

PUBLIC FILE REPORT – AUGUST 1, 2018 THROUGH JULY 31, 2019

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), KBBL (FM), KJZY (HD1 & HD2) and KWVF (FM), (the “Stations”) in compliance with the FCC’s EEO reporting requirements. KZST, KBBL, KJZY HD1&HD2 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, 2018, through July 31, 2019, and will be placed in the Stations’ public files on the FCC website and on the Stations’ respective websites.

Job Vacancy Information

KZST, KBBL, KJZY HD1&HD2 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 twice a year with The Santa Rosa Press Democrat.

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

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.

Job Fairs/Career Days attended during the period:

Press Democrat Job Fair

Seminars/Job/Career Fairs co-sponsored:

Press Democrat Job Fair

Internships Offered during the period:

Four internship positions were made available during the period for Marketing & Promotions Assistant; On-Air Show Producer; Sales Assistant and Business Office Assistant. Currently the Marketing & Promotions Assistant Internship is shared by two students from Sonoma State University.

Station Tours designed to provoke interest in careers in broadcasting:

10/02/2018

Windsor Middle School Theater Program. 15 kids plus parents & teacher. Toured station, produced an ad for their school musical and talked to staff about radio and advertising.

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: pvo@empirecollege.com
Website: www.empcol.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: jobs posted online
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: Career Advisor
Email: jobs posted online
Website: www.santarosa.edu/career

Sonoma State University Career Center

Website: www.handshake.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

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:
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:
Email:
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:
Email:
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:
Email:
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

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

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

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: info@windsorchamber.com
Website: www.windsorchamber.com

Employment Development Department

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

Sonoma County Job Link – Sonoma County Human Services Department
& Sonoma County Workforce Investment Board

Fax: 707-565-5555
Phone: 707-565-5550
Address: 2227 Capricorn Way Suite 100, Santa Rosa, CA 95407
Contact: Eric Rittenhouse (565-5665) Resource Room (565-5578)
Email: erittenhouse@schsd.org
Website: www.joblinksonomacounty.org
Good Will Industries
Sonoma Works
Department of Rehabilitation
Experience Works
Economic Development Board
Community Family Service Agency

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
Traffic Directors Guild of America
Email: tdga@cox.net
Website www.tgda.org

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

Redwood Empire Stereocasters websites:

KZST.com
1063thebull.com
Smooth937.com
KJZY.com
Thewolf.fm

Broadcast Career Link+Diversity - NAB

www.broadcastcareerlink.com

California Employment Development Department

www.caljobs.ca.gov

Music Jobs.com

<https://us.music-jobs.com/jobsboard>

California Broadcasters Association

www.yourcba.com

Craigslist.com – purchase ads when requested

www.craigslist.org

University of California, Berkeley Career Center – purchase ads when requested

<http://jobs.calaxe.com>

All Access

www.allaccess.com

AMFMJobs

www.amfmjobs.com

Country Aircheck

www.countryaircheck.com

Inside Radio

www.insideradio.com

LinkedIn

www.linkedin.com

Media Recruiter

www.mediarecruiter.com

Radio Advertising Bureau

www.rab.com

Radio & Television News Directors Association

www.rtnda.com

Radio Ink
www.radioink.com
 Ramp 247
www.ramp2247.com
 Traffic Directors Guild of America
www.tdga.org
 Facebook post on Stations' Facebook pages as requested

Specific Full-Time Positions Filled

| | |
|---------------------------------------|---|
| Sales & Marketing Consultant | 2 |
| Program Director & On-Air Personality | 1 |
| Promotions & Marketing Director | 1 |

Specific Full-time Positions Open

Sale & Marketing Consultant

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.

Full-Time Positions Hired 8/1/18-7/31/19

| | |
|---|--|
| Job Title: | <u>Marketing Consultant</u> |
| Stations: | All |
| Candidates Interviewed, number of: | 5 (2 RAB.com; 2 radio ads; 1 external referral) |
| Candidate Hired: | Yes (referred from RAB.com) |
| Hire Date: | 1/9/2019 |
| Referral Sources Contacted for Job Posting: | KZST, KJZY, KBBL & KWVF Websites Ads on KZST, KJZY, KBBL & KWVF Craigslist.org Linkedin.com MediaRecruiter.com RAB.com External Referrals & drop-ins Internal Referrals |

Job Title: KBBL On Air Personality
Stations: KBBL
Candidates Interviewed, number of: 4
(3 Allaccess.com; 1 Countryaircheck.com)
Candidate Hired: Yes (referred from Allaccess.com)
Hire Date: 05/28/2019
Referral Sources Contacted for Job Posting:
KZST, KJZY, KBBL & KWVF Websites
Broadcast Career Link+Diversity– NAB
All Access.com
Countryaircheck.com
Ramp247.com
External Referrals & drop-ins
Internal Referrals

Job Title: Promotions & Marketing Director
Stations: All
Candidates Interviewed, number of: 3
(2 Broadcast Career Link+Diversity; 1 internal)
Candidate Hired: Yes (referred internally)
Hire Date: 02/04/2019
Referral Sources Contacted for Job Posting:
KZST, KJZY, KBBL & KWVF Websites
Broadcast Career Link+Diversity– NAB
All Access website
External Referrals & drop-ins
Internal Referrals

Job Title: Marketing Consultant
Stations: All
Candidates Interviewed, number of: 6
(3 Press Democrat Job Fair; 3 radio ads)
Candidate Hired: Yes (referred Press Democrat Job Fair)
Hire Date: 05/01/2019
Referral Sources Contacted for Job Posting:
KZST, KJZY, KBBL & KWVF Websites
Ads on KZST, KJZY, KBBL & KWVF
Press Democrat Job Fair
External Referrals & drop-ins
Internal Referrals

Summary of Interviewees by Referral Sources For This Period

| | |
|---------------------------------------|---|
| RES Radio Stations Advertising | 5 |
| Press Democrat Job Air | 3 |
| Broadcast Career Link+Diversity – NAB | 2 |
| AllAccess.com | 2 |
| CountryAircheck.com | 2 |
| Radio Advertising Bureau Classified | 2 |
| External Referrals | 1 |
| Internal Referrals | 1 |