

**EEO PUBLIC FILE REPORT**

For the reporting period of 10/01/2015 through 9/30/2016

**This report covers the following station employment unit (SEU):**

<b>Licensee / Permittee Name</b>	<b>Call Sign and Type</b>	<b>Community of License (City, State)</b>	<b>FCC Facility ID Number</b>	<b>LMA</b>
Salem Media of Oregon, Inc.	KPDQ(AM)	Portland, Oregon	58628	N/A
Salem Media of Oregon, Inc.	KPDQ-FM	Portland, Oregon	58629	N/A
Salem Media of Oregon, Inc.	KRYP(FM)	Gladstone, Oregon	82062	N/A
Caron Broadcasting, Inc.	KFIS(FM)	Scappoose, Oregon	50553	N/A
Salem Media of Oregon, Inc.	KDZR(AM)	Lake Oswego, Oregon	86618	N/A

**I. VACANCY LIST**

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source (“RS”) that referred the person hired for each vacancy:

<b>Job No.</b>	<b>Job Vacancy Title</b>	<b>Recruitment Source that Referred Hired Person</b>	<b>Date Filled</b>	<b>RS’s Contacted to Fill Vacancy</b>
1	Account Executive	Station event	10/5/15	1-9 14-18
2	Production Director	Salem Website	4/25/16	2-7 14-18
3	On Air Talent	Employee referral	4/29/16	2-7 14-18
4	Account Executive	Career builder	4/6/16	1-9 14-18
5	Traffic Director	Current employee	5/31/16	2-7, 11 14-18
6	Account Executive	Salem website	6/14/16	1-9 14-18
7	Production Director	All access	7/18/16	1-7 9-13 14-17 19,

**II. RECRUITMENT SOURCE LIST**

During the reporting period, the following recruitment sources (“RS”) were contacted as vacancies for full-time SEU jobs opened. There were a total of 44 people interviewed for full-time positions.

<b>RS No.</b>	<b>Recruitment Source</b>	<b>(*)</b>	<b>Address, Telephone and Contact Person of RS</b>	<b>Number of Interviewees Referred by RS</b>
* Denotes those organizations that requested notification of vacancy information				
1	Oregon Association of Broadcasters		shannon@theoab.org	0
2	Chemeketa Community College		Career Center PO Box 14007 Salem, OR 97309 503-399-5026 Fax 503-399-7483	0
3	City University		Career Services 3925 NE 72 <sup>nd</sup> Avenue Vancouver, WA 98661 800-474-6850 FAX 360-449-6767	0
4	Concordia University		Jane Samuels, Career Center	0

			2811 NE Holman Portland, OR 97211 503-288-9371 Fax 503-493-6575 careerservices@cu-portland.edu	
5	Hispanic Metropolitan Chamber of Commerce		PO Box 1837 Portland, OR 97207 503-222-0280 Fax 503-243-5597	0
6	Lewis & Clark College		Shannon Mouzan 0615 SW Palantine Hill Road Portland, OR 97219 503-768-7000 careers@lclark.edu	0
7	Mt. Hood Community College		Career Center, Attn: Daniel 26000 SE Stark Street Gresham, OR 97030 503-491-6422 Fax 503-491-6090 mhcareer@mhcc.edu	0
8	Asian Health & Services center		3430 SE Powell Blvd, Portland, OR 97202 503-872-8822 Fax: 503-872-8825	0
9	University of Oregon Career Center		University of Oregon Career center 1200 University of Oregon Eugene, OR 97403 Fax:541-346-6038	0
10	Clackamas Community College - Career Center		19600 S Molalla Ave Oregon City, OR 97045 503-594-6001 careercenter@clackamas.edu	0
11	George Fox University - Career Center		414 N Meridian St #6009 Newberg, OR 97132 503-538-8383/503-554-2330 careers@georgefox.edu	0
12	Oregon State University - Career Services		8 Kerr Administration Bldg Corvallis, OR 97331 541-737-4085 career.services@oregonstate.edu	0
13	Pacific University - Career Development Center		2034 College Way, UC 0697 Forest Grove, OR 97116 503-352-2877 careerdc@pacificu.edu	0
14	Worksource Oregon		Worksource Oregon 506 High Street Oregon City, OR 97045 971-673-6400 www.employment.oregon.gov	1
15	Christian Jobs . Com		christianjobs.com	1
16	Salem Media Group, Inc.		Karen.Davenport@salemmedia.com	7
17	AllAccess.com		Allaccess.com	5
18	Social Media		Facebook.com, Twitter.com, and/or Linkedin.com	0

<b>OTHER SOURCES OF INTERVIEWEES</b>		
<b>No.</b>	<b>Description of Other Sources</b>	<b>Number of Interviewees</b>
19	Radio Ads – KPDQ(AM), KPDQ(FM), KFIS(FM), KRYP(FM), KDZR(AM)	3
20	Radio Internet Websites: KPDQ(AM), KPDQ(FM), KFIS(FM), KRYP(FM), KDZR(AM)	0
21	Job Fairs	0
22	Employee Referrals	4
23	Unsolicited Resumes/Contact/Walk-in	1
24	Other Referrals	10
25	In House Postings: Internal Interviews / Current Salem Media Group Employees	3
26	Other Internet Websites: indeed.com, glassdoor.com, and others not specified	9
<b>Total Number of Interviewees</b>		<b>44</b>

### **III. OUTREACH INITIATIVES**

**The following outreach initiatives were completed by the SEU during the reporting period:**

#### **A. Job Fair:**

The station employment unit participated in the following job fairs by providing radio advertising for each event during the reporting period. For each event, job description handouts and job postings were provided as well as information and instructions on how to submit resumes and applications to the company's website.

1. On February 24, 2016, the SEU participated in The City of Portland's Annual Diversity Employment Day Career Fair held at the Ambridge Events Center, 133 NE MLK Jr. Blvd., Portland, OR 97232. The SEU did on-air advertisements and the SEU was listed as a Co-Media Sponsor and Diversity Partner.
2. On May 10, 2016, the SEU participated in the National Career Fair held at Sheraton Portland Airport Hotel, 8235 NE Airport Way, Portland, Oregon 97220. The SEU Did on-air advertisements for the career fair.

#### **B. Management Training:**

1. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and PowerPoint presentations, which includes review of EEO policies and compliance. The SEU's Business Manager participates in these training sessions each month and then routinely communicates with the SEU's General Manager and other management team members to keep all employees apprised of the Company and SEU's policy on equal employment.
2. All of the current Account Executives participated in Sales and Digital training with Advantage systems. Learning new techniques and skills for selling radio and digital advertising.

**C. Training for Higher Level Positions:**

The SEU has a training program designed to enable station personnel to acquire skills to qualify for higher level positions. The Promotions Assistant was being cross trained with the traffic department and learning how to use Wide Orbit, he has now been promoted to Traffic Director. All training is an on-going effort to prepare these employees for advancement within the company.

**D. Mentoring Program for Higher Level Positions:**

The SEU has an ongoing mentoring program designed to enable station personnel to acquire skills to qualify for higher level positions. Various station personnel mentor other employees at least two times per month, which includes mentoring a Sales Manager for a General Manager position and mentoring a Talk Show Producer for an Operations Director position should any become available locally or elsewhere in the chain.

**E. Other Activities:**

The SEU considers the opportunity to give children tours of the radio stations a chance for them to learn about radio and media therefore, possibly peak an interest in future careers.

1. On November 6, 2015 a group from First Class Clackamas Teens home school group had a studio tour lead by our Promotions Director.
2. On November 19<sup>th</sup> students and chaperones from the Adult Transition Program at North Clackamas School District had a studio tour lead by our Promotions Director.
3. On March 2<sup>nd</sup> a group from the Audio Production class from George Fox University had a studio tour lead by our Promotions Director.
4. On March 4, 2016 a tour was led by our Talk Show Host to a group of children from Southwest Christian School from the Beaverton area.
5. On March 18, 2016 Cub Scout Pack 259 had a studio tour lead by our Promotions Director.
6. On May 5, 2016 a group from Cornerstone Christian Academy had a studio tour lead by our Promotions Director.