

Full time vacancies during this period: 3

<u>Job Title</u>	<u>Date Filled</u>
Sales Associate	September 15, 2015
News Reporter	February 12, 2016
Sales Associate	March 22, 2016

Recruitment/referral sources used to seek candidates for each vacancy

Job Title: Sales Associate (1 position filled September 15, 2015)

<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	N
Daily Courier	Classified Dept.	1958 Commerce Dr Prescott AZ	928 778-0500	N
Craigslist.com	Website	www.craigslist.com	none	Y
Monster.com	Website	www.monster.com	none	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
Salvation Army	Gina Moya	237 S Montezuma Prescott AZ	928 778-0150	N
www.kyca.info		Station Website		N
Walk-ins				N
Referrals				N

Recruitment/referral sources used to seek candidates for each vacancy

Job Title: News Reporter (Filled February 12, 2016)

<u>Source</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>Hired?</u>
Daily Courier	Classified Dept.	1958 Commerce Dr Prescott AZ	928 778-0500	N
Craigslist.com	Website	www.craigslist.com	none	N
Monster.com	Website	www.monster.com	none	Y
Yavapai College	Linda Brannock	1100 E Sheldon Prescott AZ	928 776-2170	N
Salvation Army	Gina Moya	237 S Montezuma Prescott AZ	928 778-0150	N
www.kyca.info		Station Website		N
Arizona Broadcast Association	Jennifer Latko	426 N 44 th Street Phoenix AZ	602 252-4833	N
Walk-ins				N
Referrals				N

Recruitment/referral sources used to seek candidates for each vacancy

Job Title: Sales Associate (1 position filled March 22, 2016)

<u>Source</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>Hired?</u>
Daily Courier	Classified Dept.	1958 Commerce Dr Prescott AZ	928 778-0500	Y
Craigslist.com	Website	www.craigslist.com	none	N
Monster.com	Website	www.monster.com	none	N
Embry-Riddle University	Erline Casey	3700 Willow Creek Rd Prescott AZ	928 777-3728	N
Yavapai College	Linda Brannock	1100 E Sheldon Prescott AZ	928 776-2170	N
Yavapai-Prescott Indian Tribe	Gary Swigert	530 E Merritt Prescott AZ	928 445-8790	N
www.kyca.info		Station Website		N
Arizona Broadcast Association	Jennifer Latko	426 N 44 th Street Phoenix AZ	602 252-4833	N
Walk-ins				N
Referrals				N

Total number of persons interviewed for full time vacancies: 33

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

<u>Source</u>	<u># of referrals</u>
Prescott Daily Courier	8
Craigslist	12
KYCA ad on-air	4
Monster.com	2
Embry-Riddle University	0
Yavapai College	0
Yavapai-Prescott Indian Tribe	0
Salvation Army	0
Arizona Broadcasters Association	0
www.kyca.info	0
Current employees	2
Walk-ins	0
Referrals	5

None of the recruitment sources asked to be contacted in the event of full-time employment opportunities.

OUTREACH ACTIVITY ATTACHMENT TO YEARLY PUBLIC FILE REPORT
JUNE, 2015 – MAY, 2016

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 19, 2015 sponsored by the Prescott Valley Chamber of Commerce, and March 31, 2016 sponsored by Yavapai College and the Prescott Chamber of Commerce.

The General Manager addressed a group of middle school students concerning broadcasting and radio in September 2015, and also hosted a group of Boy Scouts of America for a station tour, discussion about broadcasting and recording of a public service announcement in February 2016.