

2013 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, 2012 to and including July 31, 2013 (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 hiree 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, 2012 to July 31, 2013

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

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree
1	Sales Assistant	Employee Referral/Word of Mouth
2	Account Executive	Employee Referral/Word of Mouth
3	Business Manager	Employee Referral/Word of Mouth

Total Number of Persons Interviewed for Sales Assistant during Applicable Period: 7. The person hired was referred by Employee Referral/Word of Mouth. Recruitment sources used for the Sales Assistant position were: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39.

Total Number of Persons Interviewed for Account Executives during Applicable Period: 3. The person hired was referred by Employee Referral/Word of Mouth. Recruitment sources used for the Account Executives position were: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39.

Total Number of Persons Interviewed for Business Manager during Applicable Period: 15. The person hired was referred by Employee Referral/Word of Mouth. Recruitment sources used for the Business Manager position were: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39.

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from August 1, 2012 to July 31, 2013

Station Comprising Station Employment Unit: KPRI(FM)

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
1	La Prensa San Diego* 651 Third Ave, Suite C Chula Vista, CA 91910 Daniel Munoz (619) 425-7400		Sales Assistant Account Executive Business Manager
2	Voice & Viewpoint* P.O. Box 120095 San Diego, CA 92112 Vivian Alvar (619) 266-2233		Sales Assistant Account Executive Business Manager
3	Southern California Broadcasters Association Website* 5670 Wilshire Blvd #1370 Los Angeles, CA 90036 LaFern Watkins (323) 904-4105		Sales Assistant Account Executive Business Manager
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 Account Executive Business Manager
5	Website: sdradio.net Chris Carmichael P.O. Box 4201 Oceanside, CA 92052-4201 Email: chris@sdradio.net (760) 214-4890		Sales Assistant Account Executive Business Manager

6	San Diego City College* 1313 12 th Avenue San Diego, CA 92101 Greg Cusick (619) 388-3722		Sales Assistant Account Executive Business Manager
7	Southwestern College* 900 Otay Lakes Road Chula Vista, CA 91911 Angelica Fierro (619) 421-6700		Sales Assistant Account Executive Business Manager On-
8	San Diego Community College* 3375 Camino Del Rio South, #275 San Diego, CA 92108 Jeff Higginbothan (619) 388-6808		Sales Assistant Account Executive Business Manager
9	Point Loma Nazarene University* 3900 Lomaland Drive San Diego, CA 92106 Charlie Howard (619) 849-2384		Sales Assistant Account Executive Business Manager
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		Sales Assistant Account Executive Business Manager
11	Website: All Access.com John Schoenberger 28955 Pacific Coast Hwy Malibu, CA 90265 (760) 364-4956		Sales Assistant Account Executive Business Manager
12	Neighborhood House 5660 Copley Dr San Diego, CA 92111 Angie Schulze (858) 715-2642		Sales Assistant Account Executive Business Manager
13	Chicano Federation of San Diego 3180 University, Suite 317 San Diego, CA 92104		Sales Assistant Account Executive Business Manager

	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		Sales Assistant Account Executive Business Manager
15	Centro Cultural De La Raza 2125 Park Blvd San Diego, CA 92104 Nancy Rodriguez (619) 235-6135		Sales Assistant Account Executive Business Manager
16	NAACP P.O. Box 152086 San Diego, CA 92195-2086 Maggie Allington (619) 263-7823		Sales Assistant Account Executive Business Manager
17	San Diego Urban League 720 Gateway Center Dr San Diego, CA 92102 Maurice Wilson (619) 263-3115		Sales Assistant Account Executive Business Manager
18	Union of Pan Asian Communities 1031 25 th St San Diego, CA 92102 Ludy Baclig-Passons (619) 232-6454		Sales Assistant Account Executive Business Manager
19	KPRI Website	4 2	Sales Assistant Account Executive Business Manager
20	KPRI On-Air Announcement	2 2 5	Sales Assistant Account Executive Business Manager
21	Employee Referral/ Word of Mouth	2 3 5	Sales Assistant Account Executive Business Manager
22	San Diego Job Corps 1325 Iris Avenue Imperial Beach 91932 Francesca Whitehead (619) 429-8500 x241		Sales Assistant Account Executive Business Manager

23	South County Career Center 1111 Bay Blvd, Suite E Chula Vista, CA 91911 Leo Alarcon (619) 628-0321		Sales Assistant Account Executive Business Manager
24	South Metro Career Center 4389 Imperial Ave San Diego, CA 92113 Rhonda Wooten-Savino (619) 266-4265		Sales Assistant Account Executive Business Manager
25	Regional Occupational Prog 1355 2 nd Ave Chula Vista, CA 91911 Human Resources (619) 691-5611		Sales Assistant Account Executive Business Manager
26	San Diego Chinese Center 428 3 rd Ave San Diego, CA 92101 Chew-Fun Luen (619) 234-4447		Sales Assistant Account Executive Business Manager
27	Employment Resource Center 1102 Cesar E Chavez Parkway San Diego, CA 92113 Ignacio Jimenez (619) 255-7284		Sales Assistant Account Executive Business Manager
28	Goodwill Industries of San Diego 3663 Rosecrans San Diego, CA 92110 Hilda Mendoza (619) 225-2200 x537		Sales Assistant Account Executive Business Manager
29	Indian Human Resource Center 4265 Fairmont Ave, Ste 140 San Diego, CA 92105-6401 Connie Greybull (619) 281-5964		Sales Assistant Account Executive Business Manager
30	Cal State San Marcos 333 S Twin Oaks Valley Road San Marcos, CA 92096-0001 Brenda Dumas (760) 750-4901		Sales Assistant Account Executive Business Manager

31	North County Coastal Career Center 1949 Avenida Del Oro Oceanside, CA 92056 Human Resources (760) 631-6150		Sales Assistant Account Executive Business Manager
32	North County Inland Career Center 463 North Midway Dr, #100B Escondido, CA 92027 Frank Berry (760) 871-1962		Sales Assistant Account Executive Business Manager
33	San Diego State University Career Services Office 5500 Campanile Drive San Diego, CA 92182 (619) 594-5200		Sales Assistant Account Executive Business Manager
34	San Diego Mesa College Career Center I3-202 7250 Mesa Collage Drive San Diego, CA 92111 (858) 627-2776		Sales Assistant Account Executive Business Manager
35	University of San Diego Recruitment Office 5998 Alcalá Park, HC100 San Diego, CA 92110 (619) 260-4600		Sales Assistant Account Executive Business Manager
36	University of California San Diego Career Services Office 9500 Gilman Drive La Jolla, CA 92093 (858) 534-2230		Sales Assistant Account Executive Business Manager

37	Mira Costa College Recruitment Office 3333 Manchester Ave Cardiff, CA 92007 Frank Berry (760) 944-4449		Sales Assistant Account Executive Business Manager
38	ASAP Resume Service 10660 Vista del Agua Way San Diego, CA 92121 Susan Carolin (858) 775-0548		Sales Assistant Account Executive Business Manager
39	The Art Institute of California – San Diego 7650 Mission Valley Rd San Diego, CA 92108 Lauren Asp (858) 598-1478		Sales Assistant Account Executive Business Manager

*Indicates sources that have requested notification of job openings

Appendix 3 to

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Covering the Period from August 1, 2012 to July 31, 2013

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 1,300 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. EEO Training/Sexual Harassment Seminar through California Broadcasters Association – June, 2013

Sponsored by the California Broadcasters Association, this training provided information on sexual harassment awareness and prevention in the workplace. Included in the training were methods to avoid harassment and ensure a compliant workplace. The two hour training course was completed by both KPRI Owners, and nine department heads in the company.

3 Job Fair/ Miramar College –April 13, 2013

KPRI the Promotions 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. A number of qualified students applied for internship programs and also submitted job applications.

4. Media & Communications Day/Mira Costa College – April 24, 2013

KPRI President gave a presentation to students and explained the radio work environment and the type of education needed for a successful career in broadcasting.

5. Career Day/Mesa College – April 18th, 2013

KPRI Production Director and Assistant Promotions director attended the Career day. The students were exposed to the various career opportunities in Radio Broadcasting industry. A number of qualified students applied for internship programs and also submitted job applications.

6. Career Day Cal State San Marcos – April 11th, 2013

KPRI the 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.

9. Station Internship Programs:

KPRI (FM) maintains a series of separate internship programs designed to assist students in acquiring the necessary skills needed to pursue a career in broadcasting and to expose them to the various jobs available. During the Applicable Period, the station offered sixteen separate internship programs. Each program is unique to the particular student, building upon existing skills and exposing them to areas of broadcasting with which they may not already be familiar. The interns are exposed to website management, event coordination and various daily tasks as proper file management and organizing. The experience is very much hands-on. The interns assigned to the production department worked with the Morning Show focusing on audio editing, writing and producing KPRI programs. They also were exposed to on air news and traffic operations. The interns were recruited from San Diego State University, University of San Diego, Waldorf College, Belmont University, San Diego Mesa College, California State University San Marcos, California Lutheran University and Rancho Buena Vista High School.

10. 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.

11. KPRI-FM Mentoring Program, 2012-2013

In September of 2012, a student from San Diego State University joined KPRI's internship program, working in our production department. Because of her skills and abilities, we offered her a part time position as On Air Traffic Reporter commencing in May 2013.

This individual is completing her final semester of college so in addition to wages earned from her employment; KPRI is supporting her education with a \$2000 cash scholarship.

12. Scholarship Program 2012-2013

In addition, the station has created additional mentoring & scholarship opportunities in our sales department.

Working with San Diego State University, we are funding two intern/scholarship opportunities of \$2,000 each. We are currently in the process of selecting candidates.