

Full time vacancies during this period: 4

<u>Job Title</u>	<u>Date Filled</u>
Sales Associate	December 10, 2008
Sales Associate	December 12, 2008
Sales Associate	March 19, 2009
Sales Associate	May 19, 2009

Recruitment/referral sources used to seek candidates for each vacancy

Job Title: Sales Associate (2 positions filled Dec 10 and 12, 2008)

<u>Source</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>Hired?</u>
Prescott Courier	Classified Dept.	1958 Commerce Dr Prescott AZ	(928) 778-0500	Y (both)
Prescott Sun Shopper	Classified Dept.	117 E Gurley St Prescott AZ	(928) 778-2619	N
Embry-Riddle Univ.	Erlene Casey	3700 Willow Creek Rd Prescott AZ	(928) 777-3728	N
Yavapai College	Marci Keller	1100 E Sheldon St Prescott AZ	(928) 445-7300	N
Yavapai-Prescott 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
St. Vincent De Paul	Nancy	120 N Summit Ave Prescott AZ	(928) 778-4585	N
www.kyca.info		Station website		N
www.kahm.info		Station website		N
Walk-ins				N
Word of mouth/referrals from others				N

Job Title: Sales Associate (2 positions filled March 19 and May 19, 2009)

<u>Source</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>Hired?</u>
Yavapai College	Marci Keller	1100 E Sheldon St Prescott AZ	(928) 445-7300	N
Yavapai-Prescott 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
St. Vincent De Paul	Nancy	120 N Summit Ave Prescott AZ	(928) 778-4585	N
Yavapai College Job Fair		1100 E Sheldon St Prescott AZ	(928) 445-7300	Y
www.kyca.info		Station website		N
www.kahm.info		Station website		N
Walk-ins				N
Word of mouth/referrals from others				Y

Total number of persons interviewed for full time vacancies: 17

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

<u>Source</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>#Ref?</u>
Prescott Courier	Classified Dept.	1958 Commerce Dr Prescott AZ	(928) 778-0500	11
Prescott Sun Shopper	Classified Dept.	117 E Gurley St Prescott AZ	(928) 778-2619	0
Embry-Riddle Univ.	Erline Casey	3700 Willow Creek Rd Prescott AZ	(928) 777-3728	0
Yavapai College	Marci Keller	1100 E Sheldon St Prescott AZ	(928) 445-7300	0
Yavapai-Prescott Tribe	Gary Swigert	530 E Merritt Prescott AZ	(928) 445-8790	0
Salvation Army	Gina Moya	237 S Montezuma Prescott AZ	(928) 778-0150	0
St. Vincent De Paul	Nancy	120 N Summit Ave Prescott AZ	(928) 778-4585	0
Yavapai College Job Fair		1100 E Sheldon St Prescott AZ	(928) 445-7300	1
www.kyca.info		Station website		0
www.kahm.info		Station website		0
Walk-ins				3
Word of mouth/referrals from others				2

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, 2008 - MAY, 2009

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

The general manager of both stations, Lou Silverstein, is continuing his 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 consists of all salespeople, including the sales managers of both stations, meeting with Mr. Silverstein at least a few times a week, if not every day. Each meeting consists of critiques of sales calls, along with role playing exercises and other training for the salespeople. All salespeople also conduct a staff meeting with Mr. Silverstein once a week to discuss sales issues.

Mr. Silverstein has also been conducting a mentoring program for the past several years for Jason Zinzilieta, currently the station manager for KYCA-AM. The mentoring program was established for the purpose of readying Mr. Zinzilieta for the possibility of a promotion within the company or perhaps advancement in other stations in the broadcast industry. The program consists of several weekly meetings between Mr. Silverstein and Mr. Zinzilieta to discuss matters concerning programming, management skills, personnel and other concerns at both stations in order for Mr. Zinzilieta to learn more about managing a modern radio station.

The stations also accepted an intern for two months during the summer of 2008. Ms. Dawn Heuer, a student at Prescott High School, participated in the internship program at the station. From mid-May to mid-July, 2008, Ms. Heuer was mentored in the gathering and writing of local news, including attending local board meetings, interviewing newsmakers and writing techniques. During the internship, Ms. Heuer worked between 30 and 40 hours each week. At the conclusion of her internship, Ms. Heuer was hired as a part-time news reporter by the stations.

Managers have attended one job fair in the past year (March, 2009).

Station personnel have been invited to address local educational institutions to further educate local students about broadcasting and radio, and have done so once in the past year (Feb, 2009).