

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:

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

KWAV-FM Monterey, California (FIN: 7714)

KYZZ-FM Salinas, California (FIN: 15197)

The information contained in this Report covers the Period from July 31, 2010 to, and including, August 1, 2011 (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 Communications Inc, the licensee of KIDD (AM), KWAV-FM, and 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), KYZZ (FM) AND KIDD (AM) RADIO STATIONS

Annual EEO Public File Report

Covering the Period from July 31, 2010 to August 1, 2011

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	On-Air Radio Ad	7
2 Account Executive	Craigslist	1
3 Sales Asst/Traffic/Promotions	Previous Employee	12
4 Traffic Director/Business Manager Assistant	Employee Referral	2
5 Business Manager	In-House Promotion	1

Total number of persons interviewed during applicable period: 23

1,2 Account executive positions hired from the same employment pool with one additional interview for #2
3,4 Sales Assistant/Traffic/Promotions and Traffic Director/Business Manager Assistant hired from the same
employment pool.

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 jmcguire@allianceonaging.org	0	1,2,3,4
ARBOR Career Center 344 Salinas, St #202 Salinas, CA 93901` 751-6002 Raymond Garcia	0	1,2,3,4
Cabrillo College/Job Placement 6500 Soquel Dr Aptos, CA 95003 479-6413 Kim Flock kiflock@cabrillo.edu	0	1,2,3,4
Cabrillo College/Watsonville Ctr. 318 Union St Watsonville, CA 95076 477-5134 Ann Ruiz	0	1,2,3,4
Careerworks 2045 40th Ave Capitola, CA 9500 454-4080 Attn: Career Center Terri German	0	1,2,3,4
Central Coast College 480 S. Main St Salinas, CA 93901 372-6767 Esmeralda	0	1,2,3,4
CET Job Training Center 421 Monterey St Salinas, CA 93901 424-0665 Ugendra Raj	0	1,2,3,4

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

443-1700
Serhana Uddin

Hope Center 0 1,2,3,4
65 San Miguel
Salinas, CA 93901
422-0208
Alisa

Mersman & Smith 0 1,2,3,4
Vocational
1111 Mission St.
Santa Cruz, CA 95060
429-1244
Mike Mersman

Mexican American 0 1,2,3,4
Opportunity Foundation
61 N Sanborn Rd
Salinas, CA 93905
757-0753

Monterey Adult School 0 1,2,3,4
1295 LaSalle #8
Seaside, Ca 93955
899-1615
Patty

Monterey Peninsula College 0 1,2,3,4
980 Fremont St
Monterey, CA 93940
646-4195
Lein Nguyen
tmorales@mpc.
edu

NAACP-Salinas 0 1,2,3,4
P.O. Box 1128
Salinas, Ca 93901
Tony Anderson

Salinas One Stop 0 1,2,3,4
730 La Guardia
Salinas, CA 93905
755-5860

Opportunity Center 0 1,2,3,4
249 10th
St.
Marina, CA 93933
384-0386
Mike Sumida

Salinas Adult School 20 Sherwood Place Salinas, CA 93906 Vicky Almond vamondt@salinas.k12.ca.us	0	1,2,3,4
Shoreline Occupational Services 249 10th St. Marina, CA 93933 883-3300	0	1,2,3,4
UCSC Career & Internship Services 123 Hahn Student Services Bldg Santa Cruz, CA 95064 Carrie Lincourt lincourt@uc.c.edu	0	1,2,3,4
HOPE Services 133 Mission St. #100 Santa Cruz, CA 95060	0	1,2,3,4
Scale Center Ellen Grasso 113 Mission St. #100 Santa Cruz, CA 95060	0	1,2,3,4
Montereybayhelpwanted.com Website Regionalhelpwanted.com, Inc 1 Civic Center Plaza Ste 506 Poughkeepsie, NY 12601	10	1,2,3,4
Monterey County Weekly 668 Williams Ave Seaside, CA 93955	0	1,2,3,4
Business Referral	1	1,2
Previous Employee	2	2,3
Station Websites	0	1,2,3,4
Craigslist	7	3,4
Radio Ad	2	1,2
In-House Promotion	1	5

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

1. Business Fair –Monterey Bay Business Expo, November 16, 2010, sponsored by the Monterey Peninsula Chamber of Commerce. Sales Manager, General Manager, Promotions 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 on-site. Attendance 70% Hispanic and 60% Female.
2. Intern Employment – began working as a female intern in April of 2010 from California State University at Monterey Bay studying communications became a part time employee with the stations in January 2011. Her hours have been filled with writing public service announcements, attending remotes and by taking video for use on stations’ websites.
3. Expo – Soledad Chamber of Commerce, January 20, 2011. Sales Manager, General Manager and Promotion Director attended. Expo was attended by over 600 people. Staff greeted and answered questions regarding radio in general. Employment applications were available on-site for future openings. Air time schedules were aired on KWAV-FM and KYZZ-FM promoting the Expo. Attendance 80% Hispanic and 75% Female.
4. Showcase - “Greatest Showcase on Earth!” February 24, 2011, sponsored by the Aptos & Capitola Chamber of Commerce. , General Manager and Promotion Director attended. We were among the 130 exhibitors. Questions were answered regarding employment opportunities and our intern program. Employment applications were available on-site for future openings. Air time schedules ran on KWAV encouraging attendance. Attendance 65% Hispanic and 70% Female.
5. Event – 16TH Annual Countrywide Spelling Bee, March 13, 2011. KWAV morning co-host pronounced spelling words for students. Winner goes onto represent Monterey County at the Scripps National Spelling Bee.
6. Expo – Salinas Valley Chamber of Commerce Community Expo May 12, 2011 “Where Business Grows” sponsored by the Salinas Valley Chamber of Commerce. Sales Manager, General Manager, Program Director, Promotions Director attended. Staff networked with local businesses and guests, answered questions, and exchanged business cards. KWAV and KYZZ ran air time schedules promoting this Expo. Employment applications were available on-site. Attendance 70% Hispanic and 65% Female.
7. 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.