

# **ANNUAL EEO PUBLIC FILE REPORT**

## **2010**

The information contained in this report covers the time period beginning June 1, 2009 to and including May 31, 2010.

This report has been prepared on behalf of the following stations:

Tempe Radio, Inc. (KUPD-FM and KDUS-AM)  
Mesa Radio, Inc. (KDKB-FM)  
Cactus Radio, Inc. (KSLX-FM and KAZG-AM)

These five stations are combined for this report as they represent a single employment unit.  
This report is being placed in the public inspection files of these stations and posted on their websites.



## SOURCES CONTACTED FOR EACH JOB OPENING

JOB#	SOURCE CONTACTED	WEBSITES	PRINT ADS
FT-09-003 Asst Promo Coordinator	Area Agency on Aging Arizona Commission of Indian Affairs Arizona Hispanic Chamber of Comm. AZ Womens Education & Employment AZ OIC AZ Workforce Connection Chicano Por La Causa Collin College DeVry University Family Service Agency L.U.L.A.C. NAAACP Phoenix Job Corp Center Phoenix Urban League Valle Del Sol	<a href="http://www.kslx.com">www.kslx.com</a> <a href="http://www.kdus.com">www.kdus.com</a> <a href="http://www.98kupd.com">www.98kupd.com</a> <a href="http://www.kdkb.com">www.kdkb.com</a>  allaccess.com amfm.com asu.edu/career careerbuilders.com maricopa.edu radiojobbank.com	AZ Republic CareerBuilder Weekly Shopper -East, West & Central LaVoz
JOB#	SOURCE CONTACTED	WEBSITES	PRINT ADS
FT-10-001 Account Executive	Area Agency on Aging Arizona Commission of Indian Affairs Arizona Hispanic Chamber of Comm. AZ Womens Education & Employment AZ OIC AZ Workforce Connection Chicano Por La Causa Collin College DeVry University Family Service Agency L.U.L.A.C. NAAACP Phoenix Job Corp Center Phoenix Urban League Valle Del Sol	<a href="http://www.kslx.com">www.kslx.com</a> <a href="http://www.kdus.com">www.kdus.com</a> <a href="http://www.98kupd.com">www.98kupd.com</a> <a href="http://www.kdkb.com">www.kdkb.com</a>  allaccess.com amfm.com asu.edu/career careerbuilders.com maricopa.edu radiojobbank.com	AZ Republic CareerBuilder Weekend Shopper -East, West & Central LaVoz

## **Recruitment Sources Utilized**

Four of the five of the Stations have "Employment" links. Our website addresses are as follows:

[www.98kupd.com](http://www.98kupd.com)  
[www.kdkb.com](http://www.kdkb.com)  
[www.kslx.com](http://www.kslx.com)  
[www.kdus.com](http://www.kdus.com)

All of the jobs covered by this report were posted on all four websites. KAZG-AM does not have a website.

The Stations also utilized other websites to post job openings:

[www.allaccess.com](http://www.allaccess.com) (All Access)  
[www.amfm.com](http://www.amfm.com)  
[www.asu.edu/career](http://www.asu.edu/career) (Arizona State University)  
[www.careerbuilders.com](http://www.careerbuilders.com) (Arizona Republic)  
[www.careerpage.org](http://www.careerpage.org) (Arizona Broadcasters Association)  
[www.maricopa.edu/recruiter](http://www.maricopa.edu/recruiter) (Maricopa County Community Colleges)  
[www.radiojobbank.com](http://www.radiojobbank.com)

Print mediums used for advertising job openings are:

The Arizona Republic (a daily newspaper); plus CareerBuilder Weekly; Shopper-East, West & Central; LaVoz.  
P.O. Box 300, Phoenix, AZ 85001-0300, Fax: 602-444-8788, Phone: 602-444-7276,

The following is a list of the Stations' EEO Outreach Sources:

Agency	Contact	Address1	Address2	City	State	Zip	Phone #	Fax #	E-mail
Area Agency on Aging	Laraine Stewart	1366 E. Thomas Rd.		Phoenix	AZ	85016	602-264-2255	602-230-9132	<a href="mailto:stewart@aaaphx.org">stewart@aaaphx.org</a>
Arizona Hispanic Chamber of Commerce	Suzette Coumides	225 E. Osborn Rd	Suite 201	Phoenix	AZ	85012	602-279-8900	602-279-1800	<a href="mailto:suzettec@azhcc.com">suzettec@azhcc.com</a>
Arizona OIC	Angie Rubio	39 E. Jackson		Phoenix	AZ	85004	602-254-5081	602-252-3598	<a href="mailto:angie@azoic.org">angie@azoic.org</a>
Arizona Workforce Connection	Bob Buchanan	4732 S Central AVE		Phoenix	AZ	85040	602-506-9675	602-534-3915	<a href="mailto:bob.buchanan@phoenix.gov">bob.buchanan@phoenix.gov</a>
AZ. Womens Education & Employment	Kathie Rudolph	640 N. 1st Ave.		Phoenix	AZ	85003	602-223-4333	602-223-4338	<a href="mailto:kathierudolph@awee.org">kathierudolph@awee.org</a>
AZ. Comm. Indian Affairs	Job Services	1400 W. Washington	Suite 300	Phoenix	AZ	85007	602-542-3123	602-542-3223	<a href="mailto:iainfo@az.gov">iainfo@az.gov</a>
Chicano Por La Causa, Inc.	Edmundo Hidalgo	1112 E. Buckeye Rd		Phoenix	AZ	85034	602-257-0700	602-256-2740	<a href="mailto:edmundo.hidalgo@cplc.org">edmundo.hidalgo@cplc.org</a>
Collins College	Joe Jeun	1140 S. Priest Dr		Tempe	AZ	85281	480-446-1111	480-446-1177	<a href="mailto:careerservices@collinscollege.edu">careerservices@collinscollege.edu</a>
DeVry University	Dina Handler	2149 W. Dunlap		Phoenix	AZ	85021	602-870-9222	602-943-3391	<a href="mailto:gdamess@devry.edu">gdames@devry.edu</a>
Family Service Agency	Julie Montoya	943 S. Gilbert Rd.	Suite 204	Mesa	AZ	85204	480-507-8619	480-507-8618	<a href="mailto:julie@fsaphoenix.gov">julie@fsaphoenix.gov</a>
Family Service Agency	Dee Agnew	411 N. Central	Suite 700	Phoenix	AZ	85004	602-250-0918	602-253-2628	
L.U.L.A.C.	Frank Carrillo	1604 E. Campus Dr.		Tempe	AZ	85282	480-838-1849	none	
Maricopa Workforce Connection	Cheryl Kaufman	163 N Dobson Rd		Mesa	AZ	85201	480-962-7678	480-834-1655	<a href="mailto:ckaufman@azdes.com">ckaufman@azdes.com</a>
NAACP	Rev. Oscar Tillman	P.O. Box 20883		Phoenix	AZ	85036	602-252-4064	602-252-2954	<a href="mailto:tillmannaacp@aol.com">tillmannaacp@aol.com</a>
Phoenix Job Corps	Career Transition	518 S. 3rd St.		Phoenix	AZ	85004	602-322-2847	602-322-7090	
Phoenix Urban League	Mel Hannah	1402 S. 7th Ave.		Phoenix	AZ	85007	602-254-5611	602-253-7359	
Valle Del Sol, Inc.	Kurt Shepard	1209 S. 1st Ave.		Phoenix	AZ	85003	602-258-6797	602-254-7121	

## RECRUITMENT SOURCES CURRENTLY REQUESTING NOTICES OF ALL JOB OPENINGS

Agency	Contact Person	Address	City	State	Zip	Phone	Fax	E-mail
Area Agency on Aging	Laraine Stewart	1366 E. Thomas	Phoenix	AZ	85014	602-264-2255	602-230-9132	<a href="mailto:stewart@aaaphx.org">stewart@aaaphx.org</a>
Az. Comm. Indian Affairs	Job Services	1400 W. Washington	Phoenix	AZ	85007	602-542-3123	602-542-3223	<a href="mailto:jainfo@az.gov">jainfo@az.gov</a>
Chicano Por La Causa	Edmundo Hidalgo	1112 E. Buckeye Rd.	Phoenix	AZ	85034	602-257-0700	602-256-2740	<a href="mailto:edmundo.hidalgo@cplc.org">edmundo.hidalgo@cplc.org</a>
DeVry University	Gerri Dames	2149 W. Dunlap	Phoenix	AZ	85021	602-870-9222	602-943-3391	<a href="mailto:gdames@devry.edu">gdames@devry.edu</a>
Family Service Agency	Julie Montoya	943 S. Gilbert Rd.	Mesa	AZ	85204	480-507-8619	480-507-8618	<a href="mailto:julie@fsaphoenix.org">julie@fsaphoenix.org</a>
Phoenix Job Corps	Betty Ann Miller	518 S. 3rd St.	Phoenix	AZ	85004	602-322-2847	602-322-7090	none

## Recruitment Sources Referring Candidates and Number of Interviews

Recruitment Source	Number of Interview Referrals
Allaccess website	3
ASU Website	1
Careerbuilders.com	4
Company Posting	
Newspaper ads	3
Station websites	8
Word of Mouth/referrals	3
Total number of persons interviewed for full-time positions	22

## **Supplemental Outreach Initiatives**

### **Scholarship Program**

The Stations annually sponsor the Sandusky Radio Scholarship program at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University (ASU) in Tempe, AZ.

The annual scholarship was issued 5/25/10 for \$1000.

In order to receive the Sandusky Radio Scholarship, the student must meet or exceed the following criteria:

- \* Have a focus in broadcast journalism
- \* Be a sophomore or above
- \* Have a minimum GPA of 3.0
- \* Have filled out an application which asks the students career plans in broadcast media, academic accomplishments, extracurricular activities, broadcast media experience, and financial need.

This year's scholarship was awarded for the 2010-2011 year to a Senior student that met the criteria.

The Walter Cronkite School of Journalism and Mass Communication selects the student eligible for the scholarship.

The Stations annually sponsor the Sandusky Radio KJACK Scholarship at Northern Arizona University (NAU) in Flagstaff, AZ.

The annual scholarship was issued 5/25/10 for \$1000.

The scholarship is available to a deserving student who meets the following criteria:

- \* Must be a full-time student (12 credit hours per semester) Electronic Media & Film major who is pursuing a career in broadcasting.
- \* Be currently involved in the operation of the student radio station, KJACK
- \* Have a minimum GPA of 2.5
- \* Preference will be given to out of state students who hold a management position at KJACK radio.
- \* The scholarship may be used for out of state students for recruitment purposes.

This years scholarship was awarded for the 2010-2011 year to a student that met the above criteria.

The NAU School of Communication Scholarship Committee selects the student eligible for the scholarship.

### **Job Fairs**

The Stations have participated in the following job fairs:

#### **Arizona State University Career Expo, Tempe Campus, October 13, 2009**

Participants: Promotions Coordinator, David Metz and other KSLX promotional staff

Fall Career Mixers offer a more informal networking opportunity to meet with current students and recent graduates from all disciplines and all ASU campuses about internships and full-time career positions within our organization.

#### **Mesa Community College Career Expo, April 13, 2010**

Participants: Promotions Manager, Mark Randall and KUPD promotional staff.

Mesa Community College invites local businesses out to meet with potential employees. Students meet with hiring manager

and see if available positions meet their qualifications.

#### **Paradise Valley Community College Job Fair, February 20, 2010**

Participants: Promotions Manager, Sharon Guerrero and other KSLX promotional staff  
Paradise Valley Community College hosts this job fair and invites Congressman John Shadegg each year to talk about the nation's economic challenges and how to put Arizonans back to work.

#### **Arizona Broadcasters Association (ABA) Broadcasters Career Fair, April 7, 2010**

Participants: Promotions Manager, Mark Randall and other KUPD promotional staff  
The Arizona Broadcasters Association hosted its annual Career Fair for representatives of all local media at Scottsdale Community College. Students from both Scottsdale Community College and Pima Community College attended the event to learn about media jobs and interact with station management personnel.

#### **Ironwood High School College and Career Fair, February 25, 2010**

Participant: Jim Owen, Program Director KSLX  
Ironwood High School annually hosts this event for its graduating students. Local colleges, military services, and local businesses attend this event in an effort to provide students with the opportunity to explore various career paths.

#### **Events Sponsored by Educational Institutions**

##### **KSLX- Copperwood Elementary School- April 19, 2010**

KSLX hosted Copperwood Elementary School as they toured the station spending time in the studio, production and sales department learning the functions each department has in radio. The group consisted of 28 students and 4 adults.

##### **KSLX and ASU November, 2009 - May 2010**

Jennifer Altheide, General Sales Manager worked with an ASU Master of Science in Information Management project group regarding their thesis. The thesis project involved taking a local business and developing ways to make it run more efficiently through technology. They chose Sandusky Radio, specifically KSLX. The group developed an understanding of the radio industry by conducting a total of six meetings involving the GSM, Program Director and Engineer of KSLX. They toured the station and were interested in how stations are profitable. Understanding that revenue comes from the sales side of a radio station, they focused on developing technology to better support the sales department, in turn making a profit through their suggested technology. The group presented their thesis to their committee, and it was approved for Masters completion in May 2010.

### Internship Program

The stations have ongoing internship programs available in Promotions, Programming, Production, and Sales. Local universities, community colleges and high schools are eligible to participate.

These interns are unpaid and have received college class credit for their service.

Staff members frequently speak to communication/broadcast classes at local universities, community colleges and high schools to educate them about radio career opportunities and internships.

**The following is a list of Interns during the period of June 1st, 2009- May 31, 2010:**

<b>School</b>	<b>Dates of Internships</b>	<b>Department</b>
Glendale Community College	February 2010-May 2010	Promotions Department
Arizona State University	May 2010-June 2010	Sales Department

A copy of this report is filed in our Public Files located at:

KUPD FM - KDUS AM  
1900 W. Carmen  
Tempe, Az. 85283

KDKB FM  
1167 W. Javelina  
Mesa, Az. 85210

KSLX FM - KAZG AM  
4343 E. Camelback Rd., Suite 200  
Phoenix, Az. 85018







