

2011 ANNUAL EEO PUBLIC FILE REPORT

Listeners Community Radio of Utah Inc.

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|-----------------------------|--|
| Station(s): | KRCL (FM-NCE) Salt Lake City, Utah KZCL (FM-NCE) Salt Lake City, Utah |
| Reporting Period: | May 22, 2010 – May 21, 2011 |
| No. of Full-time Employees: | 5 – 10 |
| Small Market Exemption: | No |

During the Reporting Period, a total of two full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

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

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

-KRCL is registered with the local universities and colleges for intern possibilities: University of Utah, Westminster, Salt Lake Community College and Brigham Young University. KRCL is also registered with local high schools for pre-college internship opportunities: Judge Memorial High School and Rowland Hall St. Marks Academy.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

-Training sessions are held regularly to further both paid and volunteer staff's understanding of broadcasting. Sessions occurring during this reporting period include: audio production software, audio recording, podcasting, pledge-drive pitching and managing as well as script writing.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

KRCL posted upper-level job openings with National Federation of Community Broadcasters, Salt Lake Tribune, City Weekly and Utah Non-Profits Association.

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.

-Public Affairs Director, Development and Membership Manager attend DEI's July PMDMC in Fort Worth.

-Program Director and Music Director hosted a two-day visit from programming consultants, Paragon Media Strategies.

Provided training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.

-KRCL partners with a local youth media non-profit, Spy Hop Productions. KRCL trains and teaches radio-craft, audio production and sound engineering.

-KRCL hosts bi-monthly public service announcement production workshops open to all area non-profit organizations.

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.

-KRCL provides bulletin board space for job openings at other public media sources as well as regional not-for-profit entities.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|--------------------------|--|
| 09-01-2010 | Underwriting Manager | Word Of Mouth |
| 07-30-2010 | Administration Assistant | Utah Non Profits Association Job Board |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 12

| Recruitment Sources Used in Preceding Year | Number of Persons Interviewed that the Source Referred |
|--|--|
| Utah Non Profits Association Job Board | 5 |
| Station Website | 2 |
| Salt Lake Tribune | 4 |
| Deseret News | 1 |
| Other Sources Used (see list pages 2-3) | 0 |

RECRUITING SOURCES USED

Job Title of Position: Underwriting Manager

Date of Hire: 09-01-2010

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|-----------------------------|---|--|--------------------------|---------------------------------------|
| KRCL Website | N | www.krcl.org | Amy McDonald | 801-363-1818 amyd@krcl.org |
| Utah Non-Profit Association | N | 175 S. Main St. SLC, UT 84111 | | info@utahnonprofits.org |

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Administrative Assistant

Date of Hire: 07-30-2010

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|-----------------------------|---|---|--------------------------|--|
| KRCL Website | N | www.krcl.org | Amy McDonald | 801-363-1818 amyd@krcl.org |
| Utah Non-Profit Association | N | 175 S. Main St. SLC, UT 84111 | | info@utahnonprofits.org |
| Salt Lake Tribune | N | 143 South Main Street SLC, UT 84101 | Tony Jane Qualizza | 801-204-6500 service@mediaoneutah.com |
| Deseret News | N | 55 North 300 West SLC, UT 84101 | Tony Jane Qualizza | 801-204-6500 service@mediaoneutah.com |
| NFCB | N | 1970 Broadway Suite 1000 Oakland CA 94612 | | nfcb@nfc.org 510-451-8200 |
| Women's Resource Center | N | 200 Central Campus Dr # 411 SLC, UT 84112 | | 801-581-8030 |