

2011 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: Sept. 21, 2010 – Sept. 20, 2011

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

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):

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 2011 school year was awarded based on grades, community involvement and interest in broadcasting and related fields.

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

On May 24, 2011, a BCI radio personality gave a presentation to the 7th grade Language Arts class. She discussed job opportunities in the field and encouraged students to consider a career in broadcasting.

On November 15, 16, 17, 18, and 23, 2010, the stations hosted 15 students from the Wooley Center in the job shadow program. The Wooley Center serves people over 18 who are working on basic skills as well as getting their GED. The job shadow program is designed to give students an insight into what working in broadcast radio is like. The students came in three at a time for three hour sessions alternating between shadowing on-air personalities, the news department and sales consultants.

Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

The licensee actively reaches out to the community and its audiences through Facebook and its website 541radio.com.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIRER |
|--------------|------------------------------|------------------------------------|
| 10/25/10 | News/Sports | Radio Ads |
| 08/29/11 | Director of Digital Services | 541radio.com |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 8

| Recruitment Sources Used in Preceding Year | Number of Persons Interviewed that the Source Referred |
|--|--|
| Radio Ads on KRSB, KQEN, KKMV, KSKR AM/FM | 3 |
| Web Site 541radio.com | 2 |
| In House | 3 |

RECRUITING SOURCES USED

The following sources were used for all full-time openings:

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|--|---|--|-----------------------------|--|
| News Review | N | 345 NE Winchester, Roseburg, OR 97470 | Classified Ad Department | 5431-762-3321 |
| Posted In House | Y | 1445 W Harvard Ave. Roseburg OR 97471 | Vikki Lillard | 541-672-6641 |
| Posted on Stations' web portal, 541radio.com | Y | 1445 W Harvard Ave. Roseburg OR 97471 | Brian Prawitz | 541-672-6641 |
| Radio Stations KRSB, KQEN, KKMx, KSKR AM/FM on air spots | Y | 1445 W Harvard Ave. Roseburg, OR 97471 | Pam Houck | phouck@bciradio.com 541-672-6641 |
| Oregon Dept. of Employment | N | 846 SE Pine St. Roseburg, OR 97470 | Diane | 541-440-3344 |
| Umpqua Community College Job Club | N | 1140 Umpqua college Rd. Roseburg, OR 97470 | Sharon Furgus | 541-440-4600 |
| Cow Creek Band of Indians | N | 2371 NE Stephens St. Roseburg, OR 97470 | Rhonda | 541-672-9405 |
| Umpqua Training & Employment | N | 760 NW Hill Roseburg, OR 97470 | George | 541-672-7761 |

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