

EEO PUBLIC FILE REPORT JULY 21, 2010

Central Valley Broadcasting Co., Inc. the licensee of KAMB FM (Facility Number 34427) is a religious broadcaster as defined by the Federal Communications Act. (See Section 47 CFR 73.2080 ©(1) – Review of the Federal Communication Commission’s Broadcast and Cable Equal Employment Opportunity Rules and Policies, 17 FCC Rod. 24018 (2002). As a religious broadcaster, Central Valley Broadcasting has established a religious qualification policy for all employee positions. In accordance with the FCC’s rules, Central Valley Broadcasting makes a reasonable, good faith effort to recruit applicants without regard to race, color, national origin or gender from among those applicants who are qualified for employment based on their religious affiliation. Listed below are the full-time vacancies filled during this responding period with appropriate supporting data.

EEO PUBLIC FILE REPORT

For the 12 month Period Ending *July 21, 2010*

Prepared by: *Central Valley Broadcasting*
(Licensee/Permittee)

This report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location City, State</u>	<u>LMA</u>
<i>KAMB</i>	<i>34427</i>	<i>Class B FM</i>	<i>Merced, CA</i>	<i>N/A</i>

A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
<i>1. Director of Development</i>	<i>Feb 1, 2009</i>	<i>Dec 21, 2009</i>

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened:

<u>Recruitment Source</u>	<u>Address</u>	<u>Contact</u>	<u>Phone</u>
<i>1. Celebration Radio On air Announcement</i>	<i>90 E. 16th St., Merced, CA</i>	<i>Dave Benton</i>	<i>(209) 723-1015</i>
<i>2. Celebration Radio Newsletter</i>	<i>90 E. 16th St., Merced, CA</i>	<i>Tim Land</i>	<i>(209) 723-1015</i>
<i>3. Craig’s List</i>	<i>Craigslist.com</i>		
<i>4. Facebook</i>	<i>Facebook.com</i>		
<i>5. Twitter</i>	<i>Twitter.com</i>		
<i>6. Churches in the listening area</i>	<i>Various</i>		

C. The following is a list of the services for full-time jobs shown in Section A above and the recruitment source which provided the hiree for that position:

<u>Job Title</u>	<u>Recruitment Source</u>
<i>1. Director of Development</i>	<i>Celebration Radio On-Air Announcement</i>

D. During the previous 12 months, there were a total of 4 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

<u>Recruitment Source</u>	<u>Total No. of Interviewees</u>
<i>1. Celebration Radio on-air Announcement</i>	<i>1</i>
<i>2. Craig's List</i>	<i>1</i>
<i>3. Friend</i>	<i>1</i>
<i>4. Current Employee</i>	<i>1</i>

E. During the last 12 months, the station employment unit engaged in the following initiatives (provide full details, including an explanation if no initiatives were conducted during the period involved):

The station publicized one full time job opening in a broad area of Central California including the four Arbitron rated markets it serves, Stockton, Modesto, Merced and Fresno. Job opening notices were used in numerous recruitment sources including on air announcements, web sites, newsletters, religious organizations, churches, and faith based ministries.

Name of Respondent: Tim Land

Title: General Manager

Date: July 21, 2010

Telephone Number: (209) 723-1015