

Federal Communications Commission Washington, D.C. 20554  <p style="text-align: center;"><b>FCC 396</b></p>	Approved by OMB 3060-0113 (March 2003)  FOR FCC USE ONLY
<p><b>BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT</b>                  (To be filed with broadcast license renewal application)</p> <p>Read INSTRUCTIONS Before Filling Out Form</p>	FOR COMMISSION USE ONLY FILE NO. -

**Section I**

Legal Name of the Licensee NORTH COUNTY COMMUNICATIONS, LLC		
Mailing Address P.O. BOX 7		
City PASO ROBLES	State or Country (if foreign address) CA	Zip Code 93447 -
Telephone Number (include area code) 8052381230		E-Mail Address (if available)
Facility ID Number 64342		Call Sign KPRL
<b>TYPE OF BROADCAST STATION:</b> (if applicable)	Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV

**Application Purpose**

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

**Station List**

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
KPRL	64342		PASO ROBLES, CA	

AM  FM  TV

Yes  No

**CONTACT PERSON IF OTHER THAN LICENSEE**

Name MELODIE A. VIRTUE, ESQ.		Street Address 1000 POTOMAC ST., NW 5TH FLOOR	
City WASHINGTON	State DC	Zip Code 20007-	Telephone Number 2029657880

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during  Yes  No this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees?  Yes  No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

**CERTIFICATION.** This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent KEVIN G. WILL FOR NORTH COUNTY COMMUNICATIONS, LLC
Title MEMBER	Telephone No. ( include area code) 8052381230
Date	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

**GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

**RESPONSIBILITY FOR IMPLEMENTATION**

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: KEVIN G. WILL	Title: GENERAL MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

<b>I. EEO PUBLIC FILE REPORT</b> Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
<b>II. NARRATIVE STATEMENT</b> Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

**FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT**

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

**THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

**Exhibits**

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**Exhibit 2****Description:** ANNUAL EEO PUBLIC FILE REPORTSSEE ATTACHED FILES.

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**Attachment 2**

Description
<a href="#">2004 Annual EEO Public File Report</a>
<a href="#">2005 Annual EEO Public File Report</a>

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**Exhibit 3****Description:** NARRATIVE STATEMENTSEE EXHIBIT 2.

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**Attachment 3**

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## 2004 ANNUAL EEO PUBLIC FILE REPORT

### North County Communications, LLC

Station: KPRL(AM)  
 Community of License: Paso Robles, CA  
 Date Range of Annual Report: July 22, 2003 – July 21, 2004  
 No. of Full-time Employees: Between 5 – 10

KPRL filled no full-time openings during the reporting period from July 22, 2003, to July 21, 2004.

The information required by FCC Rule 73.2080(c)(6) is provided in the chart that follow.

#### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

TYPE OF INITIATIVE	DESCRIPTION OF ACTIVITY
Established an <b>internship</b> program designed to assist members of the community to acquire skills needed for broadcast employment.	The station had one intern in the Fall semester 2003 from Cuesta Community College. The intern worked in areas of production, programming, and board operation.
Participated in <b>events or programs</b> sponsored by <b>educational</b> institutions relating to career opportunities in broadcasting.	On June 7, 2004, the General Manager of KPRL participated in the Avid program at the Paso Robles High School to assist students with improving their interviewing skills. The Avid Program is for High School seniors from disadvantaged backgrounds who plan to move on to higher education. Community leaders interview the students, give them advise on their attire, manners, responses to questions, and directions for future careers. The community leaders also discuss their own experiences in their line of work to provide insights to the students about their careers.
Participated in <b>other</b> activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment	On September 16, 2003, the station co-sponsored and had a booth at the Atascadero Chamber of Commerce Business Fair. Members of the community were able to obtain information about radio and KPRL.

opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	The station provided tours of the radio station for the Boy Scouts, Tiger Cubs, 4 <sup>th</sup> and 5 <sup>th</sup> grade students from Georgia Brown Elementary School.
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## 2005 ANNUAL EEO PUBLIC FILE REPORT

### North County Communications, LLC

Station: KPRL(AM)

Community of License: Paso Robles, CA

Reporting Period: July 22, 2004 – July 21, 2005

No. of Full-time Employees: Between 5 – 10

Small Market Exemption: Yes

KPRL filled one full-time opening during the reporting period from July 22, 2004, to July 21, 2005. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

#### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

TYPE OF INITIATIVE	DESCRIPTION OF ACTIVITY
Established an <b>internship</b> program designed to assist members of the community to acquire skills needed for broadcast employment.	The station had one intern during the Summer 2004 from Cuesta Community College. The intern worked in areas of production, programming, and board operation.
Participated in <b>events</b> or <b>programs</b> sponsored by <b>educational</b> institutions relating to career opportunities in broadcasting.	On May 25, 2005, the General Manager of KPRL participated in the Avid program at the Paso Robles High School to assist students with improving their interviewing skills. The Avid Program is for High School seniors from disadvantaged backgrounds who plan to move on to higher education. Community leaders interview the students, give them advice on their attire, manners, responses to questions, and directions for future careers. The community leaders also discuss their own experiences in their line of work to provide insights to the students about their careers.
Participated in <b>other</b> activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	On September 16, 2004, the station co-sponsored and had a booth at the Atascadero Chamber of Commerce Business Fair. Members of the community were able to obtain information about radio and KPRL.  The station provided tours of the radio station for the Boy Scouts, Tiger Cubs, 4 <sup>th</sup> and 5 <sup>th</sup> grade students from Georgia Brown Elementary School.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRER
7/27/2004	Sales account executive	Unsolicited

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Reporting Period: 1

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Unsolicited	1

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RECRUITING SOURCES USED

Job Title of Position: **Sales account executive**      Date of Hire: **7/24/2004**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CALJobs	N	Employment Development Department 411 Broad St., #A San Luis Obispo, CA	**Lee Rosenwasser	805-788-2697 <a href="http://www.caljobs.ca.gov/">http://www.caljobs.ca.gov/</a>
Estrella Career Center	N	2800 Buena Vista Dr., Bldg. 4000, Paso Robles, CA 93446	**Lee Rosenwasser	805-238-4847

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

\*\* Contact person for both sources.