

## 2017 ANNUAL EEO PUBLIC FILE REPORT

### North County Communications, LLC

Station: KPRL(AM)  
Community of License: Paso Robles, CA  
Reporting Period: July 22, 2016 – July 21, 2017  
No. of Full-time Employees: Between 5 – 10  
Small Market Exemption: Yes

#### INITIATIVES

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

TYPE OF INITIATIVE	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. Program Director/Owner instructs, illustrates and answers questions.
<i>Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i>	<p>The “Sound Off” Host interviewed a variety of youth groups on our daily program that airs Monday through Friday from 12:30 PM to 2:00 PM.</p> <p>These organizations are directly tied to the Paso Robles, Atascadero and Templeton School Districts, and the students learn how radio broadcasting works. Our “Sound Off” Host answers questions the guests/students may have before and after their interview.</p> <p>KPRL's Owner/Manager attended the Mid State Fair in Paso Robles, participating in purchasing 4H and FFA (<i>Future Farmers of America</i>) livestock projects at the local Mid State Fair on July 26, 2016. After the event, answering questions about radio broadcasting and employment opportunities.</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 the first Thursday of every month with the public from 9:45 AM to 11:00 AM at a local restaurant. This community meeting invitation is radio promoted a week prior to the meeting. Topics of conversation are of local issues, radio broadcasting and employment opportunities</p> <p>The station also promoted and participated in the Atascadero Colony Days Parade on October 17, 2016 and the Templeton 4<sup>th</sup> of July Celebration Parade, with the Owner/Manager and News Director providing broadcast information and employment opportunities before and after the parade.</p> <p>The KPRL Owner/Manager and staff participated in the fundraiser/sponsorship for the Youth Softball Camp, answering questions from participants and guests.</p> <p>KPRL sponsored Boy Scout Troop 60 fundraiser on May 7, 2016, Cattlemen's Western Art Show on April 8-10, 2016, Quota International of Atascadero April 15<sup>th</sup>, Parkfield Bluegrass Festival May, 2017.</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 Owner/Manager has given several tours of the radio station to the following, Jim Milligan w/NCI Affiliates on August 18, 2016 and Spirit Life Homeschoolers on September 7<sup>th</sup> &amp; 14<sup>th</sup>, 2016. During the tours, the owner explains the history of broadcasting, how the EAS System works, the role radio plays in the local community, and career/employment opportunities in broadcasting.</p>

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

#### LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
01/09/17	News Director	Employee Referral - Dick
05/01/17	Sales	Employee Referral – Jim Griffin
02/01/17	Sales	Referral – Mark Wilson

#### INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Newspaper	1
Radio Ads	1
Employee Referral	3

#### 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	829 10 <sup>th</sup> Street, Suite B 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:kevin@kprl.com">kevin@kprl.com</a>
Cuesta College North County Campus	N	2800 Buena Vista Drive Paso Robles, CA 93446	Career Connections	(805) 591-6200 (805) 591-6370 fax <a href="http://www.cuesta.edu">www.cuesta.edu</a>
Cal Poly College	N	San Luis Obispo, 93407	Student Services	(805) 756-1111 (805) 756-1593 fax <a href="http://www.careerservices.calpoly.edu">www.careerservices.calpoly.edu</a>

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