

**Pacific Empire Radio**

**EEO Public File Report**

Date	Oct 1, 2011–Sept 30, 2012
<b>Call Letters</b>	<b>City of Licenses</b>
KLBM AM	La Grande, OR
KBKR AM	Baker City, OR
KUBQ FM	La Grande, OR
KRJT FM	Elgin, OR
KKBC FM	Baker City, OR

**Vacancy List**

	Position Title and Date Hired	Recruitment Source for Hiree	Recruitment Sources used to fill Full-Time Vacancy (RS #'s)	Referral Source of Interviewees	
				Referral Source	Number Interviewed
A	Account Exec. - 5/2/12	Facebook	RS #'s 1-9	Facebook -1 Walk-In - 1 Oregon Employment Department - 1	3
B	Account Exec. - 6/8/12	Oregon Employment Department	RS #'s 1-9	Oregon Employment Department - 5	5
C	Office Manager - 7/27/12	Oregon Employment Department	RS #'s 1-9	Oregon Employment Department - 2	2
D	On-Air/Account Exec. - 2-1-12	Internal Referral		Internal Referral -1	1

The total number of persons interviewed for all full-time positions during the period covered by during the period covered by this Report was: 11."

### Master Recruitment Source List (MRSL)

RS #	RS Information	Vacancy	Number Referred
1	Eastern Oregon University One University Blvd La Grande, OR 97850 541-962-3972	Yes	0
2	The Observer 1406 5 <sup>th</sup> La Grande, OR 97850 541-963-3161	Yes	0
3	OAB 9020 SW Washington Square Rd Suite 140 Portland, OR 97223	Yes	0
4	State of Oregon Employment Department 1901 Adams Ave Ste 5 La Grande, OR 97850 541-963-7111	Yes	13
5	Internal Referral	Yes	1
6	Pacific Empire Radio – Walk-In	Yes	2
7	Station Website	Yes	0
8	Craigslist Website	Yes	0
9	All Access	Yes	0
10	Facebook	Yes	1
11	On Air Advertising – KLBM,KBKR,KUBQ,KKBC,KRJT	Yes	0

### Recruitment Initiatives

Initiatives	Date	Location	Description	Title of Employees Involved
Training Programs	On-going throughout the year	La Grande, OR	All employees are up to date on training at all times and are encouraged to apply for positions within the company for job advancement.	General Manager, Office Manager, Account Executive, On-Air, Production
Internship	On-going throughout the year	La Grande, OR	Our internship program is open to anyone interested in learning functions of the station, Programming, web based media, etc....	General Manager, Program Director
Mentoring young advertising executives and programming	On-going throughout the year	La Grande, OR	Our management team always mentors young account executives and programmers whenever	General Manager, Office Manager, Account

people			possible.	Executive
Job Shadow	April 2012	La Grande, OR	On-air personality, production, and Account Executive participated in La Grande Middle School's career day. Two students learned about the radio station, wrote a report about what they learned, and answered questions for their teacher.	Account Executive, On-Air