

Full time vacancies during this period: 1

Job Title **Date Filled**
Sales Associate December 6, 2016

Recruitment/referral sources used to seek candidates for each vacancy

Job Title: Sales Associate (1 position filled December 6, 2016)

<u>Source</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>Hired?</u>
KYCA Radio	Jason Zinzilieta	500 Henry Street Prescott AZ	928 445-1700	Y
Craigslist.com	Website	www.craigslist.com	none	N
Arizona Broadcasters Association	Website	www.azbroadcasters.org	602 252-4833	N
Embry-Riddle University	Erline Casey	3700 Willow Creek Rd Prescott AZ	928 777-3728	N
Yavapai-Prescott Indian Tribe	Gary Swigert	530 E Merritt Prescott AZ	928 445-8790	N
St. Vincent de Paul Nancy		120 N Summit Ave Prescott AZ	928 778-4585	N
www.kyca.info		Station Website		N
Walk-ins				N
Referrals				N

Total number of persons interviewed for full time vacancies: 7

Number of interviewees for all full time vacancies filled during the past year by sources

Source	# of referrals
Craigslist	4
KYCA ad on-air	1
Embry-Riddle University	0
Yavapai-Prescott Indian Tribe	0
St. Vincent de Paul	0
Arizona Broadcasters Association	0
www.kyca.info	0
Current employees	0
Walk-ins	2
Referrals	0

No organizations involved in recruitment asked to be contacted in the event of full-time employment opportunities.

OUTREACH ACTIVITY ATTACHMENT TO YEARLY PUBLIC FILE REPORT
JUNE, 2016 – MAY, 2017

In the year stated above, Southwest Broadcasting (KYCA-AM) and Southwest FM Broadcasting (KAHM-FM) performed several outreach activities.

The general sales managers of both stations (Sherry Armstrong at KYCA-AM and Janice Derks at KAHM-FM) continued the long-time program of training the sales personnel at both stations in order to both heighten their skills as salespeople as well as preparing them for potential promotion within the sales organization to sales manager and possibly beyond. The training program consisted of all salespeople meeting with their respective managers several times a week, if not every day. Each meeting consisted of critiques of sales calls, along with role playing exercises and other training for the salespeople.

The current general manager of both stations, Jason Zinzilieta, is continuing the mentoring program by training both sales managers (Sherry Armstrong at KYCA-AM and Janice Derks at KAHM-FM) for the purpose of readying them for the possibility of a promotion within the company or perhaps advancement in other stations in the broadcast industry. The program consists of one general meeting on Monday mornings and several weekly meetings between Mr. Zinzilieta and the sales managers to discuss matters concerning programming, management skills, personnel and other concerns at both stations in order for Mrs. Armstrong and Mrs. Derks to learn more about managing a modern radio station.

General Manager attended 2 job fairs – October, 2016 sponsored by the Prescott Valley Chamber of Commerce, and March, 2017 sponsored by Yavapai College and the Prescott Chamber of Commerce.

The stations hosted a high school intern for 10+ hours as a news reporter/writer/anchor from February through May, 2017, during which time the female intern wrote local news stories, anchored several news broadcasts and performed other tasks within the news department.