

EEO Public File Report 2013-2014

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. KGMI News Editor / Host	11/1/13	All Access
2. Sales AE	03/27/14	Radio 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: 14

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

Internet Ad/All Access	4
Radio Advertisement	8
Employee Referral	1
Web Ad	1
Other Activities	0
Total	14

See Addendum D Attachment

E: Outreach Activities

See Addendum E Attachment

**2013-2014
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 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 – 04/07/14

Whatcom County North Rotary Club at Whatcom Community College

Presenter was Shanna Sheridan - KGMI News Producer/ Co-Host. 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 – 05/21/14

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.

Addendum D

Recruitment/ Referral Sources Used to Seek Candidates for each Vacancy

Job Title:

News Editor / Host

Position Filled:

11/20/13

Source:

Employee Referral

<u>Referral Source</u>	<u>Contact Person</u>	<u>Address</u>		<u>Telephone</u>	<u># Interviewees</u>
Web Aa - KGMI.com	Dillon Honcoop	2219 Yew Street Rd	Bellingham, Wa 98229	360-734-9790	1
Internet Ad- All Access	Dillon Honcoop	2219 Yew Street Rd	Bellingham, Wa 98229	360-734-9790	4
Employee Referral	Dillon Honcoop	2219 Yew Street Rd	Bellingham, Wa 98229	360-734-9790	1

See Recruitment and Referral Sources

Job Title:

Sales Account

Executive

Position Filled:

3/27/14

Source:

Radio Advertisement

<u>Referral Source</u>	<u>Contact Person</u>	<u>Address</u>		<u>Telephone</u>	<u># Interviewees</u>
Radio Advertisement	Don Kurtis	2219 Yew Street Rd	Bellingham, Wa 98229	360-734-9790	8

See Recruitment and Referral Sources

Total

14

RECRUITMENT AND REFFERAL SOURCES
Addendum E

CoName	SubName	Addr	City	St	Zip	email
Advancement NW	Attn: John McGrath					jon@advancementnw.com
Allaccess.com						
Association For Women In Communications	c/o Pamela Valenzuela	3337 Duke Street	Alexandria	VA	22314	info@womcom.org
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	
Broadcast Employment Services		PO Box 4116	Oceanside	CA	92052	info@tvjobs.com
Broadcasting Institute of Maryland	Attn: Office of Career Development	7200 Harford Rd.	Baltimore	MD	21234	nm@bim.org
Broadcasting Training Program		PO Box 67132	Century City	CA	90067	
Emma L. Bowen Foundation For Minority Interests In Media		1299 Pennsylvania Ave. NW 9th Floor	Washington	DC	20004	phylis.eagle-oldson@corporate.ge.com
Hispanic News Media Association		1420 N. Street N.W.	Washington	DC	20005	
Howard School Of Broadcasting		19900 W. 9 Mile Rd.	Southfield	MI	48075	
International Radio & Television Society		420 Lexington Ave. Ste. 1601	New York	NY	10170	
Japanese Americans Citizens League		1765 Sutter Street	San Francisco	CA	94115	jacl@jacl.org
KAfe.com	Cascade Radio Group	2219 Yew Street Road	Baellingham	WA	98229	busman@cascaderadiogroup.com
KGMI.com	Cascade Radio Group	2219 Yew Street Road	Baellingham	WA	98229	busman@cascaderadiogroup.com
KISM.com	Cascade Radio Group	2219 Yew Street Road	Baellingham	WA	98229	busman@cascaderadiogroup.com
KPUG1170.com	Cascade Radio Group	2219 Yew Street Road	Baellingham	WA	98229	busman@cascaderadiogroup.com
Lummi Tribal Office	Human Resources	2616 Kwina Rd	Bellingham	WA	98226	
National Association of Black College Broadcasters		PO Box 3191	Atlanta	GA	30302	
National Association of Black Journalists		8701-A Adelphi Rd.	Adelphi	MD	20783	
National Association of Broadcasters	Employment Clearing House	1771 "N" Street, NW	Washington	DC	20036-2891	nab@nab.org
National Association of Hispanic Journalists	1000 National Press Building	529 14th Street NW, Ste. 1000	Washington	DC	20045	iroman@nahj.org
National Association of Media Women Inc.		157 West 126th St.	New York	NY	10027	
National Black Chamber of Commerce		1350 Connecticut Ave. Ste. 405	Washington	DC	20036	info@nationalbcc.org
National Hispanic Media Coalition	Alex Nogales	55 S. Grand Ave.	Pasadena	CA	91105	info@nhmc.org
National Lesbian & Gay Journalists Association	Angie Young	1420 K Street NW, Ste. 910	Washington	DC	20005	info@nljga.org
National Urban League	Attn: Dept. of Human Resources	120 Wall Street, 8th Floor	New York	NY	10005	info@nul.org
Nebraska Educational Telecommunications		1800 N. 33rd St.	Lincoln	NE	68503-1409	
Ntl. Assoc. for the Advancement of Colored People		105 14th Street	Seattle	WA	98122	
NW Indian College	NW Indian Center	2522 Kwina Rd	Bellingham	WA	98226	
Saga Communications		73 Kercheval Av	Grosse Poine	MI	78236	twiley@sagacom.com
Unity: Journalists of Color		7950 Jones Branch Drive	McLean	VA	22107	info@unityjournalists.org
WA State University	Affirmative Action & Special Program	225 French Administration Bld.	Pullman	WA	99164	
Washington State Association of Broadcasters		724 Columbia St. N.W. Suite 310	Olympia	WA	98501-1249	
Western WA University	Office of Minority Affairs	516 High Street	Bellingham	WA	98225	careers@wwu.edu
Women in Communications	University of WA	144 Communications Bld., DS-20	Seattle	WA	98195	
Worksource.com						
YMCA	YMCA	1026 N. Forest St.	Bellingham	WA	98225	ywca@ywcabellingham.org

CoName	Website	Phone	Fax
Advancement NW			
Allaccess.com	www.allaccess.com		
Association For Women In Communications	www.womcom.org	703-370-7436	703-370-7437
Association Of Black Communicators			
Association Of Black Media Workers			
Bellingham Job Service Center			360-676-2090
Broadcast Employment Services	www.tvjobs.com	800-374-0119	760-754-2115
Broadcasting Institute of Maryland	www.bim.org	800-942-9246	
Broadcasting Training Program	www.thebroadcasters.com	310-652-0271	323-552-5707
Emma L. Bowen Foundation For Minority Interests In Media	www.emmabowenfoundation.com	202-637-4494	202-637-4495
Hispanic News Media Association			
Howard School Of Broadcasting	www.specshoward.edu	248-358-9000	248-746-9772
International Radio & Television Society	www.irts.org	212-867-6650	212-867-6653
Japanese Americans Citizens League	www.jacl.org	415-921-5225	415-931-4671
KAfe.com	www.KAfe.com		
KGMI.com	www.KGMI.com		
KISM.com	www.KISM.com		
KPUG1170.com	www.KPUG1170.com		
Lummi Tribal Office	www.lummi-nsn.org	360-384-1489	
National Association of Black College Broadcasters		404-523-6136	
National Association of Black Journalists	www.nabj.org	301-445-7100	301-445-7101
National Association of Broadcasters	www.nab.org	202-429-5300	202-429-4199
National Association of Hispanic Journalists	www.unityjournalists.org	202-662-7145	202-662-7144
National Association of Media Women Inc.			
National Black Chamber of Commerce	www.nationalbcc.org	202-466-6888	202-466-4918
National Hispanic Media Coalition	www.nhmc.org	626-792-6462	626-792-6051
National Lesbian & Gay Journalists Association	www.nljga.org	202-588-9888	202-588-1818
National Urban League	www.nul.org	212-558-5300	
Nebraska Educational Telecommunications			
Ntl. Assoc. for the Advancement of Colored People			
NW Indian College	www.nwic.edu	360-676-2772	360-392-4333
Saga Communications	WWW.Sagacom.com	313-886-7070	
Unity: Journalists of Color	www.unityjournalists.org	703-854-3585	703-854-3586
WA State University	www.wsu.edu		
Washington State Association of Broadcasters	www.wsab.org	360-705-0774	360-705-0873
Western WA University	www.wvu.edu	360-650-3000	
Women in Communications			
Worksource.com	www.worksource.com		
YMCA	www.ywca.org	360-734-4820	676-4091