

## EEO PUBLIC FILE REPORT

**This Report covers full-time vacancy recruitment data for the period July 23, 2004 to July 22, 2005.**

**1) Employment Unit:** All Pro Broadcasting, Inc.

**2) Unit Members (Stations and Communities of License):** KATY-FM, Idyllwild, CA  
 KCXX(FM), Lake Arrowhead, CA

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

Mailing Address:  ALL PRO BROADCASTING, INC. 242 E. AIRPORT DR. SUITE 106 SAN BERNARDINO, CA 92408	Telephone Number: (909) 384-1039
	Contact Person/Title: Jo McNorton, Business Manager
	E-mail Address: jo@x1039.com

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Traffic Manager (KATY)	Exigent Circumstances
2. Sales Assistant (KATY)	Industry Referral
3. Account Executive (KATY)	Employee Referral
4. Account Executive (KATY)	Unsolicited Resume
5. Account Executive (KATY)	On-Air Advertisement
6. Promotions Director (KATY)	All Access Web Site
7. Promotions Director (KATY)	Internal Promotion
8. Account Executive (KCXX)	On-air Advertisement
9. Account Executive (KCXX)	Stations' Web sites
10. Account Executive (KCXX)	Stations' Web sites
11. Account Executive (KCXX)	Stations' Web Sites
12. Account Executive (KCXX)	Stations' Web Sites

**4) Full-Time Job Vacancies Filled by Each Station. (cont.)**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
13. Production Director (KATY)	Academy of Radio Broadcasting
14. Marketing Director (KCXX)	All Access Website
15. Promotions Director (KCXX)	Internal Promotion
16. Program Director (KCXX)	Internal Promotion
17. Promotions Director (KCXX)	Internal Promotion
18. Program Director (KATY)	Internal Promotion
19. Account Executive (KATY)	Stations' Web sites
20. Account Executive (KATY)	On-Air Advertisement
21. Account Executive (KATY)	On-Air Advertisement
22. Account Executive (KATY)	On-Air Advertisement/Employee Referral
23. Account Executive (KATY)	Employee Referral
24. Account Executive (KCXX)	Employee Referral
25. Account Executive (KCXX)	On-Air Advertisement/Re-Hire

**5) Job Title: Traffic Manager (1) Referral Source(s) of Hiree: Exigent Circumstances**

No recruitment was conducted due to exigent circumstances in filling this vacancy.

**5) Job Title: Sales Assistant (2) Referral Source(s) of Hiree: Industry Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	0	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	0	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No
Industry Referral				3	

**5) Job Title: Account Executive (KATY) (3) Referral Source(s) of Hiree: Employee Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	2	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	1	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No
Employee Referral				1	

**5) Job Title: Account Executive (KATY) (4) Referral Source(s) of Hiree: Unsolicited Resume**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	0	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	0	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No
Unsolicited Resume				1	

**5) Job Title: Account Executive (KATY) (5) Referral Source(s) of Hiree: On-Air Advertisement**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	1	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	3	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Promotions Director (KATY) (6) Referral Source(s) of Hiree: All Access 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)
All Access Site	N/A	<a href="http://www.allaccess.com">www.allaccess.com</a>		24	No
Southern CA Broadcasters Assoc.	LaFern Watkins	<a href="http://www.scba.com">www.scba.com</a>		3	No
Academy of Radio Broadcasting	Doreen Dunn	16052 Beach Blvd. Huntington Beach, CA 92647	(714) 842-0100	4	No
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	0	No

**5) Job Title: Promotions Director (KATY) (7) Referral Source(s) of Hiree: Internal Promotion**

This vacancy was filled through an internal promotion and, in compliance with the Commission's EEO rules, full recruitment was not conducted.

**5) Job Title: Account Executive (KCXX) (8) Referral Source(s) of Hiree: On-air Advertisement**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	6	No
KCXX (FM) & KATY (FM) On-air advertisements	Kimberly Martinez	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	5	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Account Executive (KCXX) (9)****Referral Source(s) of Hiree: Stations' Web sites**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	3	No
KCXX (FM) & KATY (FM) On-air advertisements	Kimberly Martinez	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	4	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Account Executive (KCXX) (10)****Referral Source(s) of Hiree: Stations' Web sites**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	8	No
KCXX (FM) & KATY (FM) On-air advertisements	Kimberly Martinez	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	2	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Account Executive (KCXX) (11)****Referral Source(s) of Hiree: Stations' Web sites**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	4	No
KCXX (FM) & KATY (FM) On-air advertisements	Kimberly Martinez	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	5	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Account Executive (KCXX) (12)****Referral Source(s) of Hire: Stations' Web sites**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	3	No
KCXX (FM) & KATY (FM) On-air advertisements	Kimberly Martinez	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	1	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Production Director (13)****Referral Source(s) of Hire: Academy of Radio Broadcasting**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Academy of Radio Broadcasting	Doreen Dunn	16052 Beach Blvd. Huntington Beach, CA 92647	(714) 842-0100	4	No
Employee Referral				3	

**5) Job Title: Marketing Director (14)****Referral Source(s) of Hire: All Access Web site**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
All Access Site	N/A	<a href="http://www.allaccess.com">www.allaccess.com</a>		75	No
Radio Online	Shawn Alex	<a href="http://www.radioonline.com">www.radioonline.com</a>		10	No

**5) Job Title: Promotions Director (15)****Referral Source(s) of Hire: Internal Promotion**

This vacancy was filled through an internal promotion and, in compliance with the Commission's EEO rules, full recruitment was not conducted.

**5) Job Title: Program Director (16)****Referral Source(s) of Hire: Internal Promotion**

This vacancy was filled through an internal promotion and, in compliance with the Commission's EEO rules, full recruitment was not conducted.

**5) Job Title: Promotions Director (KCXX) (17)****Referral Source(s) of Hire: Internal Promotion**

This vacancy was filled through an internal promotion and, in compliance with the Commission's EEO rules, full recruitment was not conducted.

**5) Job Title: Program Director (KATY) (18)****Referral Source(s) of Hiree: Internal Promotion**

This vacancy was filled through an internal promotion and, in compliance with the Commission's EEO rules, full recruitment was not conducted.

**5) Job Title: Account Executive (KATY) (19)****Referral Source(s) of Hiree: Stations' Web sites**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	2	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	5	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Account Executive (KATY) (20)****Referral Source(s) of Hiree: On-Air Advertisement**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	7	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	3	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Account Executive (KATY) (21)****Referral Source(s) of Hiree: On-Air Advertisement**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	1	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	4	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Account Executive (KATY) (22) Referral Source(s) of Hiree: On-Air Advertisement/Employee Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	0	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	1	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**5) Job Title: Account Executive (KATY) (23) Referral Source(s) of Hiree: Employee Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	0	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	0	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No
Employee Referral				1	

**5) Job Title: Account Executive (KATY) (24) Referral Source(s) of Hiree: Employee Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	0	No
KCXX (FM) & KATY (FM) On-air advertisements	Kevin Watson	27450 Ynez Rd., Suite 316 Temecula, CA 92591	(951) 506-1222	0	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No
Employee Referral				1	

**5) Job Title: Account Executive (KCXX) (28) Referral Source(s) of Hiree: On-Air Advertisement/Re-Hire**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KCXX (FM) & KATY (FM) Websites	Steven Hay	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	3	No
KCXX (FM) & KATY (FM) On-air advertisements	Kimberly Martinez	242 E. Airport Dr., Suite 106 San Bernardino, CA 92408	(909) 384-1039	4	No
Apple One	Sonna	165 W. Hospitality #23 San Bernardino, CA	(909) 884-6351	0	No

**6) Total # of Interviewees Referred:** For the period from July 23, 2004 to July 22, 2005, this Employment Unit interviewed 246 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Internship Program**

All Pro conducts an internship program through which students are exposed to all departments at the stations. The stations advertise the internship program by posting notices at local colleges and universities, on the stations' web sites and at broadcasting schools. The stations receive several applications for the internship program each month. The interns in the program include college students earning college credit, as well as students who just want to learn about the broadcasting business. The interns serve throughout the stations to gain experience in each department, including sales, programming, promotions and the business office. During the internships, the interns learn all of the inner workings of a radio station and are responsible for a variety of tasks, including preparing for a promotional event, making sales calls, filing, and learning how to create and produce commercial spots.

**(b) Chamber of Commerce Career Mixers**

On August 19, 2004, All Pro's General Manager, Sales Manager and KATY's Business Manager attended a Hemet/San Jacinto Chamber of Commerce Career Mixer at 615 N. San Jacinto, Hemet 92543.

On September 27, 2004, All Pro's General Manager, Sales Manager and KATY's Business Manager attended a San Bernardino Chamber of Commerce Career Mixer at Hilton, 285 Waterman Avenue, San Bernardino 92408.

On May 25, 2005, All Pro's General Manager, Sales Manager and KATY's Business Manager attended a Temecula Chamber of Commerce Career Mixer at 26790 Ynez Court, Temecula 92591.

On June 22, 2005, All Pro's General Manager, Sales Manager and KATY's Business Manager attended an Idyllwild Chamber of Commerce Career Mixer at 54248 N. Circle Drive, B2, Idyllwild.

At the Mixers, All Pro's personnel spoke with attendees about career opportunities in the broadcast industry. In addition, they discussed the skills necessary for success in the broadcast industry, as well as ways to acquire such skills. All Pro's personnel also distributed information to attendees about any vacancies at the stations.

**(c) Establishment of Sales Training Program**

All Pro has established a training program for all of its account executives. As part of the training program, All Pro sends the account executives to training seminars conducted by RAB and Arbitron. At the RAB seminars, the account executives learn about the broadcast industry, the market and ways to help clients. The Arbitron training provides the account executives with methods of how to read and print Arbitron reports. Through the RAB and Arbitron seminars, the account executives acquire some of the skills necessary to serve as a Sales Manager. During

the reporting period, twenty six account executives from both the KCXX and KATY locations have participated in the training program.

**(d) Participation in Events Sponsored by Local Colleges**

On August 24, 2004, All Pro's Promotion's staff participated in an event sponsored by Mt. San Jacinto College. At the event, The Promotions Team discussed career opportunities in the broadcast industry, as well as the skills necessary for success in the broadcast industry.

On August 31, 2004, All Pro's Promotions staff participated in an event sponsored by Victor Valley College. At the event, an On-air Personality discussed career opportunities in the broadcast industry, as well as the skills necessary for success in the broadcast industry.

On October 16, 2004, All Pro's Promotional staff participated in an event sponsored by University of Redlands. At the event, an On-air Personality discussed career opportunities in the broadcast industry, as well as the skills necessary for success in the broadcast industry.

On February 11, 2005, All Pro's Promotional staff participated in an event sponsored by Cal State University San Bernardino. At the event, an On-air Personality discussed career opportunities in the broadcast industry, as well as the skills necessary for success in the broadcast industry.

On February 15, 2005, All Pro's Promotional staff participated in an event sponsored by Riverside Community College. At the event, an On-air Personality/Member of the Promotions Team discussed career opportunities in the broadcast industry, as well as the skills necessary for success in the broadcast industry.

**(e) Training of Management Personnel**

On an annual basis, All Pro sends management personnel, including its Business Managers, to a training seminar offered by the California Chamber of Commerce regarding practices for ensuring equal employment opportunity and preventing discrimination and harassment. The management personnel then meet to discuss the information presented at the seminar and establish procedures for the stations.

**(f) Station Tours**

All Pro gives tours to Scout groups and groups from local high schools throughout the year. All Pro's Promotional Department meets with the children and gives a presentation on how a radio station operates. On this tour the children are taken through the station, one department at a time and are told how each department operates, the importance of that the department and how all the departments make up the radio station. They are lead into the on-air studio and are allowed to watch the Jock broadcast over the air. They are also shown how radio production is created.