

August 1, 2016 to July 31, 2017
KHTH, KVRV, KFGY, KDHT, KSRO

Recruitment Sources Used	# of Interviews Referred by Each Source
All access	2
Internship	3
On-Air spot	2
Referrals	0
Inside Radio	0
Station Websites	3
Online Resources	0
LinkedIn	0
Recruiting website	0
Direct contact	1

Annual EEO Public File Report
Maverick Media of Santa Rosa, LLC
KHTH-FM, KFGY-FM, KSRO-AM, KVRV-FM, KDHT-FM
1410 Neotomas Avenue, Suite 200
Santa Rosa, CA 95405

The information contained in this report covers the time period beginning
August 1, 2016 to July 31, 2017

Full/Part Time Positions Filled By Job Title	Total # Interviewed	Recruitment Source of Hire	Recruitment Sources Utilized
Reception		3 Multiple	2
On Air Talent		3 Multiple	1
Inside Sales		2 Radio Ads	1
Digital Sales Manager		3 Station Website	1

Recruitment Sources

	Contact	Address	Method of Contact	# of Interviews from source
Radio Announcements				
KHTH-FM, KFGY-FM, KSRO-AM KVRV-FM, KDHT-FM	Kevin Wodlinger	1410 Netomas Ave, Ste 200 Santa Rosa, CA 95405	707-543-0117	2
Online Resources				
craigslist.com	self post	none		
Internal Promotion	self post	none		
AllAccess.com	self post	none		2
Facebook	self post	none		
Inside Radio	self post	none		
Station Website	Kevin Wodlinger	1410 Netomas Ave, Ste 200 Santa Rosa, CA 95405		3
Colleges				
Sonoma State University	Elizbeth Burch	1801 E. Cotati Ave Rohnert Park, CA 94928	707-664-2149	3
Santa Rosa Junior College	Kim Kinahan	1501 Mendocino Ave, Santa Rosa, CA 95401	707-396-8791	
Empire College	Lucille Inman	3035 Cleveland Avenue, Santa Rosa, CA 95403	707-546-4000 x242	
Other				
Healdsburg Chamber of Commerce & Visitors Center	Carla Howell	217 Healdsburg Avenue, Healdsburg, CA 95448	707-433-6935	
Petaluma Area Chamber of Commerce		6 Petaluma Blvd North #A-2, Petaluma, CA 94952	707-762-2785	
Rohnert Park Chamber of Commerce	Lisa Bagwel	101 Golf Course Drive #C-7, Rohnert Park, CA 94928	707-584-1415	

Santa Rosa Chamber of Commerce	Jonathan Coe	1260 N. Dutton Avenue #272, Santa Rosa, CA 95401	707-545-1414
Employment Development Department		606 Healdsburg Ave, Santa Rosa, CA 95401	707-576-2014
Sonoma County Job Link	Eric Rittenhouse	2227 Capricorn Way Suite 100, Santa Rosa, CA 95407	707-565-5550
Direct Contact Referral	none none		

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Outreach Initiatives

Internship Program

ongoing

Contact:
Jennifer Routh
Internship Director

Ongoing acceptance of qualified college students. Provide training to student interns in all aspects of radio broadcasting, promotions and administrative responsibilities so students may earn credits for school programs. Training provided by Promotion Directors, Program Directors, General Manager, Business Manager and other key positions. Information on the internship program available at Sonoma State University, Santa Rosa Junior College.

Santa Rosa Chamber of Commerce/ May 2017 Business Expo

Travis Saracco, Cathy Slack, Denise Stevenson, and Karma Hughes set up 1 booth, attendees were invited to explore local job opportunities. Sales discussed the radio stations as well as job opportunities for job seekers. Sales collected resumes as well as presented attendees with applications for those interested.

Rohnert Park Business Expo Apr-17

Kevin Wodlinger, Michael O'shea, Cathy Slack, and Denise Stevenson set up 1 booth, attendees were invited to explore local job opportunities. Sales discussed the radio stations as well as job opportunities for job seekers. Sales collected resumes as well as presented attendees with applications for those interested.

Sales Recruitment

2016/2017

PASCO Event -Sep 2016

HR event. Kevin Wodlinger and Cathy Slack set up 1 booth.

Discussed the radio station as well as job opportunities for job seekers.

Produced & Executed Job Fair

Sep 16, Jan 17 & May 17

Veteran's job fair hosted by ASMG at Double Tree Hotel in Rohnert Park. Kevin Wodlinger,

Cathy Slack, Maike Carroll, Denise Stevenson set up 1 booth. Discussed the radio station as well as job opportunities for job seekers.