

**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>Glassdoor Website</b> www.glassdoor.com	No	0
3	<b>Internal Posting</b>	No	0
4	<b>Cumulus Jobs Website</b> www.cumulus.com	No	1
5	<b>LinkUp Website</b> www.linkup.com	No	0
6	<b>Facebook</b> www.facebook.com	No	1
7	<b>Word-of-Mouth Referral</b>	No	5
8	<b>ZipRecruiter Website</b> www.ziprecruiter.com	No	0
9	<b>Monster Website</b> www.monster.com	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			8

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Internship Program	<p>Our SEU offers internship opportunities to students from Salt Lake Community College’s Radio Broadcast class. During this reporting period, our SEU hosted two (2) interns from the College, who were supervised by our Operations Managers, Production Director, and Marketing and Promotions Manager. These students learned about many aspects of broadcasting including programming and production, promotions, marketing, and advertising by working closely with their supervisors and other SEU personnel in each department. They received specific instruction about and developed skills in traffic reporting, commercial production, and engineering the board for local broadcasts.</p>
<b>2</b>	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	<p>On October 31, 2019, our SEU’s Marketing and Promotions Manager and the Operations Managers participated in Salt Lake Community College’s career day by hosting its Broadcast Radio class and its professor for a tour of our facilities, during which they were given an opportunity to interact with our staff. Following the tour, the Marketing and Promotions Manager and Operations Managers spoke with the students about career opportunities in broadcasting and the education/skill sets necessary for success in the radio business, emphasizing the ever-increasing role technology plays in the industry. They also shared information about job openings and interships opportunities within the SEU.</p>

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
3	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	On September 27, 2019, our SEU participated in and was a financial contributor toward the Weber State University Job Fair held at Top Golf in Salt Lake City. Our General Sales Manager attended this event and spoke with over 50 students about career opportunities in broadcasting, with an emphasis on sales. He also shared information about job openings and internships opportunities within the SEU.
4	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	On February 12, 2020, the SEU’s Senior Account Executive, who is also the Lt. Governor of the American Advertising Federation (“AAF”), represented our SEU at an event sponsored by AAF-Utah. Students from area colleges were invited to a luncheon to learn about career opportunities in broadcasting from broadcasters and advertising agencies. After the luncheon, students spent the remainder of the day job-shadowing broadcasting participants. Our SEU hosted a student from Brigham Young University to job-shadow our Senior Account Executive. After receiving a tour of our facilities, the student was introduced to senior managers from our programming, sales, production, and business departments, during which each manager talked with the student about their responsibilities at our Stations and answered questions.
5	Participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	On April 30, 2020, our Senior Account Executive, who is also the Lt. Governor of the American Advertising Federation, represented our SEU at the National Student Advertising Competition, where students from all over the nation create advertising campaigns for sponsor, Adobe. Our Senior Account Executive interacted with and advised students earning a degree in advertising about future careers in broadcasting. She also reviewed student campaigns and offered suggestions about radio and other broadcast mediums to enhance their campaign proposals. Utah-based Brigham Young University progressed to the semi-finals.

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
6	Planned to 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 in the Ray Olpin Ballroom on the campus of the University of Utah. SEU representatives created the flyer and posters for this event, however, the event was cancelled due to the COVID-19 pandemic.
7	Planned to participate in event/program sponsored by educational institutions relating to career opportunities in broadcasting	Our SEU's Marketing and Promotions Manager and our Operations Managers planned to give a group from Salt Lake Community College a tour of our facilities on March 26, 2020. Unfortunately, the tour was cancelled due to the COVID-19 pandemic.