

2017 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, 2016 – Sept. 20, 2017

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

During the Reporting Period, no new 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 job fair 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 2017. 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 13, 2017 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 31, 2017 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>Live broadcasts were held daily at the Douglas County Fair booth 8/9-8/12/17 promoting radio stations regarding what we do and how to get involved geared towards community involvement. Booth staffed by employees.</p>

	<p>The licensee actively reaches out to the community and its audiences through Facebook and its website 541radio.com.</p> <p>On September 4, 2017 morning show hosts had Cub Scout Troop 46 at the radio stations showing them how radio can reach a large group of people and make a difference in the community by helping them with a bottle drive after their collection was stolen. The Scouts learned how broadcasting is a community service. Several updates were done days later on the air, website and social media.</p> <p>Continuously air commercials relating to job openings on station(s) website 541radio.com along with having a “job board” where openings are posted.</p>
<p><i>Participated in job banks, internet programs, and other programs 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>Continuously air commercials relating to job openings on station(s) website 541radio.com along with having a “job board” where openings are posted.</p>
<p><i>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</i></p>	<p>General Manager attended NAB convention in April 2017, which featured seminars on hiring quality employees and where to find them.</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 on-air personality is being trained in commercial distribution for online streaming.</p> <p>A part time on-air personality was trained to be a sales representative.</p> <p>A part time board operator was trained to host and produce a weekly sports program.</p>