

PUBLIC FILE REPORT – AUGUST 1, 2012 THROUGH JULY 31, 2013

As a licensee of the Federal Communications Commission, Redwood Empire Stereocasters affords equal employment opportunity without regard to race, color, religion, national origin, or sex.

EEO Annual Report for Redwood Empire Stereocasters

This Annual EEO Report is filed on behalf of KZST (FM), KJZY (FM), KTRY (FM) and KWVF (FM), (the "Stations") in compliance with the FCC's EEO reporting requirements. KZST, KJZY, KTRY and KWVF, owned by Redwood Empire Stereocasters, share at least one employee. Thus, FCC rules deem the Stations a "single employment unit" and require the filing of a joint report. This report includes information from August 1, 2012, through July 31, 2013, and will be placed in the Stations' public files and on the Stations' respective websites.

Job Vacancy Information

KZST, KJZY, KTRY and KWVF are equal opportunity employers that are committed to meeting the Stations' EEO obligations. All full-time job vacancies are posted with several sources, including national and local minority organizations, schools, newspapers, and help-wanted and industry websites. The Stations' list of recruitment sources has been updated to include email addresses and will be used to notify potential applicants for full-time positions. The Stations will continue to actively seek out new sources. The Stations encourage organizations that distribute employment information or refer prospective candidates to contact us so that they may be placed on our mailing list to receive notification of future vacancies. The Stations will broadcast announcements four times a year in rotating dayparts inviting interested organizations to be added to our mailing list. Notices on the Stations' websites extend a similar invitation.

Long-Term Recruitment Measures

The Stations participate in long-term recruitment measures both individually and together. Job/Career Fairs are attended by Stations General Manager, Sales Manager (Regional or Local) and/or Business Manager and if another specific opening exists, the appropriate department head attends.

The Stations co-sponsor a Job/Career Fair at Santa Rosa Junior College and at Sonoma State University, as well as California Employment Development Dept – Veterans Job Fair.

The Stations participate in Career Days at local schools, particularly at Sonoma State University and Santa Rosa Junior College.

The Stations participate in a scholarship program for local students to facilitate their study of broadcasting. This is the University Scholarship Program through Sonoma State University SSU Academic Foundation.

Specific Full-Time Positions Filled

Marketing Consultant 8/6/2012

Marketing Consultant 1/14/2013

The Stations continue to refine procedures and increase recruitment sources.

The Stations will regularly assess and improve recruitment methods and sources by analyzing their effectiveness and making changes as appropriate.

OUTREACH LISTING

The Stations furnish job listings to the following organizations that distribute information about employment opportunities to job seekers:

Empire College

Fax: 707-546-4008

Phone: 707-546-4000 x242

Address: 3035 Cleveland Avenue, Santa Rosa, CA 95403

Contact: Lucille Inman, Career Services Director
Phil Vo, Career Development Manager

Email: linman@empirecollege.com
pvo@empirecollege.com

Website: www.empcol.edu

San Francisco State University/BECA Department Office

Fax: 415-338-1168

Phone: 415-338-1787

Address: 1600 Holloway Avenue, San Francisco, CA 94132

Contact: Angela Dornbusch, Assistant Office Manager

Email: beca@sfsu.edu

Santa Rosa Junior College, Student Employment

Fax: 707-522-2450

Phone: 707-522-4476

Address: 1501 Mendocino Avenue, Santa Rosa, CA 95401

Contact: Toby, Student Employment Specialist

Email: guser20@santarosa.edu

Website: www.santarosa.edu/stuemp/jobs

Santa Rosa Junior College, Career Center

Fax: 707-527-4690

Phone: 707-522-2717

Address: 1501 Mendocino Avenue, Santa Rosa, CA 95401

Contact: Suzanne Papa, Career Advisor

Email: spapa@santarosa.edu

Website: www.santarosa.edu/career

Sonoma State University Career Center

Fax: 707-664-4016
Phone: 707-664-2548
Address: 1801 E. Cotati Avenue, Rohnert Park, CA 94928
Contact: Sarah Dove
Email: sarah.dove@sonoma.edu
Website: www.sonoma.edu/sas/crc/

American Canyon Chamber of Commerce

Phone: 707-552-3650
Fax: 707-552-9724
Address: 3427 Broadway #F-3, American Canyon, CA 94503
Contact: Susan Lane
Email: james@amcanchamber.org
Website: www.amcanchamber.org

Benicia Chamber of Commerce

Phone: 707-745-2120
Fax: 707-745-2275
Address: 601 First Street, #100, Benicia, CA 94510
Contact: Peggy
Email: beniciachamber@aol.com
Website: www.beniciachamber.com

Clear Lake Chamber of Commerce

Phone: 707-994-3600
Fax: 707-994-3603
Address: 14913 Lakeshore Dr, Clearlake, CA 95422
Contact: Tamara Richmond
Email:
Website: www.visitclearlakeca.com

Corte Madera Chamber of Commerce

Phone: 415-924-0441
Fax: 415-924-1839
Address: 129 Town Center, Corte Madera, CA 94925
Contact: Julie
Email: chamber@cortemadera.org
Website: www.cortemadera.org

Dixon Chamber of Commerce

Phone: 707-678-2650
Fax: 707-678-3654
Address: P. O. Box 159, Dixon, CA 95620
Contact: Carol Pruet
Email: info@dixonchamber.org
Website: www.dixonchamber.org

Fairfield-Suisun Chamber of Commerce

Phone: 707-425-4625
Fax: 707-425-0826
Address: 1111 Webster Street, Fairfield, CA 94533

Contact: Debbie Tavey
Email: Debbie@ffsc-chamber.com
Website: www.ffsc-chamber.com

Greater Ukiah Chamber of Commerce

Phone: 707-462-4705
Fax: 707-462-5059
Address: 309 E. Perkins Street, Ukiah, CA 95482
Contact: Mary
Email: ukiahcamber@gmail.com
Website: www.ukiahchamber.com

Healdsburg Chamber of Commerce & Visitors Center

Phone: 707-433-6935
Fax: 707-433-7562
Address: 217 Healdsburg Avenue, Healdsburg, CA 95448
Contact: Carla Howell
Email: Carla@healdsburg.com
Website: www.healdsburg.com

Hispanic Chamber of Commerce Marin County

Phone: 415-721-9686
Fax: email only
Address: P. O. Box 4423, San Rafael, CA 94913
Contact: Cecilia Zamora
Email: info@hccmarin.com
Website: www.hccmarin.com

Hispanic Chamber of Commerce Sonoma County

Phone: 707-575-3648
Fax: 707-575-3693
Address: 3033 Cleveland Avenue #306, Santa Rosa, CA 95403
Contact: Pedro Toledo
Email: hccadmin@hcc-sc.org
Website: www.hcc-sc-org

Lake County Chamber of Commerce

Phone: 707-263-5092
Fax: 707-263-5104
Address: 875 Lakeport Blvd. Lakeport 95453
Contact: Melissa Fulton
Email: ceo@lakecochamber.com
Website: www.lakeportchamber.com

Mendocino Coast Chamber of Commerce

Phone: 707-961-6300
Fax: 707-964-2056
Address: 217 S. Main Street, Fort Bragg, CA 95437
Contact: Debra DeGraw
Email: chamber2@mcn.org
Website: www.mendocinocoast.com

Napa Chamber of Commerce

Phone: 707-226-7455
Fax: 707-226-1171
Address: 1556 First Street, Napa, CA 94559
Contact: Chris Messina
Email: chris@napachamber.com
Website: www.napachamber.com

Napa County Hispanic Chamber of Commerce

Phone: 707-363-6537
Fax: 707-226-1071
Address: P. O. Box 6647, Napa, CA 94581
Contact: Marisa Loza
Email: marisa.loza@sbcglobal.net
Website: www.napacountyhcc.com

Novato Chamber of Commerce

Phone: 415-897-1164
Fax: email only
Address: 807 DeLong Avenue, Novato, CA 94945
Contact: Coy Smith
Email: coy@novatochamber.com
Website: www.novatochamber.com

Petaluma Area Chamber of Commerce

Phone: 707-762-2785
Fax: 707-762-4721
Address: 6 Petaluma Blvd North #A-2, Petaluma, CA 94952
Contact: Onita Pellegrini
Email: onitap@petalumachamber.com
Website: www.petalumachamber.com

Rohnert Park Chamber of Commerce

Phone: 707-584-1415
Fax: 707-584-2945
Address: 101 Golf Course Drive #C-7, Rohnert Park, CA 94928
Contact: Lisa Bagwell
Email: info@rohnertparkchamber.org
Website: www.rohnertparkchamber.org

San Anselmo Chamber of Commerce

Phone: 415-454-2510
Fax: 415-258-9458
Address: P. O. Box 2844, San Anselmo, CA 94979
Contact: Connie Rodgers
Email: info@sananselmochamber.org
Website: www.sananselmochamber.org

San Rafael Chamber of Commerce

Phone: 415-454-4163
Fax: 415-454-7039
Address: 817 Mission Avenue, San Rafael, CA 94901

Contact: Rick Wells
Email: frontdesk@srchamber.com
Website: www.srchamber.com

Santa Rosa Chamber of Commerce

Phone: 707-545-1414
Fax: 707-545-6914
Address: 1260 N. Dutton Avenue #272, Santa Rosa, CA 95401
Contact: Jonathan Coe
Email: jonathanc@santarosachamber.com
Website: www.santarosachamber.com

Sausalito Chamber of Commerce

Phone: 415-331-7262, ext 10
Fax: 415-332-0323
Address: 1913 Bridgeway, Sausalito, CA 94965
Contact: Oonagh Kavanagh
Email: oonagh@sausalito.org
Website: www.sausalito.org

Sebastopol Area Chamber of Commerce

Phone: 707-823-3032
Fax: 707-823-8439
Address: 265 South Main Street, Sebastopol, CA 95472
Contact: Teresa Ramondo
Email: chamber@sebastopol.org
Website: www.sebastopol.org

Solano Hispanic Chamber of Commerce

Phone: 707-410-5399
Fax: 209-846-7065
Address: 976 Admiral Callaghan Lane, Vallejo, CA 94591
Contact: Karla Prieto
Email: president@solhcc.com
Website: www.solanohispanicchamber.com

Vacaville Chamber of Commerce

Phone: 707-448-6424
Fax: 707-448-0424
Address: 300 Main Street #A, Vacaville, CA 95688
Contact: Mark Creffield
Email: mark@vacavillechamber.com
Website: www.vacavillechamber.com

Vallejo Chamber of Commerce

Phone: 707-644-5551
Fax: 707-644-5590
Address: 427 York Street, Vallejo, CA 94590
Contact: Rich Curtola
Email: rich@vallejochamber.com
Website: www.vallejochamber.com

Willits Chamber of Commerce

Phone: 707-459-7910
Fax: 707-459-7914
Address: 299 E. Commercial Street, Willits, CA 95490
Contact: Lynn Kennelly
Email: info@willits.org
Website: www.willits.org

Windsor Chamber of Commerce and Visitors Center

Phone: 707-838-7285
Fax: 707-838-2778
Address: 9001 Windsor Road, Windsor, CA 95492
Contact: Christine Tevini
Email: Christine@windsorchamber.com
Website: www.windsorchamber.com

Yountville Chamber of Commerce

Phone: 707-944-0904
Fax: 707-944-4465
Address: 6484 Washington Street #F, Yountville, CA 94599
Contact: Cynthia Saucerman
Email: cindy@yountville.com
Website: www.yountville.com

Employment Development Department/Local Veterans Employment

Fax: 707-576-2859
Phone/office: 707-576-2014
Phone/cell: 707-758-0530
Contact: Claudio Calvo
Email: claudio.calvo@edd.ca.gov
Website: www.edd.ca.gov

Cloverdale Regional Library

Fax: 707-894-1861
Phone: 707-894-5271
Address: 401 N. Cloverdale Blvd., Cloverdale, CA 95425
Contact: Cindy Wilson, Branch Manager
Email: lwilson@sonoma.lib.ca.us
Website: www.sonomalibrary.org/branches/cloverdale

Guerneville Regional Library

Fax: 707-869-1267
Phone: 707-869-9004
Address: 14107 Armstrong Woods Rd, Guerneville, CA 95446
Contact: Mairi Barksy, Branch Manager
Email: mairi@sonoma.lib.ca.us
Website: www.sonomalibrary.org/branches/guerneville

Healdsburg Public Library

Fax: 707-433-7946
Phone: 707-433-3772
Address: 139 Piper Street, Healdsburg, CA 95448

Contact: Catherine Martin, Branch Manager

Email:

Website: www.sonomalibrary.org/branches/healdsburg

Coach 2 Career, Catholic Charities

Fax: 707-575-5330

Phone: 707-542-5426

Address: 465 "A" Street, Santa Rosa, CA 95403

Contact: Bonifacio Torres, Coordinator

Email: bonifaciorres@sbcglobal.net

Sonoma County Job Link – Sonoma County Human Services Department

Fax: 707-565-5555

Phone: 707-565-5550

Address: 2227 Capricorn Way Suite 100, Santa Rosa, CA 95407

Contact: Resource Room and/or Alix Shor (565-5602)

Email: mjelber@schsd.org

Website: www.joblinksonomacounty.org

Sonoma County Workforce Investment Board

Fax: 707-565-8515

Phone: 707-565-8500

Address: 2227 Capricorn Way #100, Santa Rosa, CA 95407

Contact: Sherry Alderman/Scott Kincaid

Email: sadlerman@schsd.org

Website: www.sonomawib.org

Marin County Workforce Investment Board/Employment Connection

Fax: email only

Phone: 415-473-3300

Address: 120 N. Redwood Drive, San Rafael, CA 94903

Contact: Racy Ming/Jennifer Gotti

Email: info@marinemployment.org

Website: www.marinemployment.org

YWCA of Sonoma County

Fax: 707-546-0969

Phone: 707-546-9922

Address: 2255 Challenger Way, Santa Rosa, CA 95407

Contact: Career Counselor

Email: fax only

Website: www.ywca.org

*Goods Entertainment (on-air only)

Fax: 801-460-3100

Phone: 800-867-9532

Address: adam@goodsentertainment.com

Contact: Adam Goodman

LDS Employment Service

Fax: email only

Phone: 707-573-1324

Address: 1500 Northpoint Parkway, Santa Rosa, CA 95407

Contact: Volunteers
Email: ldsemploysr@gmail.com
Website: www.lds.org/employment

The Stations furnish job listings to the following website job posting sources that distribute information about employment opportunities to job seekers:

California Employment Development Department
www.caljobs.ca.gov
Music Jobs.com
<https://us.music-jobs.com/jobsboard>
National Association of Broadcasters Clearinghouse
www.nab.org
California Broadcasters Association
www.ncradio.com
Craigslist.com – purchased ads when requested
www.craigslist.com
All Access
www.allaccess.com
AMFMJobs
www.amfmjobs.com
Inside Radio
www.insideradio.com
Radio & Television News Directors Association
www.rtnda.com
Radio Ink
www.radioink.com

Below is a list of Job Fairs/Career Days attended during the period:

Sonoma State University – Career Fair, Rohnert Park Campus, February 21, 2013. Attended and staffed by Tom Skinner, VP/General Manager. Job and career fair for those looking to begin in the world of work or change careers.

Employment Development Department-Veterans Hiring – May 1, 2013. Attended and staffed by Linda Gummerson, VP/Business Manager. Day focuses on hiring opportunities for Veterans, but is open to all job seekers. Over 1,000 people attended this event.

Sonoma State University – Rohnert Park/Santa Rosa, June 26, 2013. Brent Farris, VP/Programming and Ben Staub, Producer, spoke through a webinar on radio, KZST, how to get into the broadcast business. Attendees seemed eager to learn about the subject and hopefully will look more closely at broadcasting as a career.

Below is a list of Seminars/Job/Career Fairs co-sponsored:

Sonoma State University – Career Fair, Rohnert Park Campus, February 23, 2012. Job and career fair for those looking to begin in the world of work or change careers.

Employment Development Department-Veterans Job Fair – May 1, 2013. Day focuses on hiring opportunities for Veterans, but is open to all job seekers.

Station Tours designed to provoke interest in careers in broadcasting:

11/19/2012: Mother and 7-year-old son from Santa Rosa dropped in for a tour. Young boy had expressed interest in visiting the station. Hope to spark interest in broadcasting careers.

2/25/2013. Girl Scout Troop #10772, Santa Rosa. They are always curious about what goes on in a radio station. We discuss various positions and what may be needed in future to pursue jobs in broadcasting.

2/28/2013: Boy Scouts, Santa Rosa. A tour and introduction to broadcasting discussing careers available.

3/13/2013: Cub Scout Den (Rincon Valley). This was a “go see it” activity the Cub Scouts must complete. May spark interest someday.

4/25/2013: Tiger Cub Scout Den (Pack #5 Rincon Valley). This was a “go see it” activity the Cub Scouts must complete. May spark interest someday.

5/1/2013: Leadership Santa Rosa – Media Day Tour. 2 groups of potential community leaders are familiarized about our stations and broadcasting in general.

7/19/2013: Family of 5 invited to tour by Morning Announcer. From West Santa Rosa. The 3 children attend private school and wanted to see what radio was all about.

7/15/2013: 17 Chinese Exchange Students from a 3-week Cultural Homestay International English Immersion Program. This was their first visit to any radio station here or in China. Language barrier was a little difficult, but all seemed very interested.

FULL-TIME POSITIONS HIRED 8/1/12-7/31/13

Job Title:	Marketing Consultant
Stations:	All
Candidates Interviewed, number of:	6 (2 external referral, 2 internal referral, 2 website)
Candidate Hired:	Yes – source: External Referral
Hire Date:	8/16/2012

Referral Sources Contacted for Job Posting:

KZST, KJZY & KTRY Websites
Radio Ads
EDD/Veterans Job Fair
Craigslist.com
Empire College
San Francisco State University
Santa Rosa Jr College, Student Employment
Santa Rosa Jr College, Communication Studies
Sonoma State Career Services
College of Marin
Sonoma County Job Link
Northern California Broadcasters Assn
YWCA of Sonoma County
Caljobs.ca.gov
External Referrals & drop-ins
Internal Referrals

Job Title:

Marketing Consultant

Stations:

All

Candidates Interviewed, number of:

6 (1 Craigslist, 1 external referral, 1 internal referral, 3 website)

Candidate Hired:

Yes – source: Internal Referral

Hire Date:

1/14/2013

Referral Sources Contacted for Job Posting:

KZST, KJZY & KTRY Websites
Empire College
San Francisco State University
Santa Rosa Jr College, Career Center
Santa Rosa Jr College, Communication Studies
Sonoma State Career Services
College of Marin
Hispanic Chamber of Commerce
Employment Development Dept/Local Veterans
Employment
Sonoma County Job Link
Northern California Broadcasters Assn
YWCA of Sonoma County
Caljobs.ca.gov
CraigsList.com
MusicJobs.com
Internal Referral
External Referrals & drop-ins

Summary of Interviewees by Referral Sources For This Period

KZST/KJZY/KTRY/KWWF Websites	5
Craigslist	1
External Referrals	3
Internal Referrals	3