58

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
<b>1</b>	<b>Participate in event/activity for or on behalf of a community organization relating to careers in broadcasting</b>	On June 17, 2010, our SEU co-sponsored an event with the Santa Maria Chamber of Commerce. Disseminated general information regarding opportunities that exist in radio and about job opportunities at our SEU specifically. We provided commercials to help publicize the event. SEU participants included our General Sales Manager, Assistant Sales Manager, and Promotions Director.
<b>2</b>	<b>Participate in event/activity for or on behalf of a community organization relating to careers in broadcasting</b>	On May 10, 2010, our SEU co-sponsored an event with the San Luis Obispo Chamber of Commerce. Disseminated general information regarding opportunities that exist in radio and about job opportunities at our SEU specifically. We provided commercials to help publicize the event. SEU participants included our General Sales Manager, Assistant Sales Manager, and Promotions Director.
<b>3</b>	<b>Participate in event/activity for or on behalf of a community organization relating to careers in broadcasting</b>	On April 19, 2010, our SEU co-sponsored a local event at Quota International. This event is designed to honor local employees and employers. The attendees were handed out information about our SEU and radio station opportunities in general. Additionally, we provided commercials to help publicize the event. SEU participants included Senior Account Executives.
<b>4</b>	<b>Hosted Job Fair</b>	On February 19, 2010 our SEU hosted a job fair located in the business complex of the San Luis Obispo, Ca SEU's office. Prior to the event we provided on-air promotion on all our stations to attract a diverse group of job applicants. Our top management including General Sales Manager, Business Manager, Assistant Sales Manager, and Promotions Director were all in attendance. They distributed general information regarding employment opportunities in radio and broadcasting, as well as spoke to prospective applicants.
<b>5</b>	<b>Internship Program</b>	Our SEU has an ongoing internship program that provides the students from Cuesta College and Cal Poly University an opportunity to gain knowledge of the broadcast industry. The Student earns college credit for participation, as well as valuable skills that will assist them in their career. The internship is overseen by our Operations Manager who helps ensure that the student is exposed to various industry positions.
<b>6</b>	<b>Provide EEO training to management level personnel</b>	On July 26, 2010, our SEU engaged in a follow-up EEO training for all managers hired/promoted within the last year. This was a follow-up to last year's full upper-management training. Our Business Manager gave a presentation regarding EEO regulations and compliance. Training also included recruitment processes and internal policies to insure uniformity in all depts./markets/positions. SEU participants included our Business Manager and General Sales Manager.

7	<b>Sponsor event/program for or on behalf of an educational institution relating to careers in broadcasting. (2)</b>	On May 10, 2010 and November 17, 2009, our SEU had On-air talent speak to a broadcasting class at Cuesta College. They spoke to the class about the radio industry in general as well as, discussed their personal experiences in radio with the students, including what the job entails and shared ideas regarding how to go about pursuing a career in radio. This is a semi-annual event.
8	<b>List upper-level openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities</b>	Our SEU has designed a process for recruitment to achieve the maximum possible outreach. All applicable job openings are posted on several websites designed to reach a wide range of candidates. These websites include the California Broadcasters Association; All Access; EDD Virtual 1Stop; Cuesta College Job Bank; Monster and Craigslist. In addition jobs are posted on all station websites, our Corporate website, and internal portals.
9	<b>Designed an activity to widely disseminate information about employment opportunities.</b>	In order to maximize recruitment outreach, all stations run on-air commercials and website recruitment alerts inviting organizations who would like to be added as recruitment sources, as well as information about employment opportunities on all station sites. All jobs are mailed to a list of local organizations, including educational, civic, and minority organizations.