

**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, 2010 to September 30, 2011.

<b>Employment Unit:</b> Horizon Broadcasting Group, LLC (Central Oregon)	<b>Address:</b> Horizon Broadcasting Group, LLC 854 N.E. 4 <sup>th</sup> Street Bend, OR 97701	<b>Contact Person/Title:</b> Keith Shipman President & CEO
<b>Unit Members/City of License:</b> 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)	<b>Telephone Number:</b> (541) 383-3825	<b>Email Address:</b> kshipman@horizonbroadcastinggroup.com

**I. Full-Time Vacancies**

#	Job Title	Hire Date	Recruitment Source/Hiree	Applicant Source (Source #)	Interviewee Referral Source	Number Interviewed	New Interviewees
1	KQAK PD/Air Personality *	10-17-11	2	2, 3, 19	2,3,19	16	9
2	Account Executive	8-22-11	29	2,3, 4, 5, 7, 26, 28, 29	3,19, 26, 29	7	5
3	Account Executive	9-1-11	19	2,3,4,5,7,19,26,28,29	3,19, 26, 29	7	5

\* - Position 1 (KQAK PD/Air Personality) was posted on July 26, 2011 and thus is included in our report for 2011.

**II. Recruitment Sources**

Source #	Organization	Contact	Number of Applicants/Interviewees Referred
1	Radio Online <a href="http://www.radio-online.com">www.radio-online.com</a>		
2	All Access <a href="http://www.allaccess.com">www.allaccess.com</a>		76
3	Regional Help Wanted <a href="http://www.centraloregonjobs.com">www.centraloregonjobs.com</a>		18
4	Oregon Association of Broadcasters 7160 SW Hampton Street, Suite 240 Portland, OR 97223, 503-443-2299 <a href="http://www.theoab.org">www.theoab.org</a>	Bill Johnstone	1
5	Washington State Association of Broadcasters 725 Columbia Street NW # 310 Olympia, WA 98501, 360-705-0774 <a href="http://www.wsab.org">www.wsab.org</a>	Mark Allen	1
6	Oregon Employment Department (WorkSource Oregon) P.O. Box 6035 Bend, OR 97708, 541-388-6070 <a href="http://www.emp.state.or.us">www.emp.state.or.us</a>		

7	Central Oregon Community College Career Services Center 2600 NW College Way Bend, OR 97701, 541-383-7200	Marlene Ream	1
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: <a href="mailto:jobs@uoregon.edu">jobs@uoregon.edu</a>		
14	Oregon State University Career Services B008 Kerr Administration Building Corvallis, OR 97331, 541-737-0532 <a href="http://www.career.services.orst.edu">www.career.services.orst.edu</a>		
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 <a href="http://www.nab.org">www.nab.org</a>		
19	Referrals (employee)		11
20	Unsolicited		
21	Unknown Source		
22	Central Oregon Career Expo		
23	Central Oregon Ad Federation PMB 2, 1293 NW Wall Street Bend, OR 97701, 541-385-1992 <a href="http://www.adfedco.org">www.adfedco.org</a>		

24	The Bulletin 1777 SW Chandler Avenue Bend, OR 97702, 541-382-1811		
25	Horizon Broadcasting Group, LLC 854 N.E. 4 <sup>th</sup> Street Bend, OR 97701, 541-383-3825 KQAK/KWPK/KLTW/KWLZ/KRCO (on-air recruitment ads)	Keith Shipman	
26	Horizon Broadcasting Group, LLC 854 NE 4 <sup>th</sup> Street Bend, OR 97701, 541-383-3825 <a href="http://www.horizonbroadcasting.com">www.horizonbroadcasting.com</a> (website)	Keith Shipman	2
27	Oregon Work Force Job Fair 2321 NE Third Street Prineville, OR 97754, 541-447-8076	Teresa Rodriguez	
28	<a href="http://www.craigslist/bend.com">www.craigslist/bend.com</a>		5
29	Industry Referral		2
30	Radio Business Report <a href="http://www.rbr.com">www.rbr.com</a>		

Note: None of our recruitment sources requested that they be notified of full time openings.

### III. Supplemental Recruitment Initiatives (HBG – Central Oregon Business Unit is required to participate in two initiatives)

Initiative	Location	Description
Participated in at least 4 <b>events</b> or <b>programs</b> sponsored by <b>educational</b> institutions relating to career opportunities in broadcasting.	Various	<ol style="list-style-type: none"> <li>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. Kenji Kitatani) on February 17, 2011 providing a presentation which included employment opportunities for new graduates;</li> <li>2) Horizon Broadcasting Group participated in the school to work program at Summit High School in the Bend LaPine School District (providing internships and job shadowing to high school students) during the 2010/2011 school year;</li> <li>3) Keith Shipman, General Manager, participated in the Washington State University Murrow College of Communications Career Fair on April 20, 2011;</li> <li>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 20, 2011.</li> </ol>
Established <b>training</b> program designed to enable station personnel to acquire skills that could qualify them for higher level positions.	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.
Established an <b>Internship Program</b> designed to assist members of the community to acquire skills needed for	Bend, OR	Horizon Broadcasting Group offers internships in programming, news, promotion and marketing for qualified high school juniors and seniors, community college and four year university students who receive academic

broadcast employment.

credit for a minimum 12 week term. Internships are offered in Fall, Winter, Spring and Summer sessions. One part-time interns (news) participated in the program from 10-1-10 to 9-30-11.