

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  
September 1, 2007 – July 31, 2008

**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	31	Referral	3, 4, 5, 10
Director of Integrated Media	3	Media Staffing Network	6
Account Executive	17	Direct Contact	1, 2, 9, 10
Account Executive	17	Referral	1, 2, 9, 10
News Reporter	1	Referral	10

<b>Recruitment Sources</b>					
	<b>Contact</b>	<b>Address</b>	<b>Method of Contact</b>	<b># of Interviews from source</b>	
<b>Radio Announcements</b>					
1	KXFX-FM, KFGY-FM, KSRO-AM KVRV-FM, KMHX-FM	Nikki Gelardi	1410 Netomas Ave, Ste 200 Santa Rosa, CA 95405	707-543-0112	4
<b>Online Resources</b>					
2	craigslist.com	self post	none		5
3	allaccess.com	self post	none		9
4	nab.org	self post	none		10
<b>Trade Magazines</b>					
5	Radio and Records	Rosalina Correa	5055 Wilshire Blvd, Ste 600 Los Angeles, CA 90036	<a href="mailto:rcorrea@radioandrecords.com">rcorrea@radioandrecords.com</a>	10
<b>Job Placement Services</b>					
6	Media Staffing Network	Patty Kincaid	150 E Huron St Chicago, IL 60611	312-944-9194	3
<b>Colleges</b>					
7	Sonoma State University	Jona Raskin	1801 E. Cotati Ave Rohnert Park, CA 94928	707-664-4400	0
8	Santa Rosa Junior College	Bev Henningsen	1501 Mendocino Ave, Santa Rosa, CA 95401	707-527-4604	0
<b>Other</b>					
9	Direct Contact	none			7
10	Referral	none			6

## **Outreach Initiatives**

### **Internship Program**

ongoing

Contact:

Jon Snyder,

Promotions Director

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 Manager and other key positions. Information on the internship program available at Sonoma State University, Santa Rosa Junior College, San Francisco State University

### **Santa Rosa Chamber of Commerce/Press Democrat Job Fair**

September 26, 2007

Nikki Gelardi, Sales Manager, attended

Nikki Gelardi, Sales Manager, set up a table at the Santa Rosa/Press Democrat Job Fair where attendees were invited to explore local job opportunities. Nikki discussed the radio stations as well as job opportunities for job seekers. Nikki collected resumes as well as presented attendees with applications for those interested.