

KDDZ (AM)

Annual EEO Report

Radio Disney Group, LLC, Denver

December 1, 2008

This Annual EEO Report is filed on behalf of KDDZ (AM) (the “Station”) in compliance with the FCC’s EEO reporting requirements. The licensee of KDDZ (AM) is Radio Disney Group, LLC, and the Station is licensed to Arvada, Colorado, near Denver. The Station, which has five full-time employees, is a “single employment unit” for purposes of the EEO rules as there are no other commonly owned stations in the same market.

This report includes information December 1, 2007, through November 30, 2008 and it will be placed in the Station’s public file and on the Station’s website as of December 1, 2008.

#### Job Vacancy Information

KDDZ is an equal opportunity employer committed to meeting or surpassing the FCC’s EEO requirements. All full-time job vacancies are posted with several sources, including national and local minority organizations, schools, and craigslist.com. The Station’s list of recruitment sources (see Attachment A1) was used to notify potential applicants for both full-time vacancies filled during the year covered by this report. The Station will continue to actively seek out new sources of potential employee referrals. The Station encourages organizations that distribute employment information or refer prospective candidates to contact us so that they may be placed on our mailing list to receive notification of future vacancies.

#### Record Keeping

In compliance with the EEO record keeping requirements, the Station creates a file for each position to be filled. The file includes: copies of the job listings and other communications for all full-time job vacancies used to recruit interviewees for the position for each such vacancy, the names, addresses, contact persons and phone numbers of the recruitment sources used to fill it (including any organizations entitled to notification, which should be separately identified); the

total number of interviews for each vacancy and the referral source for each interviewee; the date each vacancy was filled and the recruitment source that referred the hiree.

### Long-Term Recruitment Measures

The Station participates in long-term recruitment measures both individually and as a group. The Station manager communicates with the placement office at the Ohio School of Broadcasting regarding employment opportunities at the Station to recruit both non-paid internships and paid positions. KDDZ has also hosted students from Arvada West High School on December 1, 2007 and from the Bear Creek High School on May 31, 2008 for a “career day,” during which the high school students had the chance to spend the day on the job and learn about potential future careers in the broadcasting industry. Jennifer Kemps, the Station’s Promotions Manager, served as host of these two events.

Jennifer Kemps, the Station’s Promotions Manager, who has hiring responsibilities at the Station, also participated in two job fairs (one in April 2008 at the Duncan YMCA, and one in August 2008 at the Arvada Center) for part-time staff openings.

The Station also has an Internship Program designed to assist qualified students in acquiring skills needed for employment in the broadcast industry, while allowing the student to gain school credit. The goal of the Internship Programs is to expose students to the “real-life” world of the field they are pursuing. Interns are recruited by notifying area colleges/universities regarding internship openings and from student-initiated contacts. The Station strives to teach interns how the world of radio works and to provide them with valuable experience to facilitate the pursuit of a career in broadcasting. An intern’s duties range from helping out setting up promotional events, marketing, in studio production and various sales-related duties. One intern from the Metro State College started on June 2008 and ended up working in various Station

departments as needed. In August 2008, at the conclusion of her internship, she was hired as a part-time employee.

Finally, the Station sends notices of all full-time job openings to a list of 33 organizations, including the Colorado Broadcasters' Association. KDDZ has also posted part-time job openings on the Rocky Mountain Breakdown website and sent flyers about part-time job openings to local colleges, including Metro State, Red Rocks Community, DU and University of Colorado, Denver.

#### Specific Positions Filled

During the reporting period of December 1, 2007 – December 1, 2008, two positions were filled, both for account executives. (See Attachment A- 2 for details about the Station, type of position, and referral source for each position). One was filled on April 14, 2008. On February 12, 2008, the Station sent notice of that job vacancy to its mailing list (Attachment A-1) and to craigslist.org, and e-mailed it to the company's Human Resources Department, which in turn posts the job listings on disneyjobs.com and monster.com. Seven candidates were interviewed for the position and the successful candidate came from one of the external job postings (craigslist.com).

The other Account Executive position was filled on October 20, 2008. On August 25, 2008, the Station sent notice of that job vacancy to its mailing list (Attachment A-1) and to craigslist.org, and e-mailed it to the company's Human Resources Department for posting on disneyjobs.com and monster.com. Eight candidates were interviewed for the position, and the successful candidate came from an industry referral.

The Station will regularly assess and improve recruitment methods and sources by analyzing their effectiveness and making changes as appropriate.

**ATTACHMENT A-1**

40 Plus of Colorado  
5800 W. Alameda  
Lakewood, CO 80226

Metro State College  
Auraria Campus  
1006 11<sup>th</sup> St.  
Denver, CO 80203

Mi Casa Center For Women  
3025 W. 37<sup>th</sup> Ave.  
Denver, CO 80211-2713

Northeast Women's Center  
4821 E. 38<sup>th</sup> Ave.  
Denver, CO 80207

Minority Resume Exchange  
2905 C Center Green Ct. So.  
Boulder, CO 80301

The Denver Indian Center  
4407 Morrison Road  
Denver, CO 80219

Urban League of Denver  
1525 Josephine  
Denver, CO 80206

Adams County Employment Center  
7190 Colorado Blvd., 5<sup>th</sup> floor  
Commerce City, CO 80022

Asian American Chamber of Commerce  
930 W. Seventh Ave.  
Denver, CO 80204

Black Chamber of Commerce  
2100 Downing  
Denver, CO 80205

Hispanic Chamber of Commerce  
930 W. Seventh Ave.  
Denver, CO 80204

L.A.R.A.S.A.  
309 W. 1<sup>st</sup> Ave.  
Denver, CO 80223

Colorado Broadcasters Assoc.  
Columbine Place  
216 16<sup>th</sup> St., Suite 1250  
Denver, CO 80202

Colorado State University  
Career Services Center  
176 Lory Student Center  
Fort Collins, CO 80523

Colorado Women's Employment and  
Education Program  
1111 Osage, Suite 230  
Denver, CO 80523

Colorado Job Service Center  
639 East 18<sup>th</sup>  
Denver, CO 80203

Community College of Denver  
P.O. Box 173363  
Denver, CO 80217-3363

Community College of Aurora  
16000 E. Centretch Parkway  
Aurora, CO 80011

CU Career Connection  
Campus Box 133  
Boulder, CO 80309

University of Colorado – Denver  
Career Center, Campus Box 138  
P.O. Box 173364  
Denver, CO 80217

Career Services at The Metropolitan State  
College of Denver  
Campus Box 68  
P.O. Box 173362  
Denver, CO 80217

University of Denver  
Driscoll Center South, #46  
2050 E. Evans  
Denver, CO 80208-2150

Colorado State University – Denver  
110 16<sup>th</sup> St.  
Denver, CO 80202

Emily Griffith Opportunity School  
1250 Welton St.  
Denver, CO 80204

Information Technology Institute  
410 17<sup>th</sup> St., Suite 1400  
Denver, CO 80202

Art Institute of Colorado  
1200 Lincoln St.  
Denver, CO 80203

Colorado Press Association  
1336 Glenarm Pl.  
Denver, CO 80204

The Gathering Place  
1535 High St.  
Denver, CO 80246-1226

40+ of Colorado, Inc.  
5800 West Alameda  
Lakewood, CO 80226

Denver Post  
Attn: Karen Marker  
Via Fax: 820-1143

Urban Spectrum  
Attn: Robert Stewart  
Via Fax: 292-6543

El Semanario  
Attn: Rob  
Via Fax: 480-0502

Denver Weekly News  
Attn: Ruth  
Via Fax: 292-5344

**ATTACHMENT A-2**

**2 FULL-TIME JOB VACANCIES FILLED (Identity of candidates not hired but interviewed has been kept confidential)**

Date of Opening	Job Title	Station(s) and Department	Date of Interview	Candidate Interviewed	Hired (H) or Not (NH)	Date Hired	Referral Sources For Interviewees
2/12/08	Account Executive	KDDZ Sales	3/19/08	1. Tami Neer	H	4/14/08	Craigslist.com
			3/4/08	2. *	NH		Referral (employee)
			3/6/08	3. *	NH		ABC job posting
			3/7/08	4. *	NH		Craigslist.com
			3/14/08	5. *	NH		Craigslist.com
			3/18/08	6. *,7.*	NH		Referral (employee)
8/25/08	Account Executive	KDDZ Sales	9/5/08	1. Josh Florea	H	10/20/08	Industry referral (non-employee)
			9/5/08	2. *, 3.*	NH		Craigslist.com
			9/10/08	4. *, 5*,	NH		ABC internal posting
			9/22/08	6. *, 7. *, 8*			craigslist.com