

# 2023 ANNUAL EEO PUBLIC FILE REPORT

## Brooke Communications, Inc.

Stations: KRSB-FM, Roseburg, OR  
 KQEN(AM), Roseburg, OR  
 KKMx(FM), Tri City, OR  
 KSKR-FM, Sutherlin, OR  
 KSKR(AM), Roseburg, OR  
 KWRZ(FM), Roseburg, OR

Reporting Period: Sept. 21, 2022 – Sept. 20, 2023

No. of Full-time Employees: More than 10  
 Small Market Exemption: Yes

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

<p><i>Participated in <b>job banks, internet programs, and other programs</b> designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).</i></p>	<p>The licensee actively reaches out to the community and its audiences through Facebook and its website 541radio.com.</p>
<p><i>Participated in <b>job fairs</b> by station personnel who have substantial responsibility in making hiring decisions.</i></p>	<p>General Manager participated in New Employee Orientation at CHI Mercy Health where she spoke of Brooke Communications’ involvement with Mercy Foundation and the importance of a strong workforce, community involvement and career opportunities. This is a monthly, ongoing program.</p>

<p><i>Established mentoring programs for station personnel.</i></p>	<p>A mentoring program was put in place by the General Manager to assist a new promotions director to sharpen her computer skills and understanding community outreach.</p>
<p><i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.</i></p>	<p>A new digital management system has been purchased to train and assist the digital department on creating proposals to incorporate and understand the reach of digital advertising in combination with radio advertising.</p>

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
8/2/23	PROMOTIONS DIRECTOR	RADIO
10/11/23	TRAFFIC DIRECTOR	RECRUITOLOGY
2/7/23	SALES REPRESENTATIVE	RECRUITOLOGY

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Radio Ads on KRSB, KQEN, KKMx, KSKR AM/FM, KWRZ	2
Web Site 541Radio.com	0
The News Review	0
Recruitology	4
Total Number of Persons Interviewed during the Reporting Period:	6

RECRUITING SOURCES USED

The following sources were contacted for each full-time job opening filled during the reporting period.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
News Review	N	345 NE Winchester St. Roseburg, OR 97470	Laura Studebaker	415-263-1300 lstudebaker@nrtoday.com
Posted In House	N	345 NE Winchester St. Roseburg, OR 97470	Rachelle Carter	541-672-6641 <a href="mailto:rachellec@bciradio.com">rachellec@bciradio.com</a>
Posted on stations web portal, 541Radio.com	N	345 NE Winchester St. Roseburg, OR 97470	Brandon Gerke	541-672-6641 <a href="mailto:b.a.gerke@gmail.com">b.a.gerke@gmail.com</a>
Radio Stations KRSB, KQEN, KWRZ, KKMx, KSKR AM/FM on air spots.	N	345 NE Winchester St. Roseburg, OR 97470	Rachelle Carter	541-672-6641 <a href="mailto:rachellec@bciradio.com">rachellec@bciradio.com</a>
RECRUITOLOGY: MaxRecruit Gold and Diversity, Equity, and Inclusion Package	N	1009 East Capitol Expressway, #601 San Jose, California 95121	Laura Studebaker	415-263-1300 lstudebaker@nrtoday.com
Cow Creek Band of Umpqua Tribe of Indians	N	2371 NE Stephens St Roseburg Or 97470	Submitted online	541-672-9405

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.