

KSEQ & KIOO RADIO STATIONS
EEO PUBLIC FILE REPORT
COVERING PERIOD FROM AUGUST 1, 2008 TO JULY 31, 2009
STATIONS COMPRISING STATION EMPLOYMENT UNIT: KSEQ & KIOO

**Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken
By KSEQ & KIOO**

ALL YEAR

On air announcements ran every month airing the following PSA on both stations stating, KSEQ/KIOO is looking for organizations that regularly distribute information about employment opportunities to job applicants or have job job applicants to refer. If your organization would like to receive notification of job vacancies at our station please notify the Business Manager at our office telephone number. Also stating KSEQ/KIOO is an Equal Opportunity Employer and encourages minorities and females to apply. This year we had three (3) new organizations asked to be included on our recruitment list.

August 1, 2008

Sales Internship

A female student from College of the Sequoias approached us regarding an internship in sales. Our General Manager and Sales Manager met with her. She was brought in as a Sales Assistant Intern to learn about the station. She will be with us for the summer.

August 11, 2008

On-Air Advertising Interns

We ran an on-air commercial looking to recruit interns for the radio station. We however, did not receive any feedback

January 14 - 23, 2009

On-Air advertising Interns

We ran this advertising in preparation for our visits to the local colleges listed below. It was our intention to reach out to the community making them aware that we would be coming to their school very soon if they were interested in becoming an intern and learning about broadcasting.

January 20, 21, 22, 23, 2009

KSEQ Intern Search

The Q97 Street Team together with the Promotions Director spent two hours each day at the following colleges, College of the Sequoias, Visalia, Reedley College, Reedley, Fresno City and Fresno State, in Fresno for the purpose of recruiting for our Internship Program. They setup a table and talked to students about becoming an applicant. Over the course of four days we had over 50 applications to review. Ten individuals were called in for an interview. We selected a qualified male and female student. The female student is of African American decent and attends Fresno City College. The male student attends San Jose State but resides in Fresno and is white. Both students will be helping to schedule High School hits, monitoring other radio stations, planning events and community coordination.

March 12, 2009

Resource Job Expo, Manchester Mall, Fresno

Our Promotions Director attended this event. It was hosted by local assemblymen. The event was from 10a-2p. There was an estimated 2,000 who attended. KSEQ provided information about broadcasting and accepted applications for street team member, sales executives and internship opportunities. There were 30 -40 vendors also.

March 19, 2009

Fresno Job Fair, Fresno Fair Grounds

This Job Fair was sponsored by the Department of Employment and the Central California Hispanic Chamber of Commerce. We ran airtime on both stations to promote this event that was held at the Fresno Fair grounds.

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There were 120 employers that attended this year with 10,000 job seekers. Our Business Manager, Promotions Director, Program Director and members of the Q97 Street Team participated in this event. There were all ages male and female and all ethnicities that attended this huge affair.

March 25, 2009

Exeter Step-Up Summit

On Feb 17, 2009 we were approached to participate in the Exeter Step-up Summit. This is an on going event for the Step Up Anti Gang Campaign. Q97 Street Team and our evening DJ attended this event. There was approximately 300 people. There was over 20 vendors, Health Agencies, CHP, Police and other non-profit organizations. Our DJ hosted the event and talked to attendees about gang prevention. This event was held at Exeter High School, from 4:30P-8:30P

March 28, 2009

Casa of Tulare County

Our DJ for KIOO and Promotions Director with street team attended event march to bring awareness to the prevention of child abuse and domestic violence. The march was held in downtown Visalia and ended at the Garden Plaza. The station played music and games with the children that attended. There was approximately 100 people that came. Our DJ for KIOO led the march.

April 2, 2009

Devry Job Fair

This career fair was attended by our Promotions Director and members of the street team. There were approximately 20 business' in attendance and about 100 students looking to obtain information on available positions. We talked to students who were interested in our internship program and the street team.

April 15, 2009

Tulare County Job Fair

KSEQ & KIOO is a major sponsor and participator in this large community event. Our General Sales Manager and Business Manager were on the planning committee and the meetings for this event were monthly prior to the event. The Business Manager prepared a PSA announcement which was faxed to all radio and TV media in the area. KIOO ran airtime advertising for the participation of employers at the Job Fair. We also ran airtime on KSEQ giving information to all the job seekers. This is such a large event for our community. There were approximately 80 employers participating. The number of attendees was 1,890, many of whom were women and minorities.. This event was attended by our General Sales Manager and PD/Operations Manager and Station Manager. We had openings in our sales department and took several applications and resumes.

June 29, 2009

Internship/Administration

On June 22, 2009 Business Manager met with a female Hispanic college student looking for an internship while home from school for summer vacation. She started at the station on June 29, 2009 and will be with us until first or second week of

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August. She was brought on board to learn the administrative side of the station. She is learning the traffic software program that we use, working on traffic logs and other administrative tasks. She has also been working with our promotions director and helping with all the winners.