

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2010 through July 22, 2011.

- 1) **Employment Unit:** All Pro Broadcasting, Inc.
- 2) **Unit Members (Stations and Communities of License):** KATY-FM, Idyllwild, CA  
KCXX(FM), Lake Arrowhead, CA
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: ALL PRO BROADCASTING, INC. 242 E. AIRPORT DR. SUITE 106 SAN BERNARDINO, CA 92408	Telephone Number: (909) 890-5904
	Contact Person/Title: Jo McNorton, Business Manager
	E-mail Address: jo@x1039.com

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. KCXX SALES	Referral
2. KATY-FM PROMOTIONS DIRECTOR	In-House Promotion
3. KATY-FM SALES	Radio Ad
4. KATY-FM SALES	Radio Ad
5. KATY-FM SALES	Radio Ad
6. KATY-FM PROGRAM DIRECTOR	In-House Promotion
7. KATY-FM SALES	Radio Ad
8. KCXX PROMOTIONS DIRECTOR	All Access
9. KATY-FM RECEPTIONIST/SALES ASSISTANT	Radio Ad

**Stations KATY-FM and KCXX(FM) are Equal Opportunity Employers.**

5) Referral Sources and Interviewee Information for Each Full-Time Job Vacancy:

**1. Job Title: Sales (KCXX)**

**Referral Source(s) of Hiree: Referral**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Ad in Southern California Broadcasters Association Daily Newspaper	Lafern Cusack	1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	9	No
San Bernardino County Workforce Investment Board	Stephanie Soto	215 North "D" Street, Suite 301 San Bernardino, CA 92415-0041 www.csb-win.org	1(800)-451-JOBS	0	No
Referral	Business Manager	242 E. Airport Dr. Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No

**2. Job Title: Promotions Director (KATY-FM)**

**Referral Source(s) of Hiree: In-House Promotion**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
All Access	Shawn Alexander	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265 www.allaccess.com	(310) 457-6616	1	No
In-House Promotion	Station Manager	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	3	No
KCXX (FM) & KATY-FM On-Air Advertisements	Station Manager	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	4	No

**3. Job Title: Sales (KATY-FM)**

**Referral Source(s) of Hiree: On-Air Advertisement**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Ad in Southern California Broadcasters Association Daily Newspaper	Lafern Cusack	1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	0	No
KCXX (FM) & KATY-FM On-Air Advertisement	Station Manager	242 E. Airport Dr. Suite 106 San Bernardino, CA 92408	(951) 506-1222	3	No
KCXX (FM) & KATY-FM Website	Station Manager	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	0	No

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**4. Job Title: Sales (KATY-FM)****Referral Source(s) of Hiree: On-Air Advertisement**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Ad in Southern California Broadcasters Association Daily Newspaper	Lafern Cusack	1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	0	No
KCXX (FM) & KATY-FM On-Air Advertisement	Station Manager	242 E. Airport Dr. Suite 106 San Bernardino, CA 92408	(951) 506-1222	2	No
KCXX (FM) & KATY-FM Website	Station Manager	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	0	No

**5. Job Title: Sales (KATY-FM)****Referral Source(s) of Hiree: On-Air Advertisement**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Ad in Southern California Broadcasters Association Daily Newspaper	Lafern Cusack	1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	2	No
KCXX (FM) & KATY-FM On-Air Advertisement	Station Manager	242 E. Airport Dr. Suite 106 San Bernardino, CA 92408	(951) 506-1222	2	No
KCXX (FM) & KATY-FM Website	Station Manager	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	0	No

**6. Job Title: Program Director (KATY-FM)****Referral Source(s) of Hiree: In-House Promotion**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Ad in Southern California Broadcasters Association Daily Newspaper	Lafern Cusack	1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	0	No
All Access	Shawn Alexander	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265 www.allaccess.com	(310) 457-6616	12	No
In-House Promotion	Station Manager	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	3	No

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**7. Job Title: Sales (KATY-FM)****Referral Source(s) of Hiree: On-Air Advertisement**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Ad in Southern California Broadcasters Association Daily Newspaper	Lafern Cusack	1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	2	No
KCXX (FM) & KATY-FM On-Air Advertisement	Station Manager	242 E. Airport Dr. Suite 106 San Bernardino, CA 92408	(951) 506-1222	2	No
KCXX (FM) & KATY-FM Website	Station Manager	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	0	No

**8. Job Title: Promotions Director (KCXX)****Referral Source(s) of Hiree: All Access**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
All Access	Shawn Alexander	28955 Pacific Coast Hwy, Suite 210 Malibu, CA 90265 www.allaccess.com	(310) 457-6616	4	No
Friday Morning Quarterback Email Newsletter	Mike Bacon	Executive Mews, F-36 1930 East Marlton Pike Cherry Hill, NJ 08003 www.fmqb.com	(856) 424-9114	1	No
Radio and Music Pros Daily Email Newsletter	Keith Berman	kberman@mydamnchannel.com http://www.mydamnchannel.com/RAMP	(323) 656-8680	0	No

**9. Job Title: Receptionist/Sales Assistant (KATY-FM)****Referral Source(s) of Hiree: On-Air Advertising**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Ad in Southern California Broadcasters Association Daily Newspaper	Lafern Cusack	1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	1	No
Ad on California Broadcasters Association's Website	Lillie Player	915 L Street Suite 1150 Sacramento, CA 95814	916-444-2237	1	No
KCXX (FM) & KATY-FM On-Air Advertisement	Station Manager	242 E. Airport Dr. Suite 106 San Bernardino, CA 92408	(951) 506-1222	8	No

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**6) Total # of Interviewees Referred:** For the period from July 23, 2010 to July 22, 2011, this employment unit interviewed 61 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives:**

**(a) Internship Program (ongoing)**

All Pro conducted its Promotion and Production Internship Program, which is designed to assist qualified students at local Junior Colleges, local State Universities and Broadcast Trade Schools in acquiring skills needed for employment in the broadcast industry, while allowing the student to gain school credit. Typically an intern works at the Stations for 3-4 months, depending on the length of the school semester. The station employment unit recruits interns by notifying area colleges/universities about Internship openings and from student-initiated contacts. The goal of the Internship Program is to expose students to the “real-life” world of the field they are pursuing. The Promotions and Production Departments utilize established guidelines to create a program specific to each department. The station employment unit strives to teach interns how the worlds of Radio Promotions and Marketing as well as Production work, and provide interns with valuable experience to facilitate the pursuit of a career in radio broadcasting. An Intern’s duties range from assisting the Production Director in loading commercials and shows, to assisting in station events and remotes with the Promotions department. During the reporting period, the station employment unit had 12 interns.

**(b) Chamber of Commerce/Career Mixers (ongoing)**

An All Pro Account Executive attends weekly Mixers each week held by the Greater Area San Bernardino Chamber and Riverside County Chamber. Additionally, All Pro’s General Manager attends The Boys and Girls Club of Temecula and Red Cross meetings once a month.

At the local Mixers and community meetings, All Pro’s personnel speak with attendees about career opportunities in the broadcast industry. In addition, they discuss the skills necessary for success in the broadcast industry, as well as ways to acquire such skills. All Pro’s personnel also distribute information to attendees about any vacancies at the stations.

**(c) Establishment of Sales Training Program**

All Pro has established a training program for all of its account executives. As part of the training program, All Pro sends the account executives to training seminars conducted by the Radio Advertising Bureau (“RAB”) and Arbitron. At the RAB seminars, the account executives learn about the broadcast industry, the market and ways to help clients. The Arbitron training provides the account executives with methods of how to read and print Arbitron reports. Through the RAB and Arbitron seminars, the account executives acquire some of the skills necessary to serve as a Sales Manager. In addition, account executives are required to do online training with RAB and Arbitron periodically throughout the year. During the reporting period, all account executives from both the KCXX and KATY locations participated in the training program.

**(d) Participation in Events Sponsored by Local Colleges**

During the reporting period, All Pro’s Promotion’s staff participated in events sponsored by local colleges. At the events, the Promotions Team discussed career opportunities in the broadcast industry, as well as the skills necessary for success in the broadcast industry. Specifically, the Promotions Team attended the following events:

10/8/10	Mt San Jacinto College
10/20/10	Mt San Antonio Radio Fest
10/25/10	University of Redlands
3/3/11	Four D College

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**(e) Training of Management-Level Personnel**

On an annual basis, All Pro sends management-level personnel, including Business Managers, to a training seminar offered by the California Chamber of Commerce regarding practices for ensuring equal employment opportunity and preventing discrimination and harassment. The management personnel then meet to discuss the information presented at the seminar and establish procedures for the stations. In addition, All Pro's Corporate Business Manager and all Department Managers attend various HR and Sexual Harassment Training.

During the reporting period, management-level personnel attended training on the following dates:

1/18/2011  
3/16/2011  
3/17/2011

**(f) Station Tours**

All Pro gives tours to Scout groups and groups from local high schools throughout the year. All Pro's Promotional Department meets with the children and gives a presentation on how a radio station operates. On this tour the guests are taken through the station, one department at a time and are told how each department operates, the importance of that department and how all the departments make up the radio station. They are then lead into the on-air studio and are allowed to watch the DJ broadcast over the air and how radio production is accomplished.

During the reporting period, All Pro gave the following tours:

1/13/11	Boy Scouts of America
3/2/11	Boy Scouts of America
6/17/11	Boy Scouts of America
7/6/11	Boy Scouts of America