

## Annual EEO Public File Report

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

KWAV-FM, Monterey, California (FIN: 7714)

KIDD (AM), Monterey, California (FIN: 7721)

KYZZ -FM, Monterey, California (FIN: 15197)

The information contained in this Report covers the Period from August 1, 2007 to, and including, July 31, 2008 (the "Applicable Period"). The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy;
3. The recruitment source that referred the hiree 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, which follow have been designed, in the aggregate, to 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.

Buckley Broadcasting Corporation of Monterey, the licensee of KWAV-FM, and Buckley Communications, Inc., the licensee of KIDD (AM), and Buckley Broadcasting Corporation of Salinas, the licensee of KYZZ-FM have and will continue to be Equal Employment Opportunity Employers. Buckley is committed to broad and inclusive outreach for hiring full-time employees, affording equal employment opportunity to all qualified persons and refraining from discrimination on the basis of race, color, national origin, gender or religion. As required by Section 73.2080 of the Commission's Rules, the stations have participated in several different recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section 3.

KWAV (FM) AND KIDD (AM) RADIO STATIONS

Annual EEO Public File Report

Covering the Period from August 1, 2007 to July 31, 2008

Station Employment Unit: KWAV-FM, KIDD (AM) and KYZZ-FM

Section 1: Vacancy Information

FULL TIME POSITIONS FILLED BY JOB TITLE	RECRUITMENT SOURCE OF HIREE	TOTAL # OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION
1 Account Executive	Employee Referral	17
2 Account Executive	Employee Referral	14
3 7p-12m Air Talent	All Access	5
4 Sales Assistant	In House Promotion	5
5 2p-7p Air Talent	In House Promotion	2
6 General Sales Manager	In House Promotion	7
7 Sales Assistant	Ad Agency Referral	4
8 Account Executive	Called in to Station	15
Total number of persons interviewed during applicable period:		69

Section 2: Recruitment Source Information.

Recruitment source (Name, Address, Telephone Number, Contact Person)	Total # of Interviewees this Source Has Provided During This Period (if any).	Full-time Positions For Which This Source Was Utilized
Alliance on Aging Senior Employment 2200 Garden Road Monterey, CA 93940 655-1334 Jan <a href="mailto:jmcquire@allianceonaging.org">jmcquire@allianceonaging.org</a>	0	1,2,3,4,5,6,7,8
ARBOR Career Center 344 Salinas, St #202 Salinas, CA 93901 751-6002 Raymond Garcia	0	1,2,3,4,5,6,7,8
Cabrillo College/Job Placement 6500 Soquel Dr Aptos, CA 95003 479-6413 Kim Flock <a href="mailto:kiflock@cabrillo.edu">kiflock@cabrillo.edu</a>	0	1,2,3,4,5,6,7,8
Cabrillo College/Watsonville Ctr. 318 Union St Watsonville, CA 95076 477-5134 Ann Ruiz	0	1,2,3,4,5,6,7,8
Careerworks 2045 40th Ave Capitola, CA 9500 454-4080 Attn: Career Center Terri German	0	1,2,3,4,5,6,7,8
Central Coast College 480 S. Main St Salinas, CA 93901 372-6767 Esmeralda	0	1,2,3,4,5,6,7,8
CET Job Training Center 421 Monterey St Salinas, CA 93901 424-0665 Ugendra Raj	0	1,2,3,4,5,6,7,8

CET Job Training Center 10Blanca Lane Watsonville, CA 95076 728-4551 Jose Jara	0	1,2,3,4,5,6,7,8
CHISPA Housing Mgmt. 295 Main St #100 Salinas, CA 93901 757-6251 Trish Heuls <a href="mailto:gplascencia@chipsahousing.org">gplascencia@chipsahousing.org</a>	0	1,2,3,4,5,6,7,8
CSUMB 100 Campus Center Seaside, CA 93955 Eddy Tsing Eddy_tsing@csumb@edu	0	1,2,3,4,5,6,7,8
EDD-Monterey 480 Webster St Monterey, CA 93940 649-2928 Cal Jobs	0	1,2,3,4,5,6,7,8
EDD-Salinas 730 LaGuardia St Salinas, CA 93905 796-3696 Cal Jobs	0	1,2,3,4,5,6,7,8
EDD-Santa Cruz 2045 40th Ave. #B 2045 40 <sup>th</sup> Avenue #B Capitola, CA 95010 464-6286 Job ID Person	0	1,2,3,4,5,6,7,8
EDD-Watsonville 18 W. Beach St Watsonville, CA 95076 763-8700 Job Services	0	1,2,3,4,5,6,7,8
Hartnell College/Job Bank 156 Homestead Salinas, Ca 93901 755-6925 Sharon Perez <a href="mailto:careers@hartnell.edu">careers@hartnell.edu</a>	0	1,2,3,4,5,6,7,8
Heald Business College 1450 N. Main St Salinas, CA 93912 443-1700 Serhana Uddin	0	1,2,3,4,5,6,7,8

HOPE Services 133 Mission St. #100 Santa Cruz, CA 95060 421-9900 <a href="mailto:dburns@hopeservices.com">dburns@hopeservices.com</a>	0	1,2,3,4,5,6,7,8
Hope Center 65 San Miguel Salinas, CA 93901 422-0208 Alisa	0	1,2,3,4,5,6,7,8
King City One Stop 200 Broadway St Suite 62 King City, CA 93930 386-6801 Deborah McAlahney <a href="mailto:mcalahnyd@co.monterey.ca.us">mcalahnyd@co.monterey.ca.us</a>	0	1,2,3,4,5,6,7,8
Mersman & Smith Vocational 1111 Mission St. Santa Cruz, CA 95060 429-1244 Mike Mersman	0	1,2,3,4,5,6,7,8
Mexican American Opportunity Foundation 61 N Sanborn Rd Salinas, CA 93905 757-0753	0	1,2,3,4,5,6,7,8
Monterey Adult School 1295 LaSalle #8 Seaside, Ca 93955 899-1615 Patty	0	1,2,3,4,5,6,7,8
Monterey Peninsula College 980 Fremont St Monterey, CA 93940 646-4195 Lein Nguyen <a href="mailto:tmorales@mpc.edu">tmorales@mpc.edu</a>	0	1,2,3,4,5,6,7,8
NAACP-Salinas P.O. Box 1128 Salinas, Ca 93901 Tony Anderson	0	1,2,3,4,5,6,7,8
Salinas One Stop 730 La Guardia Salinas, CA 93905 755-5860	0	1,2,3,4,5,6,7,8

Seaside One Stop 1760 Fremont Blvd. #D-2 Seaside, CA 93955 899-8236	0	1,2,3,4,5,6,7,8
Opportunity Center 249 10th St. Marina, CA 93933 384-0386 Mike Sumida	0	1,2,3,4,5,6,7,8
Salinas Adult School 20 Sherwood Place Salinas, CA 93906 Vicky Almond <a href="mailto:vamondt@salinas.k12.ca.us">vamondt@salinas.k12.ca.us</a>	0	1,2,3,4,5,6,7,8
Shoreline Occupational Services 249 10th St. Marina, CA 93933 883-3300	0	1,2,3,4,5,6,7,8
UCSC Career & Internship Services 123 Hahn Student Services Bldg Santa Cruz, CA 95064 Carrie Lincourt <a href="mailto:lincourt@uc.c.edu">lincourt@uc.c.edu</a>	0	1,2,3,4,5,6,7,8
Montereybayhelpwanted.com Website Regionalhelpwanted.com, Inc 1 Civic Center Plaza Ste 506 Poughkeepsie, NY 12601	11	#1,2,4,7,8
All Access.com Website	6	#3,5
Monterey County Weekly 668 Williams Ave Seaside, CA 93955	1	#1,2,3,4,5,6,7,8
Inside Radio Website	5	#6
Employee Referral	14	#1,2,4,8
Current Employee/In House Promotion	2	#4,5,6
Station Websites	0	#4,6,7,8
Ad Agency Referral	1	#7
Craigslist	0	#1,8
Called Into Station	18	#1,2,8
Station Called	7	#1,2,7
In House Job Posting	4	#1,2,8

Section 3: Supplemental Recruitment Activities Undertaken by KWAV-FM and KIDD (AM) and KYZZ-FM

1. Sexual Harassment Training. October 10, 2007. General Manager, Program Director General Sales Manager, KIDD Sales Manager, Business Manager, Promotions Director. Buckley Radio attorneys gave presentation on what not to do and how to handle difficult situations. Discussion included how to avoid and report unacceptable activities and the new labor laws.
2. First Annual Fall Job Fair. October 18, 2007. General Sales Manager, KIDD Sales Manager, Account Executive, Program Director, Promotions Director. Buckley Radio sponsored twenty businesses from the community to participate in the First Annual Job Fair. Attendance was estimated to be 200. The Buckley staff greeted and answered questions. Applications were available and those returned will be kept on file for future job openings. Air time schedules ran on all three stations encouraging attendance.
3. South County Expo Business Showcase 2007. October 25, 2007. Promotions Director, General Sales Manager, KIDD Sales Manager, Account Executive. The Soledad Mission Chamber of Commerce sponsored this event. KWAV morning air talent was the M.C. of this event. Business from the four south county chambers displayed their products and services. Air time schedules ran encouraging companies to sign up for booths and also to encourage people in all areas of the county to attend. The Promotions Director was involved in organizing this event. 500 people attended mostly minorities. Job applications were available.
4. Go for the Green 14<sup>th</sup> Annual Showcase. November 1, 2007. Promotions Director, KIDD Sales Manager, Business Manager, General Sales Manager. Monterey Peninsula and Salinas Valley chambers of Commerce presented this Showcase as an opportunity for the Chambers to demonstrate their products and services. This was the first time on the Monterey Peninsula that a showcase presented mostly organic and sustainable products. The approx. attendance was 800 people. Job applications were available.
5. Intern. Buckley Radio Internship Program. February 7.02008 – Mid-May 2008 He is a student at California State University, Monterey Bay studying English Communication. He has helped at on-site events, has done voice work and interacted with clients and listeners. After summer he will return and continue his intern duties.
6. Greatest Showcase on Earth. February 21, 2008. Promotions Director, General Sales Manager, Account Executive, KIDD Sales Manager, Program Director. Aptos Chamber & Capitola/Soquel Chambers. Local restaurants, local businesses and community groups got together and presented over 100 exhibits many were “green” businesses. Approx. 1300 people attended. 50% were female and 65% were Hispanic. Job applications were available. Air time schedules ran encouraging exhibitors to reserve an area and also for listeners to attend the showcase.
7. Spring Job Fair. February 28, 2008. Sponsored by Buckley Radio. General Sales Manager, Promotions Director, Account Executive, Program Director. The Spring Job Fair was organized by Buckley Radio personnel and located at a local shopping mall. Staff spoke to many attendees at our booth. Applications were available and accepted for future openings at Buckley Radio. The Spring Job Fair was attended by approx 300 job seekers, mostly Hispanic women.
8. 10<sup>th</sup> Annual Have a Heart for Students Dinner and Auction. April 11, 2008. California State University, Monterey Bay. Morning air talent was the M. C. at this event donating his talent and time to make this annual fundraising event a great success. This event raised funds for CSUMB’s Scholarship Funds, benefiting students with financial needs and making it possible for them to pursue a college degree.
9. Marshall Elementary’s Reading Day. May 3, 2008. Marshall Elementary School sponsored a Read Across America and Dr. Seuss Day. Program Director, KIDD Promotions Director, Programming Coordinator. Members of the Buckley Radio staff were invited to participate and encourage children to read. They each went to different classrooms and read a Dr. Seuss book because March 3<sup>rd</sup> is Dr. Seuss’ birthday.
10. 16<sup>th</sup> Annual Santa Cruz Chamber Business Fair. March 16, 2008. Santa Cruz Chamber of Commerce. Promotions Director, Account Executive and KIDD Sales manager. Buckley Radio staff greeted many of the 900 guests that stopped by their booth. Majority of attendees were minorities. They answered questions about radio. Applications were available as well as information on our internship program. Air time schedules ran promoting this event.
11. Principal for A Day. April 4, 2008. Dr. Martin Luther King, Jr. Elementary School. Morning air talent. He assisted the principal with everyday duties relating to students, staff and parents. He learned about their schools and the challenges they face on a daily basis. He also met some of the staff members, administrators and students. After the school day ended a reception was held at the District Office Board room.
12. Buckley Radio Job Fair. May 22, 2008. Promotions Director, KIDD Sales Manager, Account executive. Fifteen business from the community participated to search for employees. Attendance was estimated to be 275. The staff greeted and answered questions. Air time schedules ran promoting attendance. Applications were available.



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Cabrillo College/Job Placement 6500 Soquel Dr Aptos, CA 95003 479-6413 Kim Flock <a href="mailto:kiflock@cabrillo.edu">kiflock@cabrillo.edu</a>	0	1,2,3,4,5,6,7,8
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Central Coast College 480 S. Main St Salinas, CA 93901 372-6767 Esmeralda	0	1,2,3,4,5,6,7,8
CET Job Training Center 421 Monterey St Salinas, CA 93901 424-0665 Ugendra Raj	0	1,2,3,4,5,6,7,8

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CHISPA Housing Mgmt. 295 Main St #100 Salinas, CA 93901 757-6251 Trish Heuls <a href="mailto:gplascencia@chipsahousing.org">gplascencia@chipsahousing.org</a>	0	1,2,3,4,5,6,7,8
CSUMB 100 Campus Center Seaside, CA 93955 Eddy Tsing Eddy_tsing@csumb@edu	0	1,2,3,4,5,6,7,8
EDD-Monterey 480 Webster St Monterey, CA 93940 649-2928 Cal Jobs	0	1,2,3,4,5,6,7,8
EDD-Salinas 730 LaGuardia St Salinas, CA 93905 796-3696 Cal Jobs	0	1,2,3,4,5,6,7,8
EDD-Santa Cruz 2045 40th Ave. #B 2045 40 <sup>th</sup> Avenue #B Capitola, CA 95010 464-6286 Job ID Person	0	1,2,3,4,5,6,7,8
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HOPE Services 133 Mission St. #100 Santa Cruz, CA 95060 421-9900 <a href="mailto:dburns@hopeservices.com">dburns@hopeservices.com</a>	0	1,2,3,4,5,6,7,8
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Mersman & Smith Vocational 1111 Mission St. Santa Cruz, CA 95060 429-1244 Mike Mersman	0	1,2,3,4,5,6,7,8
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Montereybayhelpwanted.com Website Regionalhelpwanted.com, Inc 1 Civic Center Plaza Ste 506 Poughkeepsie, NY 12601	11	#1,2,4,7,8
All Access.com Website	6	#3,5
Monterey County Weekly 668 Williams Ave Seaside, CA 93955	1	#1,2,3,4,5,6,7,8
Inside Radio Website	5	#6
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Craigslist	0	#1,8
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