

## **IMPACT RADIO GROUP**

### **ANNUAL EEO PUBLIC FILE REPORT (June 1, 2010 – May 31, 2011)**

The purpose of this EEO Public File Report (the “Report”) is to comply with Section 73.2080 (C) (6) of the FCC’s 2002 EEO Rule. The Report is required to be placed in the public inspection files of the stations and on station’s websites (if applicable). Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations and:  
KSRV-AM, KSRV-FM, KQLZ-FM, KPDA-FM, KWYD-FM, & KMHI-AM

The information contained in the EEO Public File Report covers the period from June 1, 2010 to May 31, 2011. The FCC’s 2002 EEO Rule Requires that this EEO Public File Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080 (c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hire for each full-time vacancy during the applicable period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

Sections 1, 2 and 3 provide the required information. Please note that the numbers listed on Section 2 under the column entitled “Full-Time Positions for which this Source Was Utilized” refer to the number of the full-time job positions listed on Section 1. As required by Section 73.2080 of the Commission’s Rules, the station has participated in recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section 3.

# FULL-TIME VACANCIES AND CONTACT LISTS

POSITION OF EMPLOYMENT:		Account Executive			START & END DATE OF INTERVIEWS	June 1.2010- May 31, 2011		
RECRUITMENT SOURCE	ADDRESS	TELEPHONE	FAX	EMAIL	CONTACT PERSON	# INTERVIEWED	HIRED	
Walk-In	5660 Franklin Rd Suite 200	208-465-9966	208-465-2922		Pedro Mosqueda	1	1	
Idaho Commission on Hispanic Affairs	304 N 8 <sup>th</sup> St. Suite 236 PO Box 83720 Boise, ID 83720-0006	208-334-3776	208-334-3778	<a href="mailto:Lymaris.blackmon@icha.idaho.gov">Lymaris.blackmon@icha.idaho.gov</a>	Lymaris Blackmon	2	0	
Idaho Human Rights Commission	317 West Main Street Second Floor Boise, ID 83735-0660	208- 334-4751	208-334-2664	<a href="mailto:info@idaho-humanrights.org">info@idaho-humanrights.org</a>		0	0	
Radio Advertisement	5660 Franklin Rd Suite 200	208-465-9966	208-465-2922	<a href="mailto:jobs@impactradiogroup.com">jobs@impactradiogroup.com</a>	Jim Miles	10	6	
NAACP Treasure Valley	PO Box 8436 Boise, ID 83707	208-334-6341		<a href="mailto:naacp@naacp-treasurevalley.org">naacp@naacp-treasurevalley.org</a>		0	0	
Idaho Womens Network	301 Ruby St. Boise, ID 83705-5941	208-344-5738		<a href="mailto:info@idahowomensnetwork.org">info@idahowomensnetwork.org</a>		0	0	



POSITION OF EMPLOYMENT:

Account Executive

START & END DATE OF INTERVIEWS

June 1, 2010- May 31, 2011

RECRUITMENT SOURCE	ADDRESS	TELEPHONE	FAX	EMAIL	CONTACT PERSON	# INTERVIEWED	HIRED
Walk-in	5660 Franklin Rd. Ste 200 Nampa, ID 83687	208-465-9966	208-465-2922	<a href="mailto:mark@impactradiogroup.com">mark@impactradiogroup.com</a>	Dale Jeffries	1	1
Worksource Oregon	375 SW 2nd Avenue Ontario OR 97914	541-889-5394	541-889-8437			2	1

POSITION OF  
EMPLOYMENT:

On Air Talent  
KSRV-AM

START & END DATE OF  
INTERVIEWS

June 1, 2010- May 31,  
2011

RECRUITMENT SOURCE	ADDRESS	TELEPHONE	FAX	EMAIL	CONTACT PERSON	# INTERVIEWED	HIRED
Referral	Po Box 129 Ontario, OR 97914	541-889-8651	541-889-8733	<a href="mailto:dale@impactradiogroup.com">dale@impactradiogroup.com</a>	Dale Jeffries	2	1

**Grand Total Number of Applicants Interviewed: 21**

# **OUTREACH INITIATIVES UNDERTAKEN PURSUANT TO SECTION 73.2080(c)(2)**

## OUTREACH INITIATIVES

**#1**

**Activity:** Management Personnel Training on EEO  
**Date of Activity:** May 25, 2011  
**Employees:** All employees in Managerial Positions  
**Host:** Impact Radio Group  
**Brief Description:** Management received a comprehensive training program in EEO which covered State, Federal and FCC laws and regulations in regards to EEO, Harassment, Hiring, Termination, and Discrimination.

## OUTREACH INITIATIVES

#2

**Activity:** Internship Program

**Date of Activity:** Fall 2010, Spring 2011

**Host:** Rick Moorten

**Brief Description:** In the Fall of 2010 and Spring of 2011, Impact Radio Group trained and educated multiple interns in broadcasting. Each intern received credits at their local education institution. The interns learned many of the skills to operate and schedule a morning show over the air.

## OUTREACH INITIATIVES

#3

**Activity:** **Mentoring Program for Employees**

**Brief Description:** Our business department has developed a mentoring program for the employees. Every employee is being mentored by an experienced co-worker. Many times this has led to a promotion and higher pay. Our employees are constantly being mentored to attain higher skills.

## OUTREACH INITIATIVES

#4

**Activity:** Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

**Date of Activity:** 4/22/2011 & 4/25/2011

**Employees:** Rick Moorten

**Brief Description:** Students from Boise State University were introduced to our morning show team. They were exposed to bits, music scheduling, and the strategy of a morning show. Rick Moorten showed them all the specifics that go into running a morning show. The students received credit in their classes for coming and wrote papers on the experience.

## OUTREACH INITIATIVES

#5

**Activity:** **Training program to help employees qualify for higher positions**

**Brief Description:** Impact Radio Group has a training program in Programming, Sales, and the Business Department to support the professional growth of our employees. Many of the trainees have been promoted into management or will be very competitive when a position opens up. We hope to have the problem of having too many skilled employees.

## OUTREACH INITIATIVES

#6

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **April 16, 2011**

**Brief Description:** The programming team, including the Program Director and Morning show host, from Impact Radio Group attended “The Boys & Girls Club of Nampa’s” Community Day at the Idaho Center. Impact Radio Group informed the children and adults about career opportunities in Radio while handing out informational literature and Applications.