

# 2016 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

Reporting Period: Sept. 21, 2015 – Sept. 20, 2016

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

During the Reporting Period, no full time positions were 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>Co-sponsored at least one <b>job fair</b> with organizations in the business and professional community whose membership includes substantial participation by women and minorities.</i></p>	<p>Sponsored Job Fair at Roseburg Urgent Care in June 2016. National Sales Manager helped organize and attended event.</p>
<p><i>Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i></p>	<p>On April 14, 2016 the General Manager spoke with the Roseburg Chamber of Commerce Project Leadership about The Broadcast Industry and how to get involved.</p> <p>On May 16, 2016 morning on-air personality spoke with the Upward Bound group of students about her education and work experience in broadcasting. Also let them know we have internship and job shadow opportunities available.</p> <p>General Manager spoke at the Small Business Development Center about marketing, growing business and job opportunities at Brooke Communications in January 2016.</p>

<p><i>Participated in <b>job banks, internet programs, and other programs</b> 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>General Manager attended NAB convention in April 2016, which featured seminars on minority outreach and how to implement strategies. Currently developing a plan.</p>
<p><i>Participated in at least 4 events or programs sponsored by <b>educational</b> institutions relating to career opportunities in broadcasting.</i></p>	<p>On March 15, 2016 the Program Director spoke with the Roseburg Middle School Choir about job opportunities in broadcasting and what training is needed.</p> <p>On May 5, 2016 the Program Director and Sports Director spoke with the Public Relations class at Umpqua Community College about the connection between Public Relations and the Media.</p> <p>On May 16, 2016 News Anchor coached a North Douglas High School student on writing and voicing a Public Service Announcement for his Health and Wellness class.</p> <p>General Manager spoke to Leadership class at Umpqua Community College about management in the radio business and job opportunities in May 2016.</p> <p>A student from Umpqua Community College did a job shadow with the Production Director in January 2016.</p>
<p><i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.</i></p>	<p>A part time receptionist is being trained in Promotion Director duties.</p> <p>A copy writer/sales assistant was trained to be an on air personality and is now part of a morning show.</p> <p>A part time board operator was trained to report on news and is now part of the news team.</p>