

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period August 01, 2006 to July 31, 2007.

1) **Employment Unit:** SBR Broadcasting Corporation, Inland Empire Broadcasting Corp.

2) **Unit Members (Stations and Communities of License):**

KCAL-FM – Redlands, CA

KOLA -FM – San Bernardino, CA

3) **EEO Contact Information for Unit Member:**

|   |   |
|---|---|
| Mailing Address: 1940 Orange Tree Lane, Redlands, CA 92374                      | Telephone Number: (909) 793-3554                    |
| [Employment Unit's Name & Address]<br>1940 Orange Tree Lane, Redlands, CA 92374 | Contact Person/Title: Jeffrey Parke/General Manager |
|   | E-mail Address: jparke@kcalfm.com                   |

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

| Job Title            | Recruitment Source Referring Hiree |
|----------------------|------------------------------------|
| 1. Receptionist      | On air advertising                 |
| 2. Account Executive | On air advertising                 |
| 3. Account Executive | On air advertising/Job Fair        |
| 4. Account Executive | Walk in                            |
| 5. Sales Manager     | Inside Radio                       |
| 6. Air Talent        | Referral by Programming Consultant |
| Total Hires: 6       |                                    |

**Stations KCAL-FM and KOLA-FM are Equal Opportunity Employers.**

**5) Job Title:** Receptionist (1)

**Referral Source(s) of Hiree:** On Air Advertising

| (i) Name of Organization<br>Notified of Job Vacancy: | Contact<br>Person | Address:                                     | Telephone<br>Number: | # of<br>Interviewees<br>Referred | Did<br>Recruitment<br>Source<br>Request<br>Notification?<br>(Yes or No) |
|--|-------------------|--|----------------------|----------------------------------|---|
| On air advertising                                   | Lisha Voss        | 1940 Orange Tree Lane, Redlands, CA<br>92374 | (909)-793-3554       | 11                               | N   |
| Station Websites                                     | Lisha Voss        | 1940 Orange Tree Lane, Redlands, CA<br>92374 | (909)-793-3554       | 0                                | N   |
| Redlands Daily Facts                                 | Cathy             | 700 Brookside Avenue, Redlands, CA<br>92374  | (909)-793-3221       | 0                                | N   |

**5) Job Title:** Account Executive (2)

**Referral Source(s) of Hiree:** On Air Advertising

| (i) Name of Organization<br>Notified of Job Vacancy: | Contact<br>Person | Address:   | Telephone<br>Number: | # of<br>Interviewees<br>Referred | Did<br>Recruitment<br>Source<br>Request<br>Notification?<br>(Yes or No) |
|--|-------------------|--|----------------------|----------------------------------|---|
| On air advertising                                   | Doug Fleniken     | 1940 Orange Tree Lane, Redlands, CA<br>92374   | (909)-793-3554       | 8                                | N   |
| Station Websites                                     | Doug Fleniken     | 1940 Orange Tree Lane, Redlands, CA<br>92374   | (909)-793-3554       | 0                                | N   |
| All Access Website                                   | Joel Denver       | <a href="http://www.allaccess.com">www.allaccess.com</a><br>28955 Pacific Coast Highway, St. 210-5<br>Malibu, CA 90265 | (310)-457-6616       | 0                                | N   |
| Job Fair at Station                                  | Doug Fleniken     | 1940 Orange Tree Lane, Redlands, CA<br>92374   | (909)-793-3554       | 5                                | N   |

**5) Job Title:** Account Executive (3)

**Referral Source(s) of Hiree:** On Air Advertising/Job Fair

| (i) Name of Organization<br>Notified of Job Vacancy: | Contact<br>Person  | Address:  | Telephone<br>Number: | # of<br>Interviewees<br>Referred | Did<br>Recruitment<br>Source<br>Request<br>Notification?<br>(Yes or No) |
|--|--------------------|---|----------------------|----------------------------------|---|
| On air advertising                                   | Curtis Parcell     | 1940 Orange Tree Lane, Redlands, CA<br>92374        | (909)-793-3554       | 6                                | N   |
| Station Websites                                     | Curtis Parcell     | 1940 Orange Tree Lane, Redlands, CA<br>92374        | (909)-793-3554       | 0                                | N   |
| Southern California<br>Broadcasters Association      | La Fern<br>Watkins | 5670 Wilshire Blvd., #1370<br>Los Angeles, CA 90036 | (323) 904-4105       | 0                                | N   |
| Job Fair at Station                                  | Curtis Parcell     | 1940 Orange Tree Lane, Redlands, CA<br>92374        | 909-793-3554         | 6                                | N   |

5) Job Title: Account Executive (4)

Referral Source(s) of Hiree: Walk in

| (i) Name of Organization<br>Notified of Job Vacancy: | Contact<br>Person   | Address:   | Telephone<br>Number: | # of<br>Interviewees<br>Referred | Did<br>Recruitment<br>Source<br>Request<br>Notification?<br>(Yes or No) |
|--|---------------------|--|----------------------|----------------------------------|---|
| On air advertising                                   | Doug Fleniken       | 1940 Orange Tree Lane, Redlands, CA<br>92374   | (909)-793-3554       | 8                                | N   |
| Station Websites                                     | Doug Fleniken       | 1940 Orange Tree Lane, Redlands, CA<br>92374   | (909)-793-3554       | 0                                | N   |
| All Access Website                                   | Joel Denver         | <a href="http://www.allaccess.com">www.allaccess.com</a><br>28955 Pacific Coast Highway, St. 210-5<br>Malibu, CA 90265 | (310)-457-6616       | 0                                | N   |
| Radio On Line  | Gary<br>Springfield | Radioonline.com  | (909)-793-3554       | 0                                | N   |
| Southern California<br>Broadcasters Association      | La Fern<br>Watkins  | 5670 Wilshire Blvd., #1370<br>Los Angeles, CA 90036  | (323) 904-4105       | 0                                | N   |
| 2006 Diversity Job Fair                              | Carl Dameron        | 255 N. D Street, suite 210<br>San Bernardino, 92401  | (909) 888-0017       | 5                                | N   |

**5) Job Title:** Sales Manager (5)

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

| (i) Name of Organization<br>Notified of Job Vacancy:    | Contact<br>Person  | Address:   | Telephone<br>Number: | # of<br>Interviewees<br>Referred | Did<br>Recruitment<br>Source<br>Request<br>Notification?<br>(Yes or No) |
|---|--------------------|--|----------------------|----------------------------------|---|
| Station Websites  | Jeff Parke         | 1940 Orange Tree Lane, Redlands, CA<br>92374   | (909)-793-3554       | 0                                | N   |
| Southern California<br>Broadcasters Association         | La Fern<br>Watkins | 5670 Wilshire Blvd., #1370<br>Los Angeles, CA 90036  | (323) 904-4105       | 3                                | N   |
| All Access Website                                      | Joel Denver        | <a href="http://www.allaccess.com">www.allaccess.com</a><br>28955 Pacific Coast Highway, St. 210-5<br>Malibu, CA 90265 | (310)-457-6616       | 0                                | N   |
| Radio Ink   | Tom Elmo           | <a href="mailto:tomelmo@radiunk.com">tomelmo@radiunk.com</a><br>224 Datura Street, #1015<br>West Palm Beach, FL 33401  | (561)-655-8778       | 0                                | N   |
| Inside Radio  | Tom Taylor         | <a href="mailto:ads@insideradio.com">ads@insideradio.com</a><br>365 Union Street<br>Littleton, NH, 03561               | (800) 640-8852       | 3                                | N   |
| Mediarecruiter.com<br>Birschbach Recruitment<br>Network | Art                | 20456 E. Orchard Place<br>Centennial, CO 80016   | (303) 400-5150       | 0                                | N   |

**5) Job Title:** Air Talent (6)

**Referral Source(s) of Hiree:** Referral by Programming Consultant

| (i) Name of Organization<br>Notified of Job Vacancy:   | Contact<br>Person | Address:                                     | Telephone<br>Number: | # of<br>Interviewees<br>Referred | Did<br>Recruitment<br>Source<br>Request<br>Notification?<br>(Yes or No) |
|--|-------------------|--|----------------------|----------------------------------|---|
| Station was introduced to candidate by its programming consultant and was so impressed with this individual that a position was created. | Jeff Parke        | 1940 Orange Tree Lane, Redlands, CA<br>92374 | (909)-793-3554       | 1                                | N   |

**6) Total # of Interviewees Referred:** For the period from August 01, 2006 to July 31, 2007, this Employment Unit interviewed 56 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

**(a) Initiative:** Diversity Job Fair

On Wednesday September 6, 2006, Dameron Communications held a one-day job fair in San Bernardino. Representatives of SBR Broadcasting Corporation and Inland Empire Broadcasting Corp., (collectively, the "Licensee"), set up a booth and passed out job information during the entire job fair. Several representatives from the stations participated in this job fair. A Sales Manager, a Promotions Director, an account executive and a sales assistant were present throughout the day. The Licensee accepted applications and resumes for many positions including sales, marketing, and promotions. The Licensee received numerous applications and there was a great interest from job seekers.

**(b) Initiative:** Internship Program

The Licensee offers internships in all departments at its radio stations, with an emphasis in the programming department. The internships continue throughout the year and are offered for semester-long periods. The interns are recruited from a variety of sources, including the University of California Riverside, California State University San Bernardino, and the University of Redlands. The Licensee distributes information about the internships to the schools that in turn post flyers and distribute information to their respective students. Most interns are college students and receive college credit for the internships. Station personnel oversee the interns and evaluate their performance. All interns receive training and exposure to the skills necessary to have a successful career in the broadcast industry.

**(c) Initiative:** California State University San Bernardino Career Counseling

On April 10, 2007, the Licensee hosted a career-counseling event at the campus radio station of California State University San Bernardino. Our Program Director, Steve Hoffman, and our entire morning show appeared at the event. The fair took place from 1:30pm to 4:30pm. All students enrolled in the University's radio broadcasting program attended the event. We received numerous intern applications from the event, and several interns from California State University San Bernardino continue to participate in production and on-air internships with KCAL-FM's morning show. One intern has progressed to joining KCAL-FM's part-time weekend airstaff.

**(d) Initiative:** Personnel Training

The Licensee provides regular training to its employees based on the job description of the employee. Account Executives receive sales training. Air Personalities and Board operators attend regular meetings to advise them of technical operations. Outside vendors, such as Arbitron, also conduct sessions teaching employees how to properly use their data, and traffic and sales support staff receive regular training as well. These ongoing efforts provide employees with the opportunity to develop their skills and in some instances, have resulted in promotions to higher-level positions within the company.