

EEO Public File Report 2010-2011

The radio stations in the Station Employment Unit are licensed to Saga Broadcasting, LLC, dba Cascade Radio Group.

A: Full-Time Vacancies Filled During the Past year

<u>Job Title</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
1. KISM Program Director	03/22/11	All Access Website
2. Sales Acct. Exec.	08/08/11	Website
3. KGMI AM News Anchor	07/18/11	In House

B: Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

See Recruitment Attachment

C: Total Number of Persons Interviewed for all Full-Time Vacancies Filled During the Past Year:

18

D: Total Number of Interviewees for all Full-Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources:

See Addendum D Attachment

E: Outreach Activities

See Addendum E Attachment

**2010-2011
Addendum E
Outreach Activities**

Activity: **Internship Program**

The Cascade Radio Group has established an Internship Program in conjunction with local colleges and High Schools. This program is designed to assist members of the community to acquire skills needed for broadcast employment.

Internships are available in the following areas:

Sales/ Marketing

On-Air Broadcasting

Production

Promotions

Accounting/ Business

Engineering/ Information Technology

All internships are un-paid positions. Credit for College may be granted in conjunction with applicable school curriculums. Successful interns have secured employment within the broadcasting industry.

Activity: **Notifying Community Groups/Solicitation of Requests for Notices**

The Cascade Radio Group continues to make on-air announcements on a weekly basis which alerts qualified groups that they may request to be placed on our job recruitment list which is utilized when a job vacancy is available. The commercial copy explains what steps an organization must take to receive notifications of job vacancies at our stations.

Activity: **Participation in Job Banks**

The Cascade Radio Group regularly list full-time jobs with the WSAB, NAB and local *WorkSource* job banks, as listed on the recruitment referral sources (Add B).

Activity: **Participation in Other Activities**

The Cascade Radio Group regularly participates in **Out-reach efforts**.

The Cascade Radio Group regularly participates in local **Job Fairs** and Career Days. These are usually requests from local high schools and colleges to educate the public about careers in the Broadcasting Industry. This year the CRG participated in:

Career Fair – 03/31/11

Whatcom North Rotary Club at Whatcom Community College

Presenters were Scotty “Van Driver” Kuipers - Promotions Director/ KAFE on-air talent, Amanda Feutz - KAFE on-air announcer, and Brandon Naff - Promotions Assistant/ KAFE on-air talent. A 30 minute presentation was made by each presenter as to careers available in the broadcasting industry, education required and what it takes to be successful and productive in each area. Two of these individuals also discussed internships and their opportunity to jettison an individual into a professional career.

The CRG in conjunction with local High Schools, conducts “**Job Shadowing**” whereby students interested in broadcasting may arrange a day with an employee of the radio station. The student may shadow an on-air personality or a promotion director to give them information and insight into jobs in the broadcast industry.

In addition, the CRG regularly invites student groups or civic groups to an **informational tour** of the radio stations and the potential for employment. These tours are designed to inform students of the nature of the broadcasting industry and its participation in the community. The students are introduced to on-air personalities and the jobs available in broadcasting.