

## 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 July 31, 2009 to, and including, August 1, 2010 (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; (including, if applicable, organizations entitled to notification pursuant to Section 73.2080c(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
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 July 31, 2009 to August 1, 2010

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 2 Account Executive	Employee Referral Business Expo	5
Total number of persons interviewed during applicable period: Account executive positions hired from the same employment pool.		5

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:jmcguire@allianceonaging.org">jmcguire@allianceonaging.org</a>	0	1,2
ARBOR Career Center 344 Salinas, St #202 Salinas, CA 93901` 751-6002 Raymond Garcia	0	1,2
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
Cabrillo College/Watsonville Ctr. 318 Union St Watsonville, CA 95076 477-5134 Ann Ruiz	0	1,2
Careerworks 2045 40th Ave Capitola, CA 9500 454-4080 Attn: Career Center Terri German	0	1,2
Central Coast College 480 S. Main St Salinas, CA 93901 372-6767 Esmeralda	0	1,2
CET Job Training Center 421 Monterey St Salinas, CA 93901 424-0665 Ugendra Raj	0	1,2

CET Job Training Center 10Blanca Lane Watsonville, CA 95076 728-4551 Jose Jara	0	1,2
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
CSUMB 100 Campus Center Seaside, CA 93955 Eddy Tsing Eddy_tsing@csumb@edu	0	1,2
EDD-Monterey 480 Webster St Monterey, CA 93940 649-2928 Cal Jobs	0	1,2
EDD-Salinas 730 LaGuardia St Salinas, CA 93905 796-3696 Cal Jobs	0	1,2
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
EDD-Watsonville 18 W. Beach St Watsonville, CA 95076 763-8700 Job Services	0	1,2
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
Heald Business College 1450 N. Main St Salinas, CA 93912 443-1700 Serhana Uddin	0	1,2

Hope Center 65 San Miguel Salinas, CA 93901 422-0208 Alisa	0	1,2
Mersman & Smith Vocational 1111 Mission St. Santa Cruz, CA 95060 429-1244 Mike Mersman	0	1,2
Mexican American Opportunity Foundation 61 N Sanborn Rd Salinas, CA 93905 757-0753	0	1,2
Monterey Adult School 1295 LaSalle #8 Seaside, Ca 93955 899-1615 Patty	0	1,2
Monterey Peninsula College 980 Fremont St Monterey, CA 93940 646-4195 Lein Nguyen tmorales@mpc. edu	0	1,2
NAACP-Salinas P.O. Box 1128 Salinas, Ca 93901 Tony Anderson	0	1,2
Salinas One Stop 730 La Guardia Salinas, CA 93905 755-5860	0	1,2
Opportunity Center 249 10th St. Marina, CA 93933 384-0386 Mike Sumida	0	1,2
Salinas Adult School 20 Sherwood Place Salinas, CA 93906 Vicky Almond	0	1,2

Shoreline Occupational Services 249 10th St. Marina, CA 93933 883-3300	0	1,2
UCSC Career & Internship Services 123 Hahn Student Services Bldg Santa Cruz, CA 95064 Carrie Lincourt lincourt@uc c.edu	0	1,2
HOPE Services 133 Mission St. #100 Santa Cruz, CA 95060	0	1.2
Scale Center Ellen Grasso 113 Mission St. #100 Santa Cruz, CA 95060	0	1,2
Montereybayhelpwanted.com Website Regionalhelpwanted.com, Inc 1 Civic Center Plaza Ste 506 Poughkeepsie, NY 12601	2	1,2
Monterey County Weekly 668 Williams Ave Seaside, CA 93955	0	1,2
Employee Referral	2	1
Station Websites	0	1,2
Craigslist	0	1,2
Business Expo	1	2

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

1. Intern – Buckley Radio Internship Program. February 2010 – July 31, 2010. A black student at Cabrillo College. His responsibilities included helping the Program Director of KWAV and the Program Director of KYZZ with programming shows. He also wrote public service and promotional announcements and attended promotional events. After his initial intern hours were completed he was hired on a part-time basis.
2. Intern - Buckley Radio Internship Program. April, 2010 to July 31, 2010. A female student at University of California, Monterey Bay and is studying communications. Her hours have been filled with writing public service announcements, attending remotes and by taking video for use on stations' websites.
3. Showcase – “16<sup>th</sup> Annual Fall Showcase” October 29, 2009, sponsored by the Monterey Peninsula and Salinas Valley Chambers of Commerce. General Sales Manager, Program Director and Promotions Director networked with many visitors who stopped by our booth which was represented by KWAV, KIDD and KYZZ. KWAV ran an on air schedule promoting this showcase. KWAV was a presenting Media Sponsor. Applications for employment were available and as a result a Hispanic male was hired full time.
4. Expo – Soledad Chamber of Commerce, January 21, 2010. KIDD Sales Manager and General Sales Manager attended. Expo was attended by 600 people. Staff greeted and answered questions regarding radio in general. Job applications were available. Air time schedules were aired on KWAV and KIDD promoting this Expo.
5. Showcase - “Greatest Showcase on Earth!” February 18, 2010, sponsored by the Aptos Chamber of Commerce. KYZZ Sales Manager, General Sales Manager, and Local Sales Manager attended. We were among 130 exhibitors. Questions were answered regarding employment opportunities and our intern program. Job applications were available. Air time schedules ran on KWAV and KYZZ encouraging attendance.
6. Business Fair – 21<sup>st</sup> Annual Business Fair, March 17, 2010, sponsored by the Santa Cruz Chamber of Commerce. KYZZ Sales Manager, General Sales Manager, Local Sales Manager and Program Director attended. KWAV KIDD KYZZ had an exhibit giving the guests an insight of the radio business. Staff greeted guests as they came by the booth. KWAV ran an air time schedule encouraging attendance. Employment applications were available.
7. Expo – Community Expo “Saddle Up for Success!” May 6, 2010, sponsored by the Salinas Valley Chamber of Commerce. KYZZ Sales Manager, General Sales Manager, Program Director attended. Staff networked with local businesses and guests, answered questions, exchanged business cards and talked to students about our internship program. KYZZ ran an air time schedule promoting this Expo. Job applications were available.
8. On air announcements were broadcasted every month airing the following PSA that KWAV, KIDD and KYZZ are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies from our station, please notify the Business Manager at our office telephone number. Also stating KWAV, KIDD and KYZZ are Equal Opportunity Employers and encourage minorities and females to apply.
9. California Harassment Prevention Training, April, 2010. All fulltime personnel took the on-line course issued by the California Chamber of Commerce. This training course is to insure that all stations and management are adhering to the laws of EEOC and are administering a harassment and discrimination free environment.