

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2010 through September 21, 2011

1) Employment Unit: **Premier Broadcasters, Inc., Centralia**

2) Unit Members (Stations and Communities of License):

**KITI (AM), Centralia-Chehalis, WA  
KITI-FM, Winlock, WA**

3) EEO Contact Information for Employment Unit:

<b>Mailing Address:</b>  <b>KITI AM/FM 1133 Kresky Avenue Centralia WA 98531</b>	<b>Telephone Number:</b>  <b>360.736.1355x7</b>
	<b>Contact Person/Title:</b>  <b>Matt Shannon, Station Manager</b>
	<b>E-mail Address:</b>  <b>mshannon@live95.com</b>

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Sales worker	Walk-in
2. On-air news announcer	Internal promotion

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**5) Job Title: Sales worker****Referral Source of Hiree: Walk-in**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# Of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Lower Columbia College	John Krause	1600 Maple Street Longview WA 98632	360-442-2331	1	No
The Chronicle/Chronline.com	Amanda Curry	321 North Pearl Street Centralia WA 98531	360-807-8203	9	No
Live95.com/1420kiti.com	Matt Shannon	1133 Kresky Avenue Centralia WA 98531	360-736-1355x7	8	No
Walk-in	Derek Shannon	1133 Kresky Avenue Centralia WA 98531	360-736-1355x11	4	No
South Puget Sound Community College	Job Center	2011 Mottman Road SW Olympia WA 9812	360-596-5239	0	No
Oregon Association of Broadcasters	Bill Johnstone	7150 S.W. Hampton Street, Suite 240 Portland OR, 97223-8366	503-443-2299	1	No
WorkSource Lewis County	Brenda O'Connor	151 N.E. Hampe Way Chehalis WA 98532	360-740-6889	4	No
Pierce College	Career Center	9401 Farwest Drive Lakewood WA 98020	253-964-6651	0	No
Centralia College Job Fair	Wade Fisher	600 West Locust Street Centralia WA 98531	360-736-9391	12	No
Washington Association Of Broadcasters	Char Myers	724 Columbia Street, Suite 310 Olympia WA 98501	360-705-0774	2	No

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**5) Job Title: On air newscperson**

**Referral Source of Hiree: Internal promotion**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# Of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Lower Columbia College	John Krause	1600 Maple Street Longview WA 98632	360-442-2331	1	No
Amfmjobs.com	Webmaster	www.amfmjobs.com	N/A	1	No
Live95.com/1420kiti.com	Matt Shannon	1133 Kresky Avenue Centralia WA 98531	360-736-1355x7	11	No
Walk-in	Derek Shannon	1133 Kresky Avenue Centralia WA 98531	360-736-1355x11	5	No
Friday Morning Quarterback (fmqb.com)	Webmaster	www.fmqb.com	N/A	1	No
Oregon Association of Broadcasters	Bill Johnstone	7150 S.W. Hampton Street, Suite 240 Portland OR, 97223-8366	503-443-2299	0	No
WorkSource Lewis County	Brenda O'Connor	151 N.E. Hampe Way Chehalis WA 98532	360-740-6889	4	No
Pierce College	Career Center	9401 Farwest Drive Lakewood WA 98020	253-964-6651	0	No
Centralia College	Wade Fisher	600 West Locust Street Centralia WA 98531	360-736-9391	0	No
Washington Association Of Broadcasters	Char Myers	724 Columbia Street, Suite 310 Olympia WA 98501	360-705-0774	3	No
Myaircheck.com	Scott Russell	www.Myaircheck.com	604-740-1374	2	No
Bryaon Broadcasting International	Paty Bryson	P.O. Box 521161 Tulsa, OK 74152	918-747-8774	0	No
Evergreen State College	Career Development	2700 Evergreen Parkway Olympia WA 98505	360-867-6193	0	No
Green River Community College	Charlie Harger	In person	N/A	0	No
All Access	Webmaster	www.Allaccess.com	N/A	9	No
Internal Promotion	In-house	1133 Kresky Avenue Centralia WA 98531	360-736-1355	2	No

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**6) Total # of Interviewees Referred:** For the period from September 22, 2010 through September 21, 2011 this Employment Unit interviewed 80 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Job Fair.**

- KITI-AM & FM's Station Manager attended the Centralia College Job Fair on May 18th, 2011. The event was coordinated by the Centralia College Student Job Center, and was held on the campus of Centralia College that day from 10am-1pm. KITI-AM & FM's Station Manager met with numerous students and adults, and discussed the availability, possibilities and requirements of employment in the radio broadcast industry.
- KITI-AM & FM's Station Manager attended the 15<sup>th</sup> Annual SW Washington Job Fair. The event was coordinated by Lower Columbia College, and was on their campus in Longview. KITI-AM & FM's Station Manager met with numerous students and discussed the availability, possibilities and requirements of employment in the radio broadcast industry.

**(b) Initiative: Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting.**

- KITI-AM & FM provide Job Shadowing opportunities to local high school students on an on-going basis, through out the year. Through the job shadowing experience, the students were provided information regarding production duties, station logging, sales, and the day-to-day operations of a radio station. The students also learn about career opportunities in broadcasting.
- In February of 2011, KITI-AM & FM participated in Rotary International Mentorship Day. As part of Rotary International Mentorship Day, three local high school students toured the facilities of the stations. KITI-AM & FM's Station Manager also answered the students' questions regarding career opportunities in radio, as well as the broadcast industry in general.
- KITI-AM & FM's Station Manager and Morning Show air talent attended the CHEHALIS MIDDLE SCHOOL CAREER DAY on May 10th, 2011. The event was coordinated by the school, and was held in the gymnasium that day from 8:45am to 10:30am. KITI-AM & FM's Station Manager met with numerous students, and discussed the availability, possibilities and requirements of employment in the radio broadcast industry.

**(c) Initiative: Participate in Events Sponsored by Organizations Representing Groups Present in the Community**

- A minimum of once per quarter, KITI-AM & FM's Station Manager takes local Boy/Cub/Girl Scout Troops on guided tours of our facility. Den Masters encourage the children to ask questions about how to become a broadcaster, and the different jobs at a radio station. This is often part of earning a Communications Merit Badge.

**(d) Initiative: Internship Program:**

- Starting in spring 2011, KITI-AM & FM started an internship program, open to college students. One student per quarter acquires knowledge of the skills and attributes required for employment in broadcasting. The program provides a broad overview of the different departments in the radio station and the associated responsibilities. The program allows interns to get firsthand knowledge of the functions of a radio station and exposure to the skills necessary for employment in the

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broadcast industry as they make their career selections. Specifically, the interns gain experience dealing with the ongoing operation of a radio station, gain experience in working with station staff in community outreach programs and gain on-air experience. Two college students participated in the program during the reporting period: one in the Spring Quarter of 2011, and another in the Summer Quarter of 2011.