

# **2015 Annual EEO Public File Report**

## **KPRI (FM), Encinitas, California**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: KPRI(FM), Encinitas, California, and is required to be placed in the public inspection file of this station, and posted on the station’s website.

The information contained in this Report covers the time period beginning August 1, 2013 to and including July 31, 2015 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c) (2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from August 1, 2013 to July 31, 2015

Station(s) Comprising Station Employment Unit: KPRI (FM)

Section 1: Vacancy Information

	<b>Full-time Positions Filled By Job Title</b>	<b>Recruitment Source of Hiree</b>
1	Sales Assistant	Job Posting
2	Programming Director	Job Posting
3	Promotions Coordinator/On Air	Internal Posting/ Referral
4.	Music Director	Employee Referral/Posting
5.	Morning Show Host	Job Posting / Referral

Total Number of Persons Interviewed for Sales Assistant during Applicable Period: 7. the person hired was recruited by interviewing applicants from various sources. Recruitment sources used for the Sales Assistant position were: 3,4,5,6,7,8,9,11,12,19,20,21,30,31,33,34

Total Number of Persons Interviewed for Programming Director during Applicable Period: 5. the person hired was referred by job post. Recruitment sources used for the Account Executives position were: 3, 5, 11, 19, 20 and 21.

Total Number of Persons Interviewed for Promotions Coordinator during Applicable Period: 3. The person hired was referred by Employee Referral/Word of Mouth/ internal promotions. Recruitment sources used for the position were: 3,4,5,6,7,8,9,11,12,19,20,21,30,31,33 and 34

Total Number of Persons Interviewed for Music Director during Applicable Period: 8. the person hired was referred by Word of Mouth/referral in media market. Recruitment sources used for the Account Executives position were: 2, 3, 5, 11, 19, 20 and 21.

Total Number of Persons Interviewed for Morning Show Host during Applicable Period: 6. The person hired was referred by Word of Mouth. Recruitment sources used for the Account Executives position were: 3, 5, 11, 19, 20, and 21.

Appendix 2

Annual EEO Public File Report Form

Covering the Period from August 1, 2013 to July 31, 2015

Station Comprising Station Employment Unit: KPRI (FM)

Section 2: Recruitment Source Information

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>	<b>Full-time Positions for Which This Source Was Utilized.</b>
1	La Prensa San Diego* 651 Third Ave, Suite C Chula Vista, CA 91910 Daniel Munoz (619) 425-7400		
2	Voice & Viewpoint* P.O. Box 120095 San Diego, CA 92112 Vivian Alvar (619) 266-2233		Music Director
3	Southern California Broadcasters Association Website* 5670 Wilshire Blvd #1370 Los Angeles, CA 90036 LaFern Watkins (323) 904-4105	2	Sales Assistant Morning Show Host Music Director Programming Director Promotions /on Air
4	Palomar College* 1140 West Mission Road San Marcos, CA 92069 HR Dept. No Specific Contact Person Per HR Dept. (760) 744-1150		Sales Assistant Promotions/On Air
5	Website: <a href="http://sdradio.net">sdradio.net</a> Chris Carmichael P.O. Box 4201 Oceanside, CA 92052-4201 Email: <a href="mailto:chris@sdradio.net">chris@sdradio.net</a> (760) 214-4890		Sales Assistant Morning Show Host Music Director Programming Director Promotions /on Air

6	San Diego City College* 1313 12 <sup>th</sup> Avenue San Diego, CA 92101 Greg Cusick (619) 388-3722		Sales Assistant Promotions /on Air
7	Southwestern College* 900 Otay Lakes Road Chula Vista, CA 91911 Angelica Fierro (619) 421-6700		Sales Assistant Promotions/On Air
8	San Diego Community College* 3375 Camino Del Rio South, #275 San Diego, CA 92108 Jeff Higginbothan (619) 388-6808		Sales Assistant Promotions/On Air
9	Point Loma Nazarene University* 3900 Lomaland Drive San Diego, CA 92106 Charlie Howard (619) 849-2384		Sales Assistant Promotions/On Air
10	County of San Diego-DHR* 1600 Pacific Highway, #207 San Diego, CA 92112 Human Resources Services Division No Specific Person per DHR (619) 236-2191		
11	Website: All Access.com John Schoenberger 28955 Pacific Coast Hwy Malibu, CA 90265 (760) 364-4956	2 5 5	Sales Assistant Morning Show Host Music Director Programming Director Promotions /on Air
12	Craigslist	5	Sales Assistant Promotions Coordinator/On Air
13	Chicano Federation of San Diego 3180 University, Suite 317 San Diego, CA 92104		

	Jessie Marquez (619) 285-5600		
14	San Diego African American Chamber of Commerce 1727 Euclid Avenue San Diego, CA 92105 Chida Warres (619) 262-2121		
15	Centro Cultural De La Raza 2125 Park Blvd San Diego, CA 92104 Nancy Rodriguez (619) 235-6135		
16	NAACP P.O. Box 152086 San Diego, CA 92195-2086 Maggie Allington (619) 263-7823		
17	San Diego Urban League 720 Gateway Center Dr San Diego, CA 92102 Maurice Wilson (619) 263-3115		
18	Union of Pan Asian Communities 1031 25 <sup>th</sup> St San Diego, CA 92102 Ludy Baclig-Passons (619) 232-6454		
19	KPRI Website	2	Sales Assistant Morning Show Host Music Director Programming Director Promotions /on Air
20	KPRI On-Air Announcement		Sales Assistant Morning Show Host Music Director Programming Director Promotions /on Air
21	Employee Referral/ Word of Mouth	4 3 1	Sales Assistant Morning Show Host Music Director Programming Director Promotions /on Air

22	San Diego Job Corps 1325 Iris Avenue Imperial Beach 91932 Francesca Whitehead (619) 429-8500 x241		
23	South County Career Center 1111 Bay Blvd, Suite E Chula Vista, CA 91911 Leo Alarcon (619) 628-0321		
24	South Metro Career Center 4389 Imperial Ave San Diego, CA 92113 Rhonda Wooten-Savino (619) 266-4265		
25	Regional Occupational Prog 1355 2 <sup>nd</sup> Ave Chula Vista, CA 91911 Human Resources (619) 691-5611		
26	San Diego Chinese Center 428 3 <sup>rd</sup> Ave San Diego, CA 92101 Chew-Fun Luen (619) 234-4447		
27	Employment Resource Center 1102 Cesar E Chavez Parkway San Diego, CA 92113 Ignacio Jimenez (619) 255-7284		
28	Goodwill Industries of San Diego 3663 Rosecrans San Diego, CA 92110 Hilda Mendoza (619) 225-2200 x537		
29	Indian Human Resource Center 4265 Fairmont Ave, Ste 140 San Diego, CA 92105-6401 Connie Greybull (619) 281-5964		

30	Cal State San Marcos 333 S Twin Oaks Valley Road San Marcos, CA 92096-0001 Brenda Dumas (760) 750-4901		Sales Assistant Promotions /on Air
31	North County Coastal Career Center 1949 Avenida Del Oro Oceanside, CA 92056 Human Resources (760) 631-6150		Sales Assistant Promotions /on Air
32	North County Inland Career Center 463 North Midway Dr, #100B Escondido, CA 92027 Frank Berry (760) 871-1962		
33	San Diego State University Career Services Office 5500 Campanile Drive San Diego, CA 92182 (619) 594-5200		Sales Assistant Promotions /on Air
34	San Diego Mesa College Career Center I3-202 7250 Mesa Collage Drive San Diego, CA 92111 (858) 627-2776		Sales Assistant Promotions /on Air
35	University of San Diego Recruitment Office 5998 Alcalá Park, HC100 San Diego, CA 92110 (619) 260-4600		

36	University of California San Diego Career Services Office 9500 Gilman Drive La Jolla, CA 92093 (858) 534-2230		
37	Mira Costa College Recruitment Office 3333 Manchester Ave Cardiff, CA 92007 Frank Berry (760) 944-4449		
38	ASAP Resume Service 10660 Vista del Agua Way San Diego, CA 92121 Susan Carolin (858) 775-0548		
39	The Art Institute of California – San Diego 7650 Mission Valley Rd San Diego, CA 92108 Lauren Asp (858) 598-1478		

\*Indicates sources that have requested notification of job openings



Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from August 1, 2013 to July 31, 2015

Station(s) Comprising Station Employment Unit: KPRI (FM)

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KPRI (FM)

1. During the Applicable Period, the station aired some 2,000 announcements to the following effect:

“KPRI Radio is an equal opportunity employer. KPRI is always on the lookout for qualified employees. For information about job openings or to submit your resume, please contact KPRI at 858 678-0102, or send your resume via mail to: KPRI FM 102.1 – 9710 Scranton Drive Suite 200, San Diego, CA 92121”

2. **School Career Fair/Carmel Valley – March 24, 2014**

The KPRI Programming Department personnel attended the career fair which attracted a very diverse number of students. The event exposed interested students to the many career opportunities in Radio Broadcasting.

3. **Job & Graduate School Fair/ Cal State San Marcos – October 3, 2013**

The KPRI Promotions Director attended the career fair which attracted a very diverse number of students. The event exposed interested students to the many career opportunities in Radio Broadcasting. A number of qualified students applied for internship programs and also submitted job applications.

4. **MAC days/Mira Costa College – April 23rd, 2014**

KPRI –President/ COO, of KPRI sat on the panel and spoke at a Communications Studies class. The purpose was to expose students to Media and Communications in a real world environment.

5. **High Tech High - May 2014**

The KPRI Early Morning Show and KPRI Promotions Director visited High Tech High in North County as guest speakers to give students information about the radio industry and answer questions. The students were assigned a radio project for the semester, where they had to put together a radio show and assign jobs and tasks to one another. This project, “Airwaves of Identity” was part of their final grade.

## **6. Journalist Program - July 2014**

KPRi Jr. Journalists, Spencer Nussbaum and Lenika Aguilar, under the direction of KPRi's Promotions Director were assigned the task of covering the highly popular Comic Con Convention in San Diego. The program allowed the journalists to provide content for the website and social media platforms. The assignment was hands on experience in a cutting edge industry. The reporters received daily guidance and feedback from KPRi management, and were able to use their finished product with their respective high schools.

## **7. Radio Production Class/Palomar College – Feb 25, 2015**

The KPRi Promotions Director and Production Director spoke to the Radio production class at Palomar College in San Marcos. The purpose of the speaking engagement was to share and answer questions regarding radio knowledge, insights and experiences with the students. The Radio Production class emphasized on producing on air commercials. KPRi's Production Director was able to share samples of his work and gave some advice on how to expand their knowledge and make their commercial spots stand out from others in the market.

## **8. Del Lago Academy 2/2015 – 4/2015**

102.1 KPRi partnered with Del Lago Academy on February 23<sup>rd</sup> – April 17<sup>th</sup> 2015 as part of the Del Lago Mentor program. KPRi mentored three students. The purpose of the mentor program was for the KPRi staff to share personal experiences, challenges and knowledge with the students in an effort for them to make connections and gain knowledge on a career in radio. The mentor program also helped the students gather as much real world experience and knowledge as possible. The students assisted with promotional tasks, on air projects, coordinated Studio I Sessions and attended planning meetings with KPRi Programming team and Promotions Director.

## **9. California State University-April 2015**

KPRi's Promotions Director attended the California State University Job Fair in an effort to promote KPRi's Internship program. This job fair was a great location for networking with students on a one on one basis rather than looking at an emailed resume. The job fair exposes us to skills and knowledge of a potential intern in a comfortable environment.

## **10. KPRi Jr. Journalist Program- July 2015**

KPRi Jr. Journalists, Lenika Aguilar, Lyana Williams and Reanna Barrios under the direction of KPRi's Promotions Director and Webmaster were assigned the task of covering the highly popular Comic Con Convention in San Diego. The program allowed

the journalists to provide content for the website and social media platforms. The assignment was hands on experience in a cutting edge industry. The reporters received daily guidance and feedback from KPRI management, and were able to use their finished product with their respective high schools. This year the journalists were challenged with the assignment of writing a blog to be published on [www.kprifm.com](http://www.kprifm.com) in an effort to expose the students to writing and storytelling.

### **11. Junior Achievement Program**

KPRI is the only radio station sponsor within BizTown, which is part of San Diego's Junior Achievement program. This 501(c)(3) organization emphasizes on teaching kids how to get a job, start a business and money management. KPRI is the featured radio station at BizTown, which allows students to be part of the radio world for a day. The students have the ability to be a radio DJ, Account Executive, Promotions Coordinator, and Manager for one whole day. Before taking their assigned job, they go through a 4 week program studying their line of work. This interactive project-based program teaches students how to manage their own finances and the importance of becoming a successful professional in the community. It also empowers the students to take responsibility for their professional and educational futures.

### **12. Station Internship Programs**

KPRI offered 24 internships in the following departments, Promotions & Marketing, Digital/New Media and Morning Show. Promotions interns crafted on air, online and on site promotions. Interns helped with event coordination, website management, and sales fulfillment. Morning Show interns learned audio editing helped with writing, producing special programming features, and website management. Digital/New Media Department Interns with the digital and new media department learned website management, basics of graphic design, as well as creating, producing and editing audio and video from (but not limited to) Private Listener Concerts, client events & commercials, and station events. Interns will also exposed to daily tasks like file management and organizing. The interns were recruited from Cal State San Marcos, Palomar College, High Tech High, Rancho Buena Vista High School, SDSU, Mira Costa College, Point Loma Nazarene, UCSD, University of Oregon, San Marcos High School, San Diego City College, Canyon Crest Academy, Del Lago Academy, and San Diego Mesa College, Georgetown University, Trinity College, University of San Diego, Universite de Rennesz, La Costa Canyon High School, Westview High School and Syracuse University.

13. Participate in general outreach efforts by such means as job banks or internet programs – KPRI posts all vacant job opportunities on Southern California Broadcasters Association which in turn distributes their SCBA Job Alert Bulletin to over 200 minority, educational and other community groups seeking hiring information.