

Annual EEO Public File Report  
Maverick Media of Santa Rosa, LLC  
KXFX-FM, KFGY-FM, KSRO-AM, KVRV-FM, KMHX-FM  
1410 Neotomas Avenue, Suite 200  
Santa Rosa, CA 95405

The information contained in this report covers the time period beginning  
August 1, 2009 to July 31, 2010

**Vacancy Information**

<b>Full Time Positions Filled By Job Title</b>	<b>Total # Interviewed</b>	<b>Recruitment Source of Hire</b>	<b>Recruitment Sources Utilized</b>
Market Manager	1	Referral	10
Promotions	1	Inernal Promotion	9
Account Executive	31	Direct Contact	1,2,9,10
Account Executive	31	Referral	1,2,9,10
News Reporter	1	Referral	10
News Director KSRO	1	Internship Hire	7,9,10
Traffic	3	Direct Contact	2,9
Morning Traffic	1	Internship Hire	7,9

**Recruitment Sources**

<b>Contact</b>	<b>Address</b>	<b>Method of Contact</b>	<b># of Interviews from source</b>
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**Radio Announcements**

1	KXFX-FM, KFGY-FM, KSRO-AM KVRV-FM, KMHX-FM	Jerianne Delicio	1410 Netomas Ave, Ste 20 Santa Rosa, CA 95405	707-543-0112	4
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**Online Resources**

2	craigslist.com	self post	none		5
3	allaccess.com	self post	none		9
4	nab.org	self post	none		10

**Trade Magazines**

5	Radio and Records	Rosalina Correa	5055 Wilshire Blvd, Ste 60 Los Angeles, CA 90036	<a href="mailto:rcorrea@radioandrecords.co">rcorrea@radioandrecords.co</a>	10
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**Job Placement Services**

6	Media Staffing Network	Patty Kincaid	150 E Huron St Chicago, IL 60611	312-944-9194	3
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**Colleges**

7	Sonoma State University	Jona Raskin	1801 E. Cotati Ave Rohnert Park, CA 94928	707-664-4400	
8	Santa Rosa Junior College	Bev Henningsen	1501 Mendocino Ave, Santa Rosa, CA 95401	707-527-4604	

**Other**

9	Direct Contact	none			7
10	Referral	none			6

**Outreach Initiatives****Internship Program**

Ongoing acceptance of qualified high school and college students. Provide training to student interns in all aspects of radio broadcasting, promotions and administrative responsibilities so students may earn credits for school programs. Training provided by Promotion Directors, Program Directors, General Manager, Business

ongoing

Contact:  
Danielle Rosenstein  
Internship Director

program available at Sonoma State University, Santa Rosa Junior

College, San Francisco State University

**Santa Rosa Chamber  
of Commerce/Wells  
Fargo Job Fair**

May 1, 2010

Jeff Clark  
Sales Manager, attended

Nikki Gelardi, Jeriann, D'licio, Donna Simmon and Dave strout set up 2 booths, attendees were invited to explore local job opportunities. Sales discussed the radio stations as well as job opportunities for job seekers. Sales collected resumes as well as presented attendees with applications for those interested. KVRV and KSRO had live broadcasts outside

NCBA Job Fair

March 1, 2010

Jeff Clark attended . Along with Mike Carroll Applications were handed out to attendees, and resumes were accepted