

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2014 through July 22, 2015.

- 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. KATY SALES*	On-Air Ad
2. KATY SALES*	On-Air Ad
3. KATY PROMOTIONS DIRECTOR	All Access
4. KCXX PROMOTIONS DIRECTOR	So Cal Broadcasters Assoc
5. KCXX GENERAL SALES MANAGER**	Inside Radio
6. KCXX SALES	On-Air Ad
7. KCXX SALES	Referral
8. KCXX SALES	On-Air Ad
9. KCXX GENERAL SALES MANAGER**	Inside Radio
10. KATY PROMOTIONS DIRECTOR	In-House Promotion
11. KCXX SALES	So Cal Broadcasters
12. KCXX SALES	Referral
13. KATY SALES ASSISTANT/RECEPTIONIST	In-House Promotion
14. KCXX SALES ASSISTANT/RECEPTIONIST	In-House Promotion

\*Vacancies 1 and 2 were filled using the same pool of interviewees.

\*\*Vacancies 5 and 9 were filled using the same pool of interviewees.

**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 (KATY) (7) Referral Source(s) of Hire: KCXX & KATY (FM) On-Air Notice**

**2. Job Title: Sales (KATY) (7) Referral Source(s) of Hire: KCXX & KATY (FM) On-Air Notice**

(Filled using the same pool of interviewees)

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	0	No
EDD of California (Cal Jobs)		Job Board		0	No
KCXX (FM) & KATY (FM) On-Air notice/Website	Mike Hood	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	7	No

**3. Job Title: Promotions Director (KATY) (17) Referral Source(s) of Hire: All Access**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM)	Rick Shaw	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	5	No
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	2	No
All Access	Shawn Alexander	saalexander@allaccess.com		10	Yes

**4. Job Title: Promotions Director (KCXX) (8) Referral Source(s) of Hire: So Cal Broadcasters Assoc**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	1	No
All Access	Shawn Alexander	saalexander@allaccess.com		7	Yes
Craig's List				0	No

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**5. Job Title: General Sales Manager (KCXX) (14) Referral Source(s) of Hiree: Inside Radio**  
**9. Job Title: General Sales Manager (KCXX) (14) Referral Source(s) of Hiree: Inside Radio**  
(Filled using the same pool of interviewees)

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025		6	No
Inside Radio		<a href="mailto:ads@insideradio.com">ads@insideradio.com</a>		7	No
KCXX (FM) & KATY (FM) On-Air notice/Website/In-House	Bill McNulty	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No

**6. Job Title: Sales (KCXX) (5) Referral Source(s) of Hiree: On-Air**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) In-house notice	Greg Cobb	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	2	No
EDD of California		Job Board		0	No
KCXX (FM) & KATY (FM) Website/On-Air	Greg Cobb	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025		2	No

**7. Job Title: Sales (KCXX) (3) Referral Source(s) of Hiree: Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) In-house notice	Greg Cobb	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No
EDD of California		Job Board		0	No
KCXX (FM) & KATY (FM) Website/On-Air	Greg Cobb	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025		0	No
Referral	Greg Cobb	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No

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**8. Job Title: Sales (KCXX) (6)****Referral Source(s) of Hiree: On-Air**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) In-house notice	Greg Cobb	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No
EDD of California		Job Board		0	No
KCXX (FM) & KATY (FM) Website/On-Air	Greg Cobb	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	2	No
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025		2	No
Referral	Greg Cobb	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No

**10. Job Title: Promotions Director (KATY) (18)****Referral Source(s) of Hiree: In-House Promotion**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) In-House/Website/On-Air	Rick Shaw	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	3	No
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025	(310) 444-1431	2	No
All Access	Shawn Alexander	salexander@allaccess.com		13	Yes

**11. Job Title: Sales (KCXX) (6)****Referral Source(s) of Hiree: So Cal Broadcasters**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) In-house notice	David Petro	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	0	No
So Cal Broadcasters Assoc		1849 Santelle Blvd Los Angeles, CA 90025		2	No
EDD of California		Job Board		0	No

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KCXX (FM) & KATY (FM) Website/On-Air	David Petro	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	2	No
Zip Recruiter				2	No

**12. Job Title: Sales (KCXX) (7)**

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

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) In-house notice	David Petro	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No
So Cal Broadcasters Assoc		1849 Santele Blvd Los Angeles, CA 90025		1	No
EDD of California		Job Board		0	No
KCXX (FM) & KATY (FM) Website/On-Air	David Petro	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	2	No
Zip Recruiter				2	No
Referral	David Petro	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	Yes

**13. Job Title: Sales Assistant/Receptionist (KATY) (1) (Intern)**

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

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) In-house notice	Mike Hood	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	1	No
KCXX (FM) & KATY (FM) Website	Mike Hood	27431 Enterprise Circle West Temecula, CA 92590	(951) 506-1222	0	No

**14. Job Title: Sales Assistant/Receptionist (KCXX) (1) (Intern)**

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

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) In-house notice	Mike Hood	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 890-5904	1	No

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**6) Total # of Interviewees Referred:** For the period from July 23, 2014 to July 22, 2015, this employment unit interviewed 93 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives:**

**(a) Internship Program**

All Pro conducted its Promotion and Production Internship Program 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 Stations recruit 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 Stations strive to teach interns how the world of Radio Promotions and Marketing as well as how Production works, and provide them 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.

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

Monthly, All Pro’s General Manager attends The Boys and Girls Club of Temecula, San Bernardino Mayor’s Round Table and Red Cross meetings. In addition, an All Pro Account Executive attends weekly Mixers each week held by the Greater Area San Bernardino Chamber, Riverside County Chamber, Temecula Chamber, Murrieta Chamber and Hemet Chamber.

At the local community meetings and Mixers, 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 RAB and Nielsen’s. At the RAB seminars, the account executives learn about the broadcast industry, the market and ways to help clients. Nielsen’s training provides the account executives with methods of how to read and print Nielsen’s reports. Through the RAB and Nielsen’s seminars, the account executives acquire some of the skills necessary to serve as a Sales Manager. In addition, account executives are required to do on-line training with RAB and Nielsen’s periodically throughout the year. During the reporting period, all account executives from both the KCXX and KATY locations have participated in the training program. All Pro Broadcasting has sent an account executive to SCBA training to become Certified Radio Consultant.

**(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:

2/25/2015 Westwood College Career Fair  
4/10/2015 Mt San Jacinto Job Fair

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**(e) Training of Management Personnel**

On an annual basis, All Pro sends management 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.

**(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 the 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:

2/13/2015 Troop 30  
2/13/2015 Pack 337 Webelos  
2/13/15 Tigers Den 2