

**EEO
PUBLIC FILE
REPORT**

for

**EUREKA BROADCASTING COMPANY
(KEKA-FM; KINS-FM; KWSW-AM; KEJY-AM)
Eureka, California**

This EEO Public File Report covers the
One-Year Period ending on September 30th, 2016.

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station(s) KWSW – AM; KEJY - AM; KINS - FM and KEKA – FM radio’s public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission’s (“FCC”) rules.

During the one-year period ending on September, 30th, 2016, the station(s) hired one (1) fulltime position in the office.

On the associated pages, you will find the recruitment sources used during this period and the number of interviewees provided by each source.

[Aside: KEJY-AM was silent for a majority of the reporting period.]

Equal Employment Opportunity

Eureka Broadcasting Company, Inc. is an equal opportunity employer and makes employment decisions on the basis of merit. We want to have the best available persons in every job. Company policy prohibits unlawful discrimination based on race, color, creed, gender, religion, marital status, registered domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition including genetic characteristics, sexual orientation, or any other consideration made unlawful by federal, state, or local laws. It also prohibits unlawful discrimination based on the perception that anyone has any of those characteristics, or is associated with a person who has or is perceived as having any of those characteristics. All such discrimination is **unlawful**.

The Company is committed to compliance with all applicable laws providing equal employment opportunities. This commitment applies to **all** persons involved in Company operations and prohibits unlawful discrimination by any employee of the Company, including supervisors and coworkers.

To comply with applicable laws ensuring equal employment opportunities to qualified individuals with a disability, the Company will make reasonable accommodations for the known physical or mental limitations of an otherwise qualified individual with a disability who is an applicant or an employee unless undue hardship would result.

Any applicant or employee who requires an accommodation in order to perform the essential functions of the job should contact a Company representative with day-to-day personnel responsibilities and request such an accommodation. The individual with the disability should specify what accommodation he or she needs to perform the job. The Company then will conduct an investigation to identify the barriers that interfere with the equal opportunity of the applicant or employee to perform his or her job. The Company will identify possible accommodations, if any that will help eliminate the limitation. If the accommodation is reasonable and will not impose an undue hardship, the Company will make the accommodation.

If you believe you have been subjected to any form of unlawful discrimination, submit a written complaint to your supervisor or the individual with day-to-day personnel responsibilities. Your complaint should be specific and should include the names of the individuals involved and the names of any witnesses. If you need assistance with your complaint, or if you prefer to make a complaint in person, contact Executive Administrator. The Company will immediately undertake an effective, thorough, and objective investigation and attempt to resolve the situation.

If the Company determines that unlawful discrimination has occurred, effective remedial action will be taken commensurate with the severity of the offense. Appropriate action also will be taken to deter any future discrimination. The Company will not retaliate against you for filing a complaint and will not knowingly permit retaliation by management employees or your coworkers.

Full-Time Vacancy EEO Information

Job Title of Vacancy

Office / Shopping Show

Date Vacancy Opened:

Jun-16

Date Vacancy Filled: July, August and Oct -16

Recruitment Source:

NABEF - MSI for #1 Sales Position

Recruitment Source:

Personal Referral for #2 Sales Position

Recruitment Source:

Indeed.com - Office position

Number Interviewed:

56

Recruitment Sources Used to fill a Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone No.	Total Interviewees from source
Humboldt State Career Center	10 Harpst St., Arcata, Ca.	Ann Johnson - Stromberg	(707) 826 - 5453	0
College of the Redwoods Career Center	351 Tompkins Hill Rd., Eureka, Ca.	Mike Reagen	(707) 476 - 4159	0
KIDE Radio (Tribal Radio)	PO Box 1220 Hoopa, Ca.	Joe Orozco	(530) 625 - 4245	0
KHSU Radio (Campus Radio)	1 Harpst St., Arcata, Ca.	Katy Whiteside	(707) 826 - 4807	0
Yurok Tribal Headquarters (Job Board)	190 Klamath Blvd., Klamath, Ca.	Oscar Genshaw	(707) 482 - 1350	0
Eureka Broadcasting (KINS, KEKA, KMSW & KEJY Radio)	1101 Marsh Eureka, Ca.	Brian Papstein	(707) 442 - 5744	0
Past Employee	Eureka, Ca.	Brian Papstein	(707) 442 - 5744	0
Personal Reference	1101 Marsh Eureka, Ca.	Brian Papstein	(707) 442 - 5744	2
Employee Referred	Eureka, Ca.	Brian Papstein	(707) 442 - 5744	0
Craig's List	n/a	Brian Papstein	n/a	0
California Broadcasters Association	Sacramento, Ca	Brian Papstein	n/a	0

Oregon Association of Broadcasters	Salem, Or	Brian Papstein	n/a	0
Indeed.com	n/a	Brian Papstein	n/a	34
Humboldt County Community Develop.	4th & K St., Eureka, Ca	Brian Papstein	n/a	0
National Association of Broadcasters - MSI/ASU	Phoenix, Az	Margie Albert	n/a	13
National Association of Broadcasters - MSI/FA&M	Tallahassee, Fl	Mark Levy	n/a	6

Menu Option Activities

Radio stations KWSW-AM; KEKA-FM and KINS-FM have engaged in the following outreach activities during the year (2015 - 2016) covered in this report:

Activity Classification	Type of Activity	Brief Description
8*	Training Program	Regular meetings with our on site coordinator to review various issues including (but not restricted to) personnel, engineering, programming, promotional and other aspects of broadcasting. This includes regulatory issues such as Quarterly Issues and FCC compliance efforts. Printed material is often shared in association with these efforts. These meetings are held at least once a month.
8	Training Program	Regular meetings with our Office staff to review various issues including (but not restricted to) IT, engineering, programming, promotional and other aspects of broadcasting. This includes regulatory issues such as Quarterly Issues and FCC compliance efforts. Keeping the Public Files for each station (KURY 91.0; KURY 95.3 and the Political File) maintained and available for public inspection.
6	Programs to promote outreach	Industry informational brochures are routinely sent out to anyone expressing an interest in a career in radio. In addition, they are available at career centers for local colleges and universities in the immediate area. These brochures are also in our studios and accompany the broadcast team at any off site broadcast.

			<p>Provided an 8-week advertising campaign for the Oregon Association of Broadcasters Foundation Scholarship. These commercials aired from the period of March 3rd - April 28th. Potential candidates had to visit the OAB website to file their application - causing them to see other employment opportunities in the industry as outlined and presented.</p>
7	Scholarship Opportunities		
7	Scholarship Opportunities		<p>From January 27th to March 4th, each station aired a series of commercials for the national scholarship presented by the Idea Bank in association with SESAC for those in college and pursuing careers in the broadcast and/or related fields.</p>
14	Management Training		<p>Meet bi-annually with our Human Resources consultant to maintain current knowledge with changes in Labor Law in California and in Oregon (both which effect our company practices) These meetings occurred in January to inform us of the changes and after the Handbook adjustments are made, we meet with him regarding the implementation of the changes in mid-February. The changes (and inclusions) went into effect on March 1st, 2016 with distribution to employees.</p>
4	Public Speaking		<p>Outreach to community member and leadership groups in multiple settings such as the Henderson Center Kiwanis Club in May of 2016. Additional efforts included round table discussions after County Spelling Bee (March) with a number of the families present at the event</p>

16	Employment in the Broadcast Industry	Attended a job fair sharing employment information and discussing (in general terms) broadcast employment opportunities with attendees. It occurred in February at Humboldt State University - the nearest 4 year post-secondary school in the area.
16	Employment in the Broadcast Industry	In conjunction with our primary promotional activities in the community we print and distribute informational brochures for those interested in exploring a career in Radio Broadcasting. This information is also provided on our website under "Careers in Radio Broadcasting."

10	Participation in an event or program sponsored by educational institutions relating to career opportunities in broadcasting.	Attended the NAB's Education Foundation <u>Media Sales Institute</u> in Phoenix, Arizona in June. We spent 2 full days interviewing each of the 13 attendees in a variety of settings to determine the suitability for a position with our company in sales.
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* - For "Activity Classification" references, use Number "1" through "16" in accordance with the following:

- 1 - Participation in at least four "Job Fairs" by station personnel who have substantial responsibility in the hiring decision.
- 2 - Hosting of at least one "Job Fair."
- 3 - Co-Sponsoring with organizations in the business and professional community to acquire skills needed for broadcast employment
- 4 - Participation in at least four events, including conventions, career days, workshops and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues.
- 5 - Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
- 6 - Participation in job banks, Internet programs and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies.)
- 7 - Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting
- 8 - Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

- 9 - Establishment of a mentoring program for station personnel.
- 10 - Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
- 11 - Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting.
- 12 - Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities.
- 13 - Provision of assistance to unaffiliated non-profit entities in the maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- 14 - Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
- 15 - Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
- 16 - Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

EEO Outreach - Eureka - 2015-2016

* - Station KEY-AM was silent for 50 months of the reporting year, coming back on air in mid-September