

**KBRJ(FM), KEAG(FM), KWHL(FM),  
KMXS(FM), KFQD(AM), KHAR(AM), KAYO(FM)  
EEO PUBLIC FILE REPORT  
October 1, 2010 – September 30, 2011**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

| <b>Job Title</b>       | <b>Recruitment Sources (RS) Used to Fill Vacancy</b> | <b>RS Referring Hiree</b> |
|------------------------|--|---------------------------|
| Account Executive      | 1-2, 4, 7, 14-20, 23-32                              | 7                         |
| Traffic                | 1-2, 4, 8, 14-20, 23-32                              | 8                         |
| Account Executive      | 1-2, 4, 7-8, 14-20, 23-32                            | 7                         |
| On Air-Talent/Reporter | 1-2, 4, 14-20, 23-32                                 | 16                        |
| On Air-Talent/Middays  | 1-2, 4, 14-20, 23-32                                 | 16                        |
| Account Executive      | 1-2, 14-20, 23-32, 34                                | 34                        |

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|-----------|---|---|---|
| 1         | <b>Alaska Broadcasters Association</b><br><a href="http://www.alaskabroadcasters.org">www.alaskabroadcasters.org</a><br><a href="mailto:akba@gci.net">akba@gci.net</a><br>Cathy Heibert   | No  | 1   |
| 2         | <b>Career Page</b><br><a href="http://careerpage.org">http://careerpage.org</a><br><a href="mailto:akba@gci.net">akba@gci.net</a><br>Cathy Heibert  | No  | 2   |
| 3         | <b>All Access</b><br><a href="http://www.allaccess.com">www.allaccess.com</a>   | No  | 0   |
| 4         | <b>AnchorageHelpWanted.com</b><br>Regional Help Wanted.com, Inc.<br>One Civic Center Plaza, Suite 506<br>Poughkeepsie, NY 12601<br><a href="http://www.anchoragehelpwanted.com">www.anchoragehelpwanted.com</a>   | No  | 4   |
| 5         | <b>Dept. of Labor – Alexis System</b><br><a href="http://www.jobs.state.ak.us/employer">www.jobs.state.ak.us/employer</a><br>Nancy Heckmann<br>907-269-4777<br>AK Job Center/Anchorage Midtown<br>3301 Eagle Street, Ste 101<br>Anchorage, AK 99510<br>907-269-4800 | No  | 0   |
| 6         | <b>Yahoo Hot Jobs</b><br>Alaska Journal of Commerce<br>Attn: Tracy Allison<br>301 Arctic Slope Avenue<br>Anchorage, AK 99518  | No  | 0   |
| 7         | <b>On-Air Announcements</b> ( <i>all SEU stations</i> )   | No  | 2   |

| RS Number | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|-----------|--|---|---|
| 8         | <b>Craig's List</b><br>1-800-664-0633 ext. 2<br><a href="http://www.craigslist.com">www.craigslist.com</a>   | No  | 7   |
| 9         | <b>Personnel Plus</b><br>Linda McCubben<br>907-563-7587<br>3335 Arctic Blvd #200<br>Anchorage, AK 99518  | No  | 0   |
| 10        | <b>Peninsula Clarion</b><br>Jane Russell<br>907-283-7551<br>PO Box 3009<br>Kenai, AK 99611   | No  | 0   |
| 11        | <b>Juneau Empire</b><br>Mark Bryan<br>907-586-3740<br>3100 Channel Drive<br>Juneau, AK 99801   | No  | 0   |
| 12        | <b>Alaska Journal of Commerce</b><br>Tracy Allison<br>907-275-2167<br>301 Arctic Slope Avenue<br>Anchorage, AK 99518   | No  | 0   |
| 13        | <b>Chugiak-Eagle River Star</b><br>Tracy Allison<br>907-694-2727<br>16941 N. Eagle River Loop Road<br>Eagle River, AK 99577                                      | No  | 0   |
| 14        | <b>NAACP Anchorage</b><br>325 E 3 <sup>rd</sup> Avenue<br>4 <sup>th</sup> Floor<br>Anchorage, AK 99501<br><a href="mailto:naacp@alaska.net">naacp@alaska.net</a> | No  | 0   |

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|-----------|---|---|---|
| 15        | <b>Cook Inlet Tribal Services</b><br>Nat'uh Non Profit Services Center<br>3600 San Jeronimo Drive<br>Anchorage, AK 99508<br>Main 907-793-3600<br><a href="mailto:cwren@citci.com">cwren@citci.com</a>                 | No  | 0   |
| 16        | <b>Internal Posting/Anchorage Media Group</b> <i>(job announcement is posted on a bulletin board or similar location at RS's offices)</i>   | No  | 4   |
| 17        | <b>Internal Posting/Chugiak-Eagle River Star</b> <i>(job announcement is posted on a bulletin board or similar location at RS's offices)</i>  | No  | 0   |
| 18        | <b>Internal Posting/Alaska Journal of Commerce</b> <i>(job announcement is posted on a bulletin board or similar location at RS's offices)</i>  | No  | 0   |
| 19        | <b>Internal Posting/Juneau Empire</b> <i>(job announcement is posted on a bulletin board or similar location at RS's offices)</i>   | No  | 0   |
| 20        | <b>Internal Posting/Peninsula Clarion</b> <i>(job announcement is posted on a bulletin board or similar location at RS's offices)</i>   | No  | 0   |
| 21        | <b>Internal Posting/Morris Corporate Office</b> <i>(job announcement is posted on a bulletin board or similar location at RS's offices)</i>   | No  | 0   |
| 22        | <b>University of Alaska, Anchorage</b><br>UAA Career Services Center<br>907-786-4513<br><a href="mailto:Aycareer@uaa.alaska.edu">Aycareer@uaa.alaska.edu</a>  | No  | 0   |
| 23        | <b>Alaska Women's Resource Center</b><br>505 W Northern Lights Blvd #104<br>Anchorage, AK 99503<br>907-279-5000<br><a href="mailto:Pventgen@akeela.org">Pventgen@akeela.org</a>                                       | No  | 0   |
| 24        | <b>Anchorage Chamber of Commerce</b><br><a href="mailto:info@anchoragechamber.org">info@anchoragechamber.org</a><br>1016 W 6 <sup>th</sup> Avenue, Ste 303<br>Anchorage, AK 99501<br>907-272-2401<br>907-272-4117 fax | No  | 0   |

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|-----------|---|---|---|
| 25        | <b>Nana Regional Corporation</b><br>1001 East Benson Blvd<br>Anchorage, AK 99508<br>907-265-4100<br><a href="mailto:info@nana.com">info@nana.com</a>  | No  | 0   |
| 26        | <b>King Career Center/High School</b><br>2650 East Northern Lights Blvd<br>Anchorage, AK 99508<br>907-278-9631<br><a href="mailto:Vogt_dean@asdk12.org">Vogt_dean@asdk12.org</a>  | No  | 0   |
| 27        | <b>National Gay &amp; Lesbian Journalists Association</b><br>1420 K Street Ste 910<br>Washington DC 20005<br>202-588-9888<br><a href="mailto:Info@nlgia.org">Info@nlgia.org</a>   | No  | 0   |
| 28        | <b>Native American Journalists Association</b><br>University of Oklahoma<br>395 W Lindsey<br>Norman, OK 73019-4201<br>405-325-9008<br><a href="mailto:info@naja.com">info@naja.com</a>  | No  | 0   |
| 29        | <b>Anchorage Society of Human Resources Management</b><br>PO Box 240926<br>Anchorage, AK 99524<br>907-222-2555<br><a href="mailto:shrmalaska@usa.net">shrmalaska@usa.net</a>  | No  | 0   |
| 30        | <b>Sealaska Corporation Headquarters</b><br>One Sealaska Plaza, Ste 400<br>Juneau, AK 99801<br>907-586-1512<br>907-586-9135<br>907-586-2304 fax<br><a href="mailto:Ken.southerland@sealaska.com">Ken.southerland@sealaska.com</a> | No  | 0   |

| RS Number   | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|---|---|---|---|
| 31  | <b>First Alaska's Institute</b><br>606 E Street, Ste 200<br>Anchorage, AK 99501<br>907-677-1700<br>907-677-1780 fax<br><a href="mailto:lizcheney@firstalaskans.org">lizcheney@firstalaskans.org</a> | No  | 0   |
| 32  | <b>Alaska Native Heritage Center</b><br>8800 Heritage Center Drive<br>Anchorage, AK 99504<br>907-330-8000<br>907-330-8030 fax<br><a href="mailto:info@alaskanative.net">info@alaskanative.net</a>   | No  | 0   |
| 33  | <b>Internal Transfer/Promotion</b>  | No  | 0   |
| 34  | <b>Walk-in/Self-Referral</b>  | No  | 1   |
| <b>TOTAL NUMBER OF INTERVIEWEES OVER REPORTING PERIOD</b> |   |   | <b>21</b>   |

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**III. RECRUITMENT INITIATIVES**

|          | <b>TYPE OF RECRUITMENT INITIATIVE<br/>(MENU SELECTION)</b>  | <b>BRIEF DESCRIPTION OF ACTIVITY</b>   |
|----------|---|--|
| <b>1</b> | Participate in Scholarship Program  | During the reporting period, our SEU participated in the Alaska Broadcasters' Association (ABA) scholarship program. Our Human Resources Director regularly participates on the panel that helps evaluate applicants and select recipients and our stations ran public service announcements for the program throughout the reporting period and at least one time per week.   |
| <b>2</b> | Participate in Activity Designed to Help Disseminate Information about Broadcast Employment Opportunities               | Throughout the reporting period, all of our SEU stations ran Alaska Broadcasters' Association "Careers in Broadcasting" public service announcements at least 2 or 3 times per week. These spots inform listeners about different career opportunities available in both TV and radio and the qualifications/skills required to work in the field.   |
| <b>3</b> | Training for Management-Level Personnel Regarding Equal Employment Opportunity and Methods of Preventing Discrimination | On July 20, 2011, our HR Director participated in a webinar hosted by outside counsel and Mr. Lew Pulley of the FCC's Media Bureau. The webinar focused on the FCC's EEO rules and best practices in complying with those rules. Webinar participants had the opportunity to ask questions.  |
| <b>4</b> | Training for Management-Level Personnel Regarding Equal Employment Opportunity and Methods of Preventing Discrimination | From September through December 2010, our HR Director participated in training/study sessions in order to become a Certified Human Resources Professional. Among the topics covered in these sessions were federal, state, and local employment-related laws and regulations (such as Title VII, ADA, ADEA, USERRA, EEOC, etc) and strategies for developing recruitment sources targeted at different types of candidates. Our HR Director successfully passed her PHR examination in January 2011. |

|   | TYPE OF RECRUITMENT INITIATIVE<br>(MENU SELECTION)  | BRIEF DESCRIPTION OF ACTIVITY  |
|---|---|--|
| 5 | Training for Management-Level Personnel Regarding Equal Employment Opportunity and Methods of Preventing Discrimination (2) | <p>On September 15, 2011, our HR Director participated in a training course entitled “Fitting Jobs to People.” The course focused on recruiting the “right” person for the “right” job and how to reduce turnover. Information obtained from the training will be helpful in evaluating our recruitment efforts.</p> <p>On September 16, 2011, our HR Director participated in a training course entitled “You Have Heard From The Lawyers, Now Hear From The Recruiters.” The course discussed affirmative action in the workplace, how to get the most out of your recruitment sources, and how to find even more effective recruitment sources.</p> |
| 6 | Host Internship Program   | From May through September 2011, our SEU hosted an internship program for a local home schooled high school student. The student interned in our Programming and Promotional departments and learned a variety of key functions of those departments, including how to run the board, basic production skills, our prize system, and how to set-up an event. The intern was supervised by Program Director, KAYO-FM.   |
| 7 | Host Internship Program   | From October 2010 through August 2011, our SEU hosted an internship program for a local vocational school student from King Career Center. The student interned in our G&A and Programming departments and learned how to run the board and how to perform basic production duties. The intern was supervised by Promotions Director, Anchorage Media Group, and Program Director, KBRJ-FM. The individual who interned now has his own show on Sundays.   |