

**KUBL-FM, KENZ(FM), KBEE(FM), KBER(FM), KKAT(AM), and  
KHTB(FM)  
EEO PUBLIC FILE REPORT  
June 1, 2019-May 31, 2020**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1-9	7
Digital Platforms Creative Director	1-9	7

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<b>Indeed Website</b> www.indeed.com	No	1
2	<b>Glass Door Website</b> www.glassdoor.com	No	0
3	<b>Internal Posting</b>	No	0
4	<b>Cumulus Website</b> www.cumulus.com	No	1
5	<b>Link Up</b> <a href="http://www.linkup.com">www.linkup.com</a>	No	0
6	<b>Facebook</b> <a href="http://www.facebook.com">www.facebook.com</a>	No	1
7	<b>Word-of-Mouth Referral</b>	No	5
8	<b>Zip Recruiter</b> <a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>	No	0
9	<b>Monster</b> www.monster.com	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>8</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Participate in Job Fair	On March 18, 2020, our SEU was scheduled to participate in a job fair sponsored by the Utah Broadcasters Association to be held at the Ray Olpin Ballroom on the campus of the University of Utah. SEU representatives created the flyer and posters for the event. The actual event was cancelled due to the Covid-19 pandemic.
<b>2</b>	Paid Internship Program	Our SEU offers paid internship opportunities to students from Salt Lake Community College from the Radio Broadcast Class. The SEU recruited 2 paid interns during the reporting period. The interns were instructed and developed skills in the areas of traffic reporting, commercial production and engineering the board for local broadcasts. The interns were supervised by both Operations Managers, Production Director and the Promotions and Marketing Manager.
<b>3</b>	Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	The SEU's Marketing and Promotions Manager and the Operations Managers participated in a career day on October 31, 2019 with Salt Lake Community College's Broadcast Radio Class hosted by Professor Scot Singpiel. Students were given a tour of the facility and afterwards the SEU's Marketing and Promotions Manager and Operations Managers spoke with attendees about career opportunities in broadcasting as well as openings within the SEU for paid internships.
<b>4</b>	Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	The SEU's Marketing and Promotions Manager and the Operations Managers scheduled a tour and opportunities in broadcasting event on March 26, 2020. The event was cancelled due to the Covid-19 pandemic.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
5	Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	The SEU was a sponsor for Weber State University Job Fair held at Top Golf on September 27, 2019, from 8 AM until 1 PM. The SEU's General Sales Manager participated in the event and spoke with over 50 students about opportunities in broadcasting as it relates to the position of Account Executive.
6	Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	The SEU's Senior Account Executive and Lt. Governor of the American Advertising Federation participated and represented the SEU in an event sponsored by AAF-Utah. Students from area colleges were invited to a luncheon to hear about opportunities in Broadcasting. After the luncheon students spent the remainder of the day job shadowing broadcasting participants. The SEU's Senior Account Executive hosted a student from Brigham Young University. The student was given a full tour of the facility and was introduced to a senior manager from the Programming Department, Sales Department, Production Department and Business Department. Each of the SEU's Managers answered questions and talked with the student about their individual positions.
7	Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	The SEU's Senior Account Executive and Lt. Governor of the American Advertising Federation participated and represented the SEU for a National Student Advertising Competition where students from all over the nation created advertising campaigns for sponsor Adobe. Utah based college Brigham Young University progressed to the semi-finals. The SEU's Senior Account Executive interacted with and consulted students earning a degree in advertising about future careers in broadcasting. The SEU's Senior Account Executive also reviewed student campaigns and made suggestion for application of radio and other mediums for their campaign proposals.