

2022 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, 2021 – Sept. 20, 2022

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

During the Reporting Period, 1 new full-time position was filled.

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 job banks, internet programs, and other programs 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 job fairs 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 on 5/9/22, 6/13/22 and 7/11/22 where she spoke of Brooke Communications involvement with Mercy Foundation and the importance of a strong workforce, community involvement and career opportunities.</p>

<i>Established mentoring programs for station personnel.</i>	A mentoring program was put in place by the General Manager to assist a sales representative to sharpen her organizational skills and understanding of the order intake/billing process.
<i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.</i>	A sales consultant was brought in to train sales representatives with a continuous performance management system to improve better outcomes in the sales process.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1/3/2022	PROMOTIONS DIRECTOR	RADIO

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
Oregon Department of Employment	0
Job Fair	0
Total Number of Persons Interviewed during the Reporting Period:	2

RECRUITING SOURCES USED

Job Title of Position: PROMOTIONS DIRECTOR Date of Hire: 1/3/22

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	Aryn Voigt	541-672-3321 avoigt@nrtoday.com
Posted In House	N	345 NE Winchester St. Roseburg, OR 97470	Rachelle Carter	541-672-6641 rachellec@bciradio.com
Posted on stations web portal, 541Radio.com	N	345 NE Winchester St. Roseburg, OR 97470	Brandon Gerke	541-672-6641 b.a.gerke@gmail.com
Radio Stations KRSB, KQEN, KWRZ, KKMXX, KSKR AM/FM on air spots.	N	345 NE Winchester St. Roseburg, OR 97470	Rachelle Carter	541-672-6641 rachellec@bciradio.com
Oregon Department of Employment	N	846 SE Pine St. Roseburg, OR 97470	Brian Clark	541-464-2343
Umpqua Community College Career Services	N	1140 Umpqua College Rd. Roseburg, OR 97470	Inez Orozco	541-440-7797
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.