

EEO
PUBLIC FILE
REPORT

for

EUREKA BROADCASTING COMPANY
(KEKA-FM; KINS-FM; KWSW-AM; KEJY-AM)

Eureka, California

This EEO Public File Report covers the
One-Year Period ending on July 27th, 2022.

EEO POLICY STATEMENT

Eureka Broadcasting is an equal opportunity employer committed to meeting the Stations' EEO obligations. We have established, maintain, and carry out a positive continuing program of specific practices designed to ensure broad outreach, equal opportunity and nondiscrimination in every aspect of station employment policy and practice. The stations achieve broad and inclusive outreach whenever it has a hiring opportunity. Periodic announcements broadcast over the stations welcome organizations interested in referring candidates for our hiring availabilities to notify us that they would like to receive notices whenever there is a job vacancy to be filled. All organizations that express an interest in notification of new hiring opportunities will be provided with notice as soon possible. All of our outreach activities are attended by company personnel with hiring authority as interpreted by the Commission.

In addition, all Employment Unit hiring goes through our assigned EEO Officer, whose responsibility is to ensure the stations are compliant with EEO policies. EEO Memos are posted within our building and a copy is given to all new employees. All new positions, with the exception of an occasional exigent circumstance, are subjected to broad outreach before hiring decisions are made.

In accordance with 73.2080 (b) our ownership knows our policy to send all employment openings we would have to all our recruitment sources including Media Staffing Services and the California Broadcasters Association. We announce openings on our stations and post them to our website. In order to broaden our larger pool of referral organizations for future positions, Eureka Broadcasting utilizes this national resource for notification to the greatly expanded pool of outreach organizations contacted and the California Broadcasters Association. Periodically we evaluate the effectiveness of our outreach contacts. Our goal is to delete unresponsive contacts and add new outreach organizations and institutions from our area or neighboring states whenever information becomes available to make that possible.

In accordance with 73.2080(c)(4), our management analyzes pay benefits and seniority practices, promotions and selection techniques every time we hire a full time employee based on training opportunities made possible through webinars, emails or other information made possible through broadcaster associations, state resources and other sources. We have no union agreement. The EEO Officer for the company periodically does a comparison of employee salaries to ensure there is no discrimination based on sex, sexual orientation, religion or race in regards to the job assigned and the pay received. Employee pay is based on performance and merit. All benefits (Health Insurance, vacation, sick leave etc.) afforded to our employees are the same for everyone and based entirely on length of service and at the sole discretion of each full time employee as to whether or not they avail themselves to the offered benefits. It is the ongoing policy of our company to ensure that all decisions made concerning employees are made based on job performance and not discriminatory.

Our advertising sales agreements state that the station does not discriminate in the sale of advertising time and will accept no advertising which is placed with intent to discriminate on the basis of race, ethnicity, religion, sex or sexual orientation.

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station(s) KWSW – AM; KEJY - AM; KINS - FM and KEKA – FM radio’s public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission’s (“FCC”) rules.

During the one-year period ending on July, 27th, 2022, the station(s) had no changes in our Staff. There were no additional hires for any full-time position.

On the associated pages, you will find the recruitment sources which would have been used if there was a need for hiring a full-time position during this period for employment opportunity.

[Aside: KEJY-AM simulcasts KEKA-FM.]

Full-Time Vacancy EEO Information

Job Title of Vacancy

Applicant:

Date Vacancy Opened:

Date Vacancy Filled:

Separation Date:

Consultant Used:

Recruitment Source:

Number Interviewed:

Recruitment Sources Used to fill a Vacancy

Name of Recruitment Source	Total Interviewees from source	e-Mail Information
Cal Poly Humboldt Career Center	0	aca@humboldt.edu
College of the Redwoods Career Center	0	career@redwoods.edu
KIDE Radio - Tribal Radio	0	jorozco@KIDERM.org
Eureka Broadcasting	0	brian@eurekaradio.com
Past Employee	0	n/a
Personal Reference	0	n/a
Employee Referred	0	n/a
Craig's List	0	n/a
Be On Air Network	0	lleciejewski@beonair.com
Media Staffing	0	cori@mediastaffingnetwork.com
Oregon State University	0	handshake@mail.joinhandshake.com
Chico State University	0	handshake@mail.joinhandshake.com
Sacramento State University	0	handshake@mail.joinhandshake.com
Cal State East Bay	0	handshake@mail.joinhandshake.com
San Francisco State University	0	handshake@mail.joinhandshake.com

Menu Option Activities

Radio stations KWSW-AM; KEKA-FM/KEJY-AM and KINS-FM have engaged in the following outreach activities during the reporting year (2021 - 2022) covered in this report:

Activity Classification*	Type of Activity	Brief Description
8	Training Program+A21	Weekly meetings with Sales Staff which include topics including those unrelated to job performance, but would be beneficial for future management. Topics include engineering, contracts with syndicators and other aspects of broadcasting. This includes FCC regulatory issues and reports as well
8	Training Program	Attended a Sales and Programming conference in St. Louis with Staff member to have her be presented information on programming theory(s) presented by a nationally recognized programming consultant
8	Training Program	Weekly meetings with On Air/Production staff which include topics including those unrelated to job performance, but would be beneficial for future management. Topics include engineering, contracts with syndicators and other aspects of broadcasting. This includes FCC regulatory issues and reports as well
14	Management/Staff Training	Attended California Broadcasters Association sponsored EEO presentation conducted and orchestrated by noted FCC Attorney (and CBA pro bono legal advisor) Gregg Skall

6	Programs to promote outreach	Industry information brochures are provided to anyone expressing an interest in a career in radio. In addition, they are available at career centers for local colleges and universities in the immediate area. These brochures are also in our studios and accompany staff to any informational sharing events, such as Chamber of Commerce gatherings in McKinleyville and Eureka
7	Scholarship Opportunities	Advertised internally for the John W Koehn Scholarship which is limited to current employees or family members of current employees of our company who want to pursue a career in broadcasting.
14	Management Training	Management meets with our Human Resources consultant multiple times annually to stay current with labor law changes in Federal and State of California Labor Law. These meetings occur to inform us of any changes and the impacts associated with these developments. After any adjustments to the Employee Handbook are made, meetings occur notifying staff of these changes. Updated information (and inclusions) associated with the Corona Virus and nursing at the workplace are examples of implemented changes in the current reporting period.
4	Career Fair / Workshops / Community Interest	Provided workshops in broadcasting careers and commercial writing / production for local youth groups (4-H and FFA)
5	Establishment of a program to assist community members to acquire education needed for broadcast employment.	Held preliminary discussions with the Cal Poly Provost regarding a Broadcast Engineer program added to the curriculum for future career employment in the broadcast industry

4	Career Fair / Workshops / Community Interest	Participated in Career Days hosted by the Humboldt Office of Education
6	Participation in programs designed to promote outreach	Participated in Community Access panel discussion regarding programming content and access as hosts / engineers / producers in radio
4	Career Fair / Workshops / Community Interest	Provided group tours of facilities and discussion of Career options twice during the reporting period
16	Employment in the Broadcast Industry	In conjunction with our primary promotional activities in the community we print and distribute informational brochures for those interested in exploring a career in Radio Broadcasting. This information is also provided on our website under "Careers in Radio Broadcasting." This also includes on air messages describing various staff positions when appropriate

* - For "Activity Classification" references, use Number "1" through "16" in accordance with the following:

- 1 - Participation in at least four "Job Fairs" by station personnel who have substantial responsibility in the hiring decision.
- 2 - Hosting of at least one "Job Fair."
- 3 - Co-Sponsoring with organizations in the business and professional community to acquire skills needed for broadcast employment
- 4 - Participation in at least four events, including conventions, career days, workshops and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues.
- 5 - Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
- 6 - Participation in job banks, Internet programs and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies.)
- 7 - Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting
- 8 - Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
- 9 - Establishment of a mentoring program for station personnel.

10 - Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

11 - Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting.

12 - Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities.

13 - Provision of assistance to unaffiliated non-profit entities in the maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.

14 - Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

15 - Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.

16 - Participation in other activities designed by the station 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.

EEO Outreach Form - Eureka

* - Station KEJY-AM is simulcasted on KEKA-FM