

Federal Communications Commission Washington, D.C. 20554  <p style="text-align: center;"><b>FCC 396</b></p>	Approved by OMB 3060-0113 (March 2003)	FOR FCC USE ONLY
<p><b>BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT</b>                  (To be filed with broadcast license renewal application)</p> <p>Read INSTRUCTIONS Before Filling Out Form</p>		FOR COMMISSION USE ONLY FILE NO. - 20130725ACQ

**Section I**

Legal Name of the Licensee NORTH COUNTY COMMUNICATIONS, LLC		
Mailing Address P.O. BOX 7		
City PASO ROBLES	State or Country (if foreign address) CA	Zip Code 93447 -
Telephone Number (include area code) 8052381230		E-Mail Address (if available)
Facility ID Number 64342		Call Sign KPRL
<b>TYPE OF BROADCAST STATION:</b> (if applicable)	Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV

**Application Purpose**

- New Program Report
- Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

**Station List**

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KPRL	64342	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	PASO ROBLES, CA	<input type="radio"/> Yes <input checked="" type="radio"/> No

**CONTACT PERSON IF OTHER THAN LICENSEE**

Name MELODIE A. VIRTUE, ESQ.		Street Address 1000 POTOMAC ST., NW 5TH FLOOR	
City WASHINGTON	State DC	Zip Code 20007-	Telephone Number 2029657880

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during  Yes  No this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees?  Yes  No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

**CERTIFICATION.**

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent
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KEVIN WILL	
Title MEMBER	Telephone No. ( include area code) 8052381230
Date 7/25/2013	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

**GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

**RESPONSIBILITY FOR IMPLEMENTATION**

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: KEVIN WILL	Title: GENERAL MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

<b>I. EEO PUBLIC FILE REPORT</b> Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
<b>II. NARRATIVE STATEMENT</b> Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

**FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT**

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

**Exhibits**

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**Exhibit 2**

**Description:** 2012 & 2013 ANNUAL EEO PUBLIC FILE REPORTS

SEE ATTACHED REPORTS.

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**Attachment 2**

Description
<u>KPRL 2012 EEO Public File Report</u>
<u>KPRL 2013 EEO Public File Report</u>

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**Exhibit 3**

**Description:** NARRATIVE STATEMENT

SEE ATTACHED.

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**Attachment 3**

Description
<u>KPRL Narrative Statement</u>

## 2012 ANNUAL EEO PUBLIC FILE REPORT

### North County Communications, LLC

Station: KPRL(AM)  
 Community of License: Paso Robles, CA  
 Reporting Period: July 21, 2011 – July 22, 2012  
 No. of Full-time Employees: Between 5 – 10  
 Small Market Exemption: Yes

During the Reporting Period, a total of one full time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

#### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

<i>TYPE OF INITIATIVE</i>	DESCRIPTION OF ACTIVITY
<i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i>	KPRL maintains an ongoing internship opening whereby members of the community may obtain the experience needed for broadcast employment. The station will be hiring a new intern in August, 2012.
<i>Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i>	The Station has featured a variety of youth groups on our "Sound Off" program, that airs Monday through Friday from 12:30 PM to 2:00 PM. Representatives from Skills USA spoke on April 8, 2012 and May 23, 2012. Paso Robles Future Farmers of America members spoke on the program on May 2, 2012, Templeton Future Farmers of America on May 31, 2012 and Templeton 4-H on July 11, 2012. These organizations are directly tied to the Paso Robles and Templeton School districts, and the students learn how radio broadcasting works and the responsibilities of each position at the station. Our host answers questions the guests may have before and after their interview.
<i>Sponsored events in the community designed to inform and educate the public as to employment opportunities in broadcasting.</i>	KPRL Owner/Manager spoke to Atascadero Rotary on March 7, 2012. The speech included radio history, advertising, career opportunities, education, and broadcast information.

	<p>KPRL Owner/Manager spoke to Paso Robles Rotary on April 26, 2012 about broadcast production, history and careers in broadcasting.</p> <p>KPRL sponsored and participated in the Atascadero Chamber Business Fair on September 15, 2012. Owner/Manager and News Director participated in the Expo, providing information about the radio station and fielding questions about general broadcasting and it's employment opportunities.</p> <p>KPRL sponsored and participated in the Paso Robles Chamber Business Expo on April 11, 2012. KPRL Owner/Manager and News Director participated in the Expo, providing information about KPRL and answering questions about advertising and opportunities in broadcasting.</p>
<p><i>Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</i></p>	<p>In the past year, the station has given five tours to the Girl Scouts, Tiger Cubs and Boy Scouts from the North County as well as students from Georgia Brown Grammar School from Paso Robles. During the tours, we explain the history of broadcasting, how the EAS System works, the role radio plays in the local community, and careers/employment opportunities in broadcasting.</p>

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
2/01/2012	Account Executive	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Newspaper	1
Radio Ads	4
Cuesta College	1
Employee Referral	1

### RECRUITING SOURCES USED

The station used the following sources to recruit for all full-time positions filled during the reporting period.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Paso Robles Press	N	502 First Street, Ste. C Paso Robles, CA 93446	Classified	(805) 237-6060 <a href="mailto:class@pasoroblespress.com">class@pasoroblespress.com</a>
On Air Announcements	N	Station KPRL P. O. Box 7 Paso Robles, CA 93447	Kevin Will	(805)238-1230 <a href="mailto:kpri@tcsn.net">kpri@tcsn.net</a>
Cuesta College North County Campus	N	2800 Buena Vista Drive Paso Robles, CA 93446	Placement Office	(805) 591-6200

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

## 2013 ANNUAL EEO PUBLIC FILE REPORT

### North County Communications, LLC

Station: KPRL(AM)  
Community of License: Paso Robles, CA  
Reporting Period: July 21, 2012 – July 22, 2013  
No. of Full-time Employees: Between 5 – 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):

<i>TYPE OF INITIATIVE</i>	<i>DESCRIPTION OF ACTIVITY</i>
<i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i>	KPRL maintains an ongoing internship opening whereby members of the community may obtain the experience needed for broadcast employment. The station hired a new part-time intern in March, 2013.
<i>Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i>	<p>The Station has featured a variety of youth groups on our "Sound Off" program that airs Monday through Friday from 12:30 PM to 2:00 PM. This included members of the Templeton and Ranchita Canyon FFA (Future Farmers of America) plus 4-H groups as well as Youth Performing Arts members.</p> <p>These organizations are directly tied to the Paso Robles and Templeton School Districts, and the students learn how radio broadcasting works and the responsibilities of each position at the station. Our host answers questions the guests may have before and after their interview.</p>



<p><i>Sponsored events in the community designed to inform and educate the public as to employment opportunities in broadcasting.</i></p>	<p>News Director meets monthly with the public from 9:45 AM to 11:00 AM.</p> <p>KPRL sponsored and participated in the Atascadero Chamber Business Fair on September 20, 2012. Owner/Manager and News Director participated in the Expo, providing information about the radio station and fielding questions about general broadcasting and its employment opportunities.</p> <p>KPRL sponsored and participated in the Paso Robles Chamber Business Expo on April 23<sup>rd</sup>, 2013. KPRL Owner/Manager and News Director participated in the Expo, providing information about KPRL and answering questions about advertising and opportunities in broadcasting.</p>
<p><i>Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</i></p>	<p>In the past year, the station has given three tours to the North County's youth. One tour to the students from Georgia Brown Grammar School in Paso Robles and two tours to the Boys and Girls Club. During the tours, we explain the history of broadcasting, how the EAS System works, the role radio plays in the local community, and career/employment opportunities in broadcasting.</p>

**FCC Form 396 Employment Program Report**

**NORTH COUNTY COMMUNICATIONS, LLC  
Paso Robles, CA**

**Narrative Statement**

As set forth in its 2011 and 2012 Annual EEO Public File Reports, during the prior two years, the employment unit achieved broad outreach to its community by participating in four business expos, hosting six station tours, two job interns, and having station management and personnel speak at a variety of public locations five times in that time frame. During the station tours, local students were introduced to employees and to department heads where possible, who described their jobs. On some occasions, the students are included in a production exercise in the hope that the production exercise would interest them in future broadcasting careers. Because the station is located in a small market, one-one-one contact through these tours, business expos, job shadowing and speaking engagements help to spread the word about career opportunities in broadcasting.

The station also runs announcements to invite community groups to contact the stations about being added to their public service announcement contact list.

The station disseminated information about the four job openings filled during the past two years by announcing all openings over the air, posting the notices with local colleges and asking employees to spread the word about job openings.

In addition, the station includes a statement in their job notices that they are an Equal Opportunity Employer or "EOE". The station's web site also indicates that the licensee is an equal opportunity employer. The employment application used by the stations provides notice of its non-discrimination policy on the application form and broadcast agreements, which is also posted on the station's web site.

## **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing  
Account number: 605850**

**Description: EEO PROGRAM REPORT (2013)  
Application Reference Number: 20130725ACQ  
Successfully filed at Jul 25 2013 3:23PM**

**Based on the information supplied, no fee is required.**

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