

2009 ANNUAL EEO PUBLIC FILE REPORT

BROOKE COMMUNICATIONS, INC.

Stations: KRSB-FM, Roseburg, OR.
KQEN(AM), Roseburg, OR.
KKMX(FM), Tri City, OR.
KSKR(FM), Sutherlin, OR.
KSKR(AM), Roseburg, OR.

Reporting Period: September 21, 2008– September 20, 2009

No. of Full-time Employees: More than 10
Small Market Exemption: Yes

During the reporting period, 0 full-time positions were filled.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c) (2):

Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting. The licensee established a \$3000.00 annual scholarship with Umpqua Community College for students interested in media, broadcast and related fields. Upon review of applications received by the Corporate Scholarship Committee (BCI President, the General Manager, and the Sales Manager), the scholarship for the 2009 school year was awarded based on grades, community involvement and interest in broadcasting and related fields.

Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Establishment of two internship positions at Brooke Communications.

Sales intern term: Sept of 2008 to March of 2009. Intern was guided through the steps of understanding the purpose, benefits, and importance of marketing small and large businesses. Intern also observed techniques of creating effective radio advertising for our clients and how to use the techniques to develop businesses. Intern also spent time with the promotions department learning the importance of the client/station relationship. From brainstorming to execution, intern experienced the process used to create interactive events for the public while generating revenue for radio stations.

News intern term: January of 2009 to May of 2009. Through a partnership with Umpqua Community College, Brooke Communications hosted an intern in the news department. The intern worked with the BCI News and Sports Director, observing the news operation and on air presentation. The intern also experienced the processes of writing news stories from press releases as well as story research and interviewing guests. The same process & procedures were used to teach the intern skills needed for sports reporting. The intern also received an inside look at the process of calling (play-by-play) and producing games on air including but not limited to, gear set up and the documentation of statistical information.

Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

As part of the internship partnership with Umpqua Community College, on February 11, 2009, the BCI News Director gave a presentation to a UCC communications class with specific information relevant to broadcast radio. He discussed job opportunities in the field and encouraged members of the class to consider internships at Brooke Communications in the future. Members of the class asked questions about some aspects of the industry, such as listening, preparation and interviewing techniques. Contact information was distributed to members of the class.

Participated in other activities designed by the station employment unit 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.

Area high schools send job shadow students each semester. Each job shadow spends 3 hours with a DJ, 3 hours with a sales consultant, or 3 hours with the promotions department. Some choose to do more than one, but usually not on the same day. Since October 2008, there have been 12 students in the job shadow program.

At various times during the year, the stations host tours primarily for Junior High School students. During October of 2008 we engaged groups of students attending the Woolley Center. Presentation speakers included Sales Manager who spoke on broadcast sales and marketing. News Director spoke on broadcasting news & sports. All groups are encouraged to visit the facilities for a formal tour and explanation of what the stations do for the community, and to discover various employment opportunities that are available in the radio business.