

## EEO Public File Report 2012-2013

The radio stations in the Station Employment Unit are licensed to Saga Broadcasting, LLC, dba Cascade Radio Group.

### A: Full-Time Vacancies Filled During the Past year

<u>Job Title</u>	<u>Date Filled</u>	<u>Recruitment Source</u>
1. KAFE Brand Mgr./ PD	04/1/13	All Access
2. Sales AE	02/25/13	In-House
3. Sales AE	03/04/13	On-Air Advertisement
4. Traffic	03/18/13	Craig's List
5. Director of Sales	<i>Pulled</i>	<i>Not replaced at this time</i>
6. General Manager	05/22/13	In House/Promotion
7. Sales AE	06/04/13	On-Air Advertisement
8. Traffic	07/16/13	On-Air Advertisement

### B: Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

*See Recruitment Attachment*

### C: Total Number of Persons Interviewed for all Full-Time Vacancies Filled During the Past Year: **26**

### D: Total Number of Interviewees for all Full-Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources:

In-House	7
Internet Ad/All Access	5
Radio Advertisement	8
Employee Referral	5
Other Activities	<u>1</u>
<b>Total</b>	<b>26</b>

*See Addendum D Attachment*

### E: Outreach Activities

*See Addendum E Attachment*

2012-2013

Addendum D

Recruitment/ Referral Sources Used to Seek Candidates for each Vacancy

Job Title:	Position Filled:	4/1/2013	Source:	Internet Advertisement	
<u>Referral Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Telephone</u>	<u># Interviewees</u>	
Internet Advertisement/ All Access	Michael Williams	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	2
Employee Referral / In house Staff	Michael Williams	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	1
Outreach Activities	Michael Williams	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	1
<i>See Recruitment and Referral Sources</i>					
<b>Job Title:</b>	<b>Position Filled:</b>	<b>2/25/2013, 03/04/13</b>	<b>Source:</b>	<b>In House/ Promotion</b>	
<u>Referral Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Telephone</u>	<u># Interviewees</u>	
Radio Advertisement	Don Kurtis	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	3
Employee Referral	Don Kurtis	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	2
In House Staff	Don Kurtis	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	1
<i>See Recruitment and Referral Sources</i>					
<b>Job Title:</b>	<b>Position Filled:</b>	<b>3/18/2013</b>	<b>Source:</b>	<b>Internet Advertisement</b>	
<u>Referral Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Telephone</u>	<u># Interviewees</u>	
Internet Advertisement/ Craig's List	Nancy Tuppeny	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	1
Employee Referral	Nancy Tuppeny	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	1
In House Staff	Nancy Tuppeny	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	3
<i>See Recruitment and Referral Sources</i>					
<b>Job Title:</b>	<b>Position Filled:</b>	<b>5/22/2013</b>	<b>Source:</b>	<b>In House/ Promotion</b>	
<u>Referral Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Telephone</u>	<u># Interviewees</u>	
No Outreach done for this position	Warren Lada	73 Kercheval Av, #201	Grosse Pointe, MI 48236	313-886-7070	1
In House/ Promotion					
<b>Job Title:</b>	<b>Position Filled:</b>	<b>7/16/2013</b>	<b>Source:</b>	<b>Radio Advertisement</b>	
<u>Referral Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Telephone</u>	<u># Interviewees</u>	
Radio Advertisement	Nancy Tuppeny	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	2
Internet Advertisement/ All Access	Nancy Tuppeny	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	2
In House Staff	Nancy Tuppeny	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	1
<i>See Recruitment and Referral Sources</i>					
<b>Job Title:</b>	<b>Position Filled:</b>	<b>5/4/2013</b>	<b>Source:</b>	<b>Emp. Referral</b>	
<u>Referral Source</u>	<u>Contact Person</u>	<u>Address</u>	<u>Telephone</u>	<u># Interviewees</u>	
Radio Advertisement	Don Kurtis	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	3
Employee Referral	Don Kurtis	2219 Yew Street Road	Bellingham, Wa 98229	360-734-9790	2
<i>See Recruitment and Referral Sources</i>					
<b>Total</b>				<b>26</b>	

RECRUITMENT AND REFFERAL SOURCES  
Addendum E

CoName	SubName	Addr	City	St	Zip	email	Website	Phone	Fax
Association For Women In Communications	c/o Pamela Valenzuela	3337 Duke Street	Alexandria	VA	22314	info@womcom.org	www.womcom.org	703-370-7436	703-370-7437
Advancement NW	Attn: John McGrath					jon@advancementnw.com			
Association Of Black Communicators		PO Box 670	Austin	TX	78704				
Association Of Black Media Workers	The Sun	501 N. Calvert	Baltimore	MD	21278				
Bellingham Job Service Center		PO Box 938	Bellingham	WA	98227				360-676-2090
Broadcasting Institute of Maryland	Attn: Office of Career Development	7200 Harford Rd.	Baltimore	MD	21234	mm@bim.org	www.bim.org	800-942-9246	
Broadcast Employment Services		PO Box 4116	Oceanside	CA	92052	info@tvjobs.com	www.tvjobs.com	800-374-0119	760-754-2115
Broadcasting Training Program		PO Box 67132	Century City	CA	90067		www.lhebroadcast.com	310-652-0271	323-552-5707
Emma L. Bowen Foundation For Minority Interests In Media		1299 Pennsylvania Ave. NW 9th Floor	Washington	DC	20004	phylis.eagle-oldson@corporate.ge.com	www.emmabowenfoundation.com	202-637-4494	202-637-4495
Howard School Of Broadcasting		19900 W. 9 Mile Rd.	Southfield	MI	48075		www.specshoward.edu	248-358-9000	248-746-9772
International Radio & Television Society		420 Lexington Ave. Ste. 1601	New York	NY	10170		www.irts.org	212-867-6650	212-867-6653
Hispanic News Media Association		1420 N. Street N.W.	Washington	DC	20005				
Japanese Americans Citizens League		1765 Sutter Street	San Francisco	CA	94115	jacl@jacl.org	www.jacl.org	415-921-5225	415-931-4671
Lummi Tribal Office	Human Resources	2616 Kwina Rd	Bellingham	WA	98226		www.lummi-nsn.org	360-384-1489	
Mt Vernon Job Services Center		PO Box 160	Mt Vernon	WA	98273				
National Association of Black College Broadcasters		PO Box 3191	Atlanta	GA	30302			404-523-6136	
National Association of Black Journalists		8701-A Adelphi Rd.	Adelphi	MD	20783		www.nabj.org	301-445-7100	301-445-7101
National Association of Broadcasters	Employment Clearing House	1771 "N" Street, NW	Washington	DC	20036-2891	nab@nab.org	www.nab.org	202-429-5300	202-429-4199
National Association of Hispanic Journalists	1000 National Press Building	529 14th Street NW, Ste. 1000	Washington	DC	20045	iroman@nahj.org	www.unityjournalists.org	202-662-7145	202-662-7144
National Association of Media Women Inc.		157 West 126th St.	New York	NY	10027				
National Hispanic Media Coalition	Alex Nogales	55 S. Grand Ave.	Pasadena	CA	91105	info@nhmc.org	www.nhmc.org	626-792-6462	626-792-6051
National Lesbian & Gay Journalists Association	Angie Young	1420 K Street NW, Ste. 910	Washington	DC	20005	info@nlgja.org	www.nlgja.org	202-588-9888	202-588-1818
National Urban League	Attn: Dept. of Human Resources	120 Wall Street, 8th Floor	New York	NY	10005	info@nul.org	www.nul.org	212-558-5300	
Ntl. Assoc. for the Advancement of Colored People		105 14th Street	Seattle	WA	98122				
National Black Chamber of Commerce		1350 Connecticut Ave. Ste. 405	Washington	DC	20036	info@nationalbcc.org	www.nationalbcc.org	202-466-6888	202-466-4918
Nebraska Educational Telecommunications		1800 N. 33rd St.	Lincoln	NE	68503-1409				
NW Indian College	NW Indian Center	2522 Kwina Rd	Bellingham	WA	98226		www.nwic.edu	360-676-2772	360-392-4333
Unity: Journalists of Color		7950 Jones Branch Drive	McLean	VA	22107	info@unityjournalists.org	www.unityjournalists.org	703-854-3585	703-854-3586
WA State University	Affirmative Action & Special Program	225 French Administration Bld.	Pullman	WA	99164		www.wsu.edu		
Washington State Association of Broadcasters		724 Columbia St. N.W. Suite 310	Olympia	WA	98501-1249		www.wsab.org	360-705-0774	360-705-0873
Western WA University	Office of Minority Affairs	516 High Street	Bellingham	WA	98225	careers@wwu.edu	www.wwu.edu	360-650-3000	
Women in Communications	University of WA	144 Communications Bldg., DS-20	Seattle	WA	98195				
YWCA Bellingham	YMCA	1026 N. Forest St.	Bellingham	WA	98225	ywca@ywcabellingham.org	www.ywca.org	360-734-4820	676-4091

**2012-2013**  
**Addendum E**  
**Outreach Activities**

Activity: **Internship Program**

The Cascade Radio Group has established an Internship Program in conjunction with local colleges and High Schools. This program is designed to assist members of the community to acquire skills needed for broadcast employment.

Internships are available in the following areas:

Accounting/ Business

Sales/ Marketing

On-Air Broadcasting

Production

Promotions

Engineering/ Information Technology

Internships are both paid and un-paid positions. Credit for College is granted in conjunction with applicable school curriculums. Successful interns have secured employment within the broadcasting industry, many securing positions with the Cascade Radio Group after their completion of studies.

Activity: **Notifying Community Groups/Solicitation of Requests for Notices**

The Cascade Radio Group continues to make on-air announcements on a weekly basis which alerts qualified groups that they may request to be placed on our job recruitment list which is utilized when a job vacancy is available. The commercial copy explains what steps an organization must take to receive notifications of job vacancies at our stations.

Activity: **Participation in Job Banks**

The Cascade Radio Group regularly list full-time jobs with the WSAB, NAB and local *WorkSource* job bank, as listed on the recruitment referral sources (Add B). In addition, the CRG regularly lists positions that require specific broadcast experience on "All Access", a broadcasting industry database.

Activity: **Participation in Other Activities**

The Cascade Radio Group regularly participates in **Out-reach efforts**.

The Cascade Radio Group regularly participates in local **Job Fairs** and Career Days. These are usually requests from local high schools and colleges to educate the public about careers in the Broadcasting Industry. This year the CRG participated in:

**Career Fair – 03/28/13**

Whatcom North Rotary Club at Whatcom Community College

Presenter was Tysen Allenbaugh - Promotions/ KPUG & KAFE Board-op. A 30 minute presentation was made by each presenter as to careers available in the broadcasting industry, education required and what it takes to be successful and productive in each area. The individual also discussed internships and their opportunity to jettison an individual into a professional career.

**Career Fair – 05/22/13**

Squalicum High School Trade/Technical Career Fair

Presenter was Tysen Allenbaugh - Promotions/ KPUG & KAFE Board-op. A 30 minute presentation was made by each presenter as to careers available in the broadcasting industry, education required and what it takes to be successful and productive in each area. The individual also discussed internships and their opportunity to jettison an individual into a professional career. In addition, students had the opportunity to ask questions regarding career paths in the radio industry.

The CRG in conjunction with local High Schools, conducts “**Job Shadowing**” whereby students interested in broadcasting may arrange a day with an employee of the radio station. The student may shadow an on-air personality, News reporter or Promotion Director to give them information and insight into jobs in the broadcast industry.

In addition, the CRG regularly invites student groups or civic groups to an **informational tour** of the radio stations and the potential for employment. These tours are designed to inform students of the nature of the broadcasting industry and its participation in the community. The students are introduced to on-air personalities and the jobs available in broadcasting.