

Full time vacancies during this period: 1

<u>Job Title</u>	<u>Date Filled</u>
News Reporter	January 24, 2011

Recruitment/referral sources used to seek candidates for each vacancy

Job Title: News Reporter (filled January 24, 2011)

Due to exigent circumstances - the sudden and unexpected loss of two full-time news reporters (one due to health reasons in early December, 2010 and one due to accepting a job with a competing radio station in mid-January, 2011) - the station had no choice but to immediately elevate a recently-hired part-time reporter to full-time status in order for the station to begin to cover for the loss of two full-time news reporters.

OUTREACH ACTIVITY ATTACHMENT TO YEARLY PUBLIC FILE REPORT
JUNE, 2010 – MAY, 2011

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 of 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.

Station personnel have granted tours of the facility to local Boy Scout/Cub Scout organizations, teaching the Scouts about communications and the broadcasting industry, and assisting them in earning their advancements in the communications area twice in the past year (November 2010 and February 2011).

The stations has accepted an intern during the summer break, beginning in May, 2011. The student is entering her sophomore year of college and in the process of transferring from Arizona State University in Tempe, Arizona to the University of Tennessee in Knoxville, Tennessee. She is working 20-25 hours per week in the stations news department, writing news copy and reading live newscasts on the air.