

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period August 01, 2007 to July 31, 2008.

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

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
	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. Account Executive	SCBA Website
2. Account Executive	SCBA Website
3. Account Executive	On-Air Advertising
4. Account Executive	All Access Website
5. Account Executive	On-Air Advertising
6. Account Executive	KCAL FM Website
Total Hires: 6	

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

5) Job Title: Account Executive (1)

Referral Source(s) of Hiree: SCBA Website

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On air advertising	Doug Fleniken	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	2	N
Station Websites	Gary Springfield	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	1	N
All Access Website	Joel Denver	www.allaccess.com 28955 Pacific Coast Highway, 210-5 Malibu, CA 90265	(310)-457-6616	0	N
SCBA Website	La Fern Watkins	www.scba.com 5670 Wilshire Blvd. #1370, Los Angeles, CA 90036	(323)-904-4105	1	N
Inland Empire Diversity Job Fair	Carl Dameron	255 N. D Street, Suite 210 San Bernardino, 92401	(909) 888-0017	2	N
Radio On Line	Gary Springfield	www.radioonline.com	(909)-793-3554	0	N
Internal Posting	Doug Fleniken	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	1	N

5) Job Title: Account Executive (2)

Referral Source(s) of Hiree: SCBA Website

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On air advertising	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	5	N
Station Websites	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	2	N
All Access Website	Joel Denver	www.allaccess.com 28955 Pacific Coast Highway, St. 210-5 Malibu, CA 90265	(310)-457-6616	0	N
SCBA Website	La Fern Watkins	5670 Wilshire Blvd., #1370 Los Angeles, CA 90036	(323) 904-4105	3	N

5) Job Title: Account Executive (3)

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

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On air advertising	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	7	N
Station Websites	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	2	N
SCBA Website	La Fern Watkins	5670 Wilshire Blvd., #1370 Los Angeles, CA 90036	(323) 904-4105	0	N
All Access Website	Joel Denver	www.allaccess.com 28955 Pacific Coast Highway, St. 210-5 Malibu, CA 90265	(310)-457-6616	0	N

5) Job Title: Account Executive (4)

Referral Source(s) of Hiree: All AccessWebsite

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
On air advertising	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	2	N
Station Websites	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	4	N
All Access Website	Joel Denver	www.allaccess.com 28955 Pacific Coast Highway, St. 210-5 Malibu, CA 90265	(310)-457-6616	1	N
SCBA Website	La Fern Watkins	5670 Wilshire Blvd., #1370 Los Angeles, CA 90036	(323) 904-4105	0	N

5) Job Title: Account Executive (5)

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

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Websites	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	3	N
SCBA Website	La Fern Watkins	5670 Wilshire Blvd., #1370 Los Angeles, CA 90036	(323) 904-4105	3	N
All Access Website	Joel Denver	www.allaccess.com 28955 Pacific Coast Highway, St. 210-5 Malibu, CA 90265	(310)-457-6616	0	N
On air advertising	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909) 793-3554	0	

5) Job Title: Account Executive (6)

Referral Source(s) of Hiree: KCAL FM Website

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Station Websites	Beverly Trout	1940 Orange Tree Lane, Redlands, CA 92374	(909)-793-3554	5	N
SCBA Website	La Fern Watkins	5670 Wilshire Blvd., #1370 Los Angeles, CA 90036	(323) 904-4105	2	N
All Access Website	Joel Denver	www.allaccess.com 28955 Pacific Coast Highway, St. 210-5 Malibu, CA 90265	(310)-457-6616	1	N
Craigslist Website	Beverly Trout	www.craigslist.org San Francisco, California	N/A	0	N

6) Total # of Interviewees Referred: For the period from August 01, 2007 to July 31, 2008, this Employment Unit interviewed 47 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 5, 2007, 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 14, 2008, the Licensee hosted a career-counseling event at the campus radio station of California State University San Bernardino. Our Program Director, Steve Hoffman, and afternoon drive personality/Assistant Program Director, Daryl Norsell 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 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.