

2019 ANNUAL EEO PUBLIC FILE REPORT

**North County Communications, LLC**

Station: KPRL(AM)  
 Community of License: Paso Robles, CA  
 Reporting Period: July 21, 2018 – July 22, 2019  
 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):

| <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. 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>Paso Robles &amp; Atascadero city council meetings are aired Tuesday evenings on KPRL.</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>Sound Off Special – January 21, 2019 – Civil Rights, MLK Special Program.</p> <p>April 10, 2019 KPRL's owner/manager spoke at rotary in Atascadero discussing radio today in SLO County, changes made in the past 5 years &amp; what changes may come.</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 28, 2018. 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>The station also promoted and participated in the August 25, 2018 Made in the Shade fundraiser for the Uptown Park. The September 2018 Pioneer Day committee's auction dinner as host. The Pioneer Day committee raises funds to preserve the local historical museum. KPRL participated in the Templeton 4<sup>th</sup> of July Celebration Parade, with the News Director as the announcer. KPRL participated in the Colony Days parade in Atascadero on October 6, 2018, with the owner and Sound Off host as the announcers.</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 4, 2019, Cattlemen's Western Art Show on April 5-7, 2019 and Parkfield Bluegrass Festival in May 2019.</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, Novellus - Adult Special Day Care on September 6, 2018. 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 zero full time position 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 |
|--------------|-----------|-----------------------------------|
|              |           |                                   |
|              |           |                                   |
|              |           |                                   |
|              |           |                                   |

### 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                                  | 0  |
| Radio Ads                                  | 0  |
| Cuesta College / Cal Poly                  | 0  |
| Employee Referral                          | 0  |
| Internet                                   | 0  |

### 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<br>Paso Robles, CA 93446 | Classified               | (805) 237-6060<br><a href="mailto:athayer@pasoroblespress.com">athayer@pasoroblespress.com</a>                             |
| On Air Announcements               | N | Station KPRL<br>P. O. Box 7<br>Paso Robles, CA 93447          | Kevin Will               | (805)238-1230<br><a href="mailto:kevin@kprl.com">kevin@kprl.com</a>  |
| Cuesta College North County Campus | N | 2800 Buena Vista Drive<br>Paso Robles, CA 93446               | Career Connections       | (805) 591-6200<br>(805) 591-6370 fax<br><a href="http://www.cuesta.edu">www.cuesta.edu</a>                                 |
| Cal Poly College                   | N | San Luis Obispo, 93407  | Student Services         | (805) 756-1111<br>(805) 756-1593 fax<br><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.