

EQUAL EMPLOYMENT OPPORTUNITY PROGRAM OF KWNE AND KMKX August 1, 2012

Employer: Broadcasting Corporation of Mendocino County

Company policy and practice requires employment decisions be made with no discrimination as to race, sex, age or labeling influences. Recruitment and dissemination of job opening information maximizes the prospect of educating and attracting a broad variety of applicants with attention to women and minorities.

Employer is in the small market category and employs eight full time people.

Vacancies: One job opening for a News Director occurred in the last 12 months. The position was advertised for two weeks daily beginning 5/2/12 in multiple avenues including on air in KWNE English and Spanish programming, local newspaper, both station websites, job bulletin boards, local Spanish periodicals and industry specific job listings. Interviews were held for all nine applicants and the position was filled 5/21/12. Range of respondents indicates the notices were broadly enough distributed to attract any interested and qualified women or minorities in the community.

Recruitment: Station is fully staffed.

Outreach Efforts: (Program Menu Item Fulfillment) Management and Staff were engaged in following activities:

Station Manager continues liaison efforts with Ukiah High School offering career counseling services and dissemination of information on Broadcast industry job characteristics.

Station Manager and News Director serve on Main Street Ukiah Board of Directors helping to identify potential new enterprises, consulting in advertising and marketing for employers and new businesses and explaining Radio's role in community employment development.

News Director was a guest lecturer at Mendocino College Entrepreneurial Business class on subject of advertising, marketing, career fields, new business opportunities and profitability. The class is targeted to women and minorities with more than half attendees female.

Program Director and News Director participated in Mendocino Private Industry Council Job Fair representing the broadcast industry. Career Day attracted more than 500 job seekers from Mendocino and Lake Counties.

Program Director coordinates the ongoing "Job Shadowing" project with local high school and Junior College students, a highly valuable hands on, direct experience opportunity for exposure to broadcast industry employment. Ten participants came in this year and the program is growing annually.

News Director serves on Board of Project Sanctuary helping victims of domestic abuse. He coordinates the efforts made to make clients aware of employment alternatives during transitional treatment services for those trying to rebuild their lives while living in temporary housing. (\$3,000)

Station management has determined that performing arts talents often leads to employment in broadcasting careers. The stations actively promote various cultural activities in the community toward encouraging performers and education in theater, music and dance. Value of free advertising given various efforts is shown in parentheses.

Station manager coordinates support for SPACE School of Performing Arts and Cultural Education for fundraising, ticket sales, scholarships and community awareness. (\$10,000)

News Director is a performer and active in management and volunteer activities at Ukiah Players Theater, Willits Community Theater, Cloverdale Performing Arts Theater, Mendocino Theater Company and Mendocino College Theater Arts Programs . He has recruited voice talent for commercial production opportunities at the stations. (\$12,000)

Traffic Director originated several years ago the "Rising Stars" event for local musicians to compete for recognition and prizes. KWNE and KMKX have been the presenting sponsors since its inception. Over 70 local performers were showcased before an audience of about 1,000 and \$4,500 was raised to support 10 local nonprofit organizations. Numerous other NPOs set up booths. (\$5,000) .

Public Service and Operations Director coordinates and manages the "Smash Band" competition targeting youthful musicians event at the Spring Fair in Ukiah which attracted 20 competing groups. (\$3,000). She hosted and helped produce the "Ukiah Idol" event (\$2,000).

Our stations are major sponsors of Sunday's in the Park free 6 concert summer series in Ukiah (\$20,000) and Ukiah Symphony 4 annual concerts (\$10,000) and Movies In The Plaza (\$10,000).

News Director, Marketing Manager and Production Manager participated in "Read Across America" as guest story readers for several elementary school classes.