

**EEO ANNUAL PUBLIC FILE REPORT
HORIZON BROADCASTING GROUP – CENTRAL OREGON
dba KQAK-FM, KWPK-FM, KLTW-FM, KWLZ-FM, KBNW-AM, KRCO-AM**

This report covers full-time vacancy recruitment for the period of October 1, 2011 to September 30, 2012.

Employment Unit: Horizon Broadcasting Group, LLC (Central Oregon)	Address: Horizon Broadcasting Group, LLC 854 N.E. 4 th Street Bend, OR 97701	Contact Person/Title: Keith Shipman President & CEO
Unit Members/City of License: KQAK-FM, Bend, OR KWPK-FM, Sisters, OR KLTW-FM, Prineville, OR KWLZ-FM, Warm Springs, OR KRCO-AM, Prineville, OR KBNW-AM, Bend, OR (LMA with Summit Broadcasting Group)	Telephone Number: (541) 383-3825	Email Address: kshipman@horizonbroadcastinggroup.com

I. Full-Time Vacancies

#	Job Title	Hire Date	Recruitment Source/Hiree	Recruitment Outreach (Source #)	Interviewee Referral Source	Number Interviewed	New Interviewees
1	Account Executive	1-16-12	19	3,25,28,4,19,2,5,26,21	3,25,28,4,19,2,26,21	17	16
2	Account Executive	1-16-12	25	3,25,28,4,19,2,5,26,21	3,25,28,4,19,2,26,21	17	16
3	Account Executive	5-31-12	25	28,3,30,25,2,19	3,28,25,2,19	14	12
4	Account Executive	5-31-12	25	28,3,30,25,2,19	3,28,25,2,19	14	12
5	Account Executive	8-6-12	19	28,3,30,25,2,19	3,28,25,2,19	14	12

II. Recruitment Sources

Source #	Organization	Contact	Number of Applicants/Interviewees Referred
1	Radio Online www.radio-online.com		
2	All Access www.allaccess.com		10
3	Regional Help Wanted www.centraloregonjobs.com		19
4	Oregon Association of Broadcasters 7160 SW Hampton Street, Suite 240 Portland, OR 97223, 503-443-2299 www.theoab.org	Bill Johnstone	1
5	Washington State Association of Broadcasters 725 Columbia Street NW # 310 Olympia, WA 98501, 360-705-0774 www.wsab.org	Mark Allen	1

6	Oregon Employment Department P.O. Box 6035 Bend, OR 97708, 541-388-6070 www.emp.state.or.us		
7	Central Oregon Community College Career Services Center 2600 NW College Way Bend, OR 97701, 541-383-7200	Marlene Ream	
8	Mt. Hood Community College Career Center 26000 SE Stark Gresham, OR 97030, 503-491-7319	Jean Hillebrand	
9	Bellevue Community College 3000 Landerholm Circle SE Bellevue, WA 98007, 425-564-3065		
10	Washington State University Murrow School of Communications Murrow Building Pullman, WA 99164, 509-335-3068	Glenn A. Johnson	
11	Confederated Tribes of Warm Springs 2122 Wasco Street, P.O. Box C Warm Springs, OR 97761, 541-553-1634		
12	NAACP P.O. Box 11484 Eugene, OR 97402, 503-485-4767		
13	University of Oregon Career Services P.O. Box 3257 Eugene, OR 97403-0257 Email: jobs@uoregon.edu		
14	Oregon State University Career Services B008 Kerr Administration Building Corvallis, OR 97331, 541-737-0532 www.career.services.orst.edu		
15	Oregon Council for Hispanic Advancement 108 N.W. Ninth Avenue, Suite 201 Portland, OR 97209, 503-228-4131		
16	Urban League 3034 N.E. Martin Luther King Boulevard Portland, OR 97212, 503-241-4644		
17	Oregon Commission for Women P.O. Box 751 Portland, OR 97207, 503-725-5889		
18	National Association of Broadcasters www.nab.org		
19	Referrals (employee)		2
20	Unsolicited		
21	Refused to Disclose		3
22	Central Oregon Career Expo		

23	Central Oregon Ad Federation PMB 2, 1293 NW Wall Street Bend, OR 97701, 541-385-1992 www.adfedco.org		
24	The Bulletin 1777 SW Chandler Avenue Bend, OR 97702, 541-382-1811		
25	Horizon Broadcasting Group, LLC 854 N.E. 4 th Street Bend, OR 97701, 541-383-3825 KQAK/KWPK/KLTW/KWLZ/KRCO (on-air recruitment ads)	Keith Shipman	22
26	Horizon Broadcasting Group, LLC 854 NE 4 th Street Bend, OR 97701, 541-383-3825 www.horizonbroadcasting.com (website)	Keith Shipman	1
27	Oregon Work Force Job Fair 2321 NE Third Street Prineville, OR 97754, 541-447-8076	Teresa Rodriguez	
28	www.craiglist/bend.com		9
29	Industry Referral		
30	Radio Business Report		1

Note: No source requested that it be notified of job openings.

III. Supplemental Recruitment Initiatives

Initiative	Date	Location	Description
Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	Various	Various	<ol style="list-style-type: none"> 1) Keith Shipman, General Manager, was a guest lecturer in the Broadcast 475 Management Class at the Murrow College of Communications (Washington State University, Dr. Glenn Johnson) on February 2, 2012 providing a presentation which included employment opportunities for new graduates; 2) Horizon Broadcasting Group participated in the school to work program at Summit High School and Mountain View High School in the Bend Lapine School District (providing internships and shadowing to high school students) during the 2011/2012 school year; 3) Keith Shipman, General Manager, participated in the Washington State University Murrow College of Communications Career Fair on April 5, 2012; 4) Keith Shipman, General Manager, participated in the Murrow College "Meet the Pros" seminar series at Washington State University and made two classroom visits to discuss radio careers (programming and management) on April 5, 2012; 5) Keith Shipman, General Manager, was guest lecturer in the Broadcast 475 Management Class at the Murrow College of Communications (Washington State University, Dr. Glenn Johnson) on September 27, 2012 providing a presentation that included employment opportunities for future graduates.

Established training program designed to enable station personnel to acquire skills that could qualify them for higher-level positions.	Ongoing	Houston, TX and Bend, OR	Horizon Broadcasting Group offers ongoing training by its national sales consultant (Sean Luce of the Luce Performance Group, who visits the market four times per year and offers weekly telephone training) for sales, marketing, programming and promotion personnel. The training program consists of 20 education modules, and four employees completed the program during the reporting period.
Provided training in the principles of the Equal Opportunities Program.	April 25, 2012	Bend, OR	Regan Brick, Business Manager, completed The Conclave webinar "Rules of Radio 3 – EEO ESSENTIALS" which consisted of teaching methods that ensure equal employment opportunity and prevent discrimination.
Established an Internship Program designed to assist members of the community to acquire skills needed for broadcast employment.	Ongoing	Bend, OR	Horizon Broadcasting Group offers internships in programming, news, promotion and marketing for qualified high school junior and seniors, community college and four year university students who receive academic credit for a minimum 12-week term. Internships are offered in Fall, Winter, Spring and Summer sessions.