

EQUAL EMPLOYMENT OPPORTUNITY PROGRAM OF KWNE AND KMKX August 1, 2017

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 6 full time people.

Vacancies: No separations in the past 12 months

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

Station Manager serves 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.

Program 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.

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)

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) .

On air staff hosted and helped produce the "Ukiah Idol" event at the Redwood Empire Fair (\$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).

Our stations were also presenting sponsors of Mendocino College Foundation's "Gala on The Green" which provides individual students with scholarships and college departments with funds to purchase needed supplies for various programs. (\$15,000)