

Federal Communications Commission Washington, D.C. 20554  <p style="text-align: center;"><b>FCC 397</b></p>	Approved by OMB 3060-0922 (September 2002)  FOR FCC USE ONLY
<b>BROADCAST MID-TERM REPORT</b>	FOR COMMISSION USE ONLY FILE NO. -

Legal Name of the Licensee  
**BROOKE COMMUNICATIONS, INC.**

Mailing Address  
 1445 W. HARVARD

City ROSEBURG	State or Country (if foreign address) OR	Zip Code 97471 -
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Telephone Number (include area code) 5416726641	E-Mail Address (if available)
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FCC Registration Number	Facility ID Number 40386	Call Sign KQEN
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<b>TYPE OF BROADCAST STATION:</b>	Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV
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**Application Purpose**

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Station List]

**Station List**

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KQEN	40386	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	ROSEBURG, OR	<input type="radio"/> Yes <input checked="" type="radio"/> No

KRSB-FM	7119	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	ROSEBURG, OR	<input type="radio"/> Yes <input checked="" type="radio"/> No
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KSKR	17415	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	ROSEBURG, OR	<input type="radio"/> Yes <input checked="" type="radio"/> No
KSKR-FM	69657	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	SUTHERLIN, OR	<input type="radio"/> Yes <input checked="" type="radio"/> No
KKMX	67650	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	TRI CITY, OR	<input type="radio"/> Yes <input checked="" type="radio"/> No

**SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:**

Name MELODIE A. VIRTUE, ESQ.		Street Address 1000 POTOMAC STREET, N.W.	
City WASHINGTON	State DC	Zip Code 20007-3501	Telephone Number 2029657880

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification] .

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

**Section I**

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio?  Yes  No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

**CERTIFICATION**

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent PATRICK A. MARKHAM FOR BROOKE COMMUNICATIONS, INC.
Title PRESIDENT	Telephone No. ( include area code) 5416726641
Date	

**GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

<b>Section II</b>	
<b>RESPONSIBILITY FOR IMPLEMENTATION</b>	
A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:	
Name: PATRICK A. MARKHAM	Title: PRESIDENT
It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.	

<b>Section III</b>	
<b>MID-TERM REPORT</b>	
Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 1]

**FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

**Exhibits**

**Exhibit 1**  
**Description:** 2008 & 2009 ANNUAL EEO PUBLIC FILE REPORTS

SEE ATTACHED FILES.

**Attachment 1**

<b>Description</b>
<a href="#">2008 Annual EEO Public File Report</a>
<a href="#">2009 Annual EEO Public File Report</a>

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# 2008 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: September 21, 2007– September 20, 2008

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

During the Reporting Period, a total of 1 full-time position was 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 (consisting of the Stations' President, the General Manager, and the Sales Manager), the scholarship for the 2008 school year was awarded based on grades, community involvement and interest in broadcasting and related fields.

*Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.*

May 8, 2008 - Roseburg High School Job Fair. Speakers included four station department heads: The Operations Manager, Sales Manager, News Director and Engineer. Students were informed about various employment opportunities in broadcasting and encouraged to take advantage of internships to gain experience.

*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.*

Area High Schools send job shadow students each semester. Each job shadow spends 3 hours with a DJ, 3 hours with a sales consultant, or 3 hours with the promotions department. Some choose to do more than one, but usually not on the same day. Since October 2007, there have been 8 students in the job shadow program.

At various times during the year, the stations host tours primarily for Junior High School students, but any group is encouraged to visit the facilities for a formal tour and explanation of what the stations do for the community and various employment opportunities that are available in the radio business.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
3/11/08	Promotions/Sales Support	News Review

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 13

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Radio Ads on KRSB-FM, KQEN, KKMx, KSKR AM/FM	4
Oregon Department of Employment	5
News Review	3
Umpqua Training and Employment	1
Other sources contacted (see below)	0

## RECRUITING SOURCES USED

The following sources were contacted for all full-time openings.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Posted in house	Y	1445 W. Harvard Ave. Roseburg, OR 97470	Vikki Lillard	541-672-6641
Radio Stations KRSB-FM, KQEN, KKMx, KSKR AM/FM	Y	1445 W. Harvard Ave. Roseburg, OR 97470	Mike Carter	541-672-6641
Oregon Dept. of Employment	N	846 SE Pine St. Roseburg, OR 97470	Diane Cox	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 Roseburg, OR 97470	Rhonda Malone	541-672-9405
Douglas County Philipino Society	N	P. O. Box 2365 Roseburg, OR 97470	Gene Keller	541-680-1819
Umpqua Training & Employment	N	760 NW Hill Roseburg, OR 97470	George Leveque	541-672-7761
News Review	N	345 NE Winchester Roseburg, OR 97470	Classified Ad Dept.	541-762-3321

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

# 2009 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: September 21, 2008– September 20, 2009

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

During the reporting period, 0 full-time positions were filled.

### 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 2009 school year was awarded based on grades, community involvement and interest in broadcasting and related fields.

*Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.* Establishment of two internship positions at Brooke Communications.

Sales intern term: Sept of 2008 to March of 2009. Intern was guided through the steps of understanding the purpose, benefits, and importance of marketing small and large businesses. Intern also observed techniques of creating effective radio advertising for our clients and how to use the techniques to develop businesses. Intern also spent time with the promotions department learning the importance of the client/station relationship. From brainstorming to execution, intern experienced the process used to create interactive events for the public while generating revenue for radio stations.

News intern term: January of 2009 to May of 2009. Through a partnership with Umpqua Community College, Brooke Communications hosted an intern in the news department. The intern worked with the BCI News and Sports Director, observing the news operation and on air presentation. The intern also experienced the processes of writing news stories from press releases as well as story research and interviewing guests. The same process & procedures were used to teach the intern skills needed for sports reporting. The intern also received an inside look at the process of calling (play-by-play) and producing games on air including but not limited to, gear set up and the documentation of statistical information.

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

As part of the internship partnership with Umpqua Community College, on February 11, 2009, the BCI News Director gave a presentation to a UCC communications class with specific information relevant to broadcast radio. He discussed job opportunities in the field and encouraged members of the class to consider internships at Brooke Communications in the future. Members of the class asked questions about some aspects of the industry, such as listening, preparation and interviewing techniques. Contact information was distributed to members of the class.

*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.*

Area high schools send job shadow students each semester. Each job shadow spends 3 hours with a DJ, 3 hours with a sales consultant, or 3 hours with the promotions department. Some choose to do more than one, but usually not on the same day. Since October 2008, there have been 12 students in the job shadow program.

At various times during the year, the stations host tours primarily for Junior High School students. During October of 2008 we engaged groups of students attending the Woolley Center. Presentation speakers included Sales Manager who spoke on broadcast sales and marketing. News Director spoke on broadcasting news & sports. All groups are encouraged to visit the facilities for a formal tour and explanation of what the stations do for the community, and to discover various employment opportunities that are available in the radio business.