

Elkhorn Media Group (EMG)

EEO Public File Report

Location	La Grande-Baker City, Oregon		
Date	Oct 1, 2021-Sept 30, 2022		
KUMA FM	X	KWHT-FM	X
KUMA-AM	X	KTIX-AM	X
KTIX-AM	X	KTEL-AM	X

I. Vacancy List

Job Title	Recruitment Sources ("RS")	RS that referred
Production Manager	All	21

II. Master Recruitment Source List (MRSL)

RS # Referred	RS Information	Vacancy Information	Number
1	Eastern Oregon University* One University Blvd* La Grande, OR 97850 1-541-962-3972	Yes	0
2	Blue Mountain CC* 4211 NW Carden* Pendleton, OR 97801 1-541-276-1260	Yes	0
3	Walla Walla CC*500 Tausick Way*Walla Walla, WA 99362 1-509-522-2500	Yes	0
4	Whitman College*345 Boyer*Walla Walla, WA 99362 1-509-527-5111	Yes	0
5	Walla Walla College*204 S College Ave*Walla Walla, WA 99362 1-509-527-2615	Yes	0
6	Union Bulletin*1 st and Popular*Walla Walla, WA 99362 1-509-525-3300	Yes	0
7	East Oregonian* 211 SE Byers Ave*Pendleton, OR 97801 1-541-276-2211	Yes	0
8	Hermiston Herald*193 E Main St*Hermiston, OR 97838 1-541-567-6457	Yes	0
9	Confederated Umatilla Journal*PO Box 638 (CUJ)*Pendleton, OR 97801 1-541-966-2043	Yes	0
10	The Observer*1406 5 th *La Grande, OR 97850 1-541-963-3161	Yes	0
11	Baker City Herald*1915 1 st *Baker City, OR 97814 1-541-523-3673	Yes	0

12	Hells Canyon Journal*PO Box 646*Halfway, OR 97834 1-541-742-7900	Yes	0
13	Wallowa County Chieftan*106 NW 1st *Enterprise, OR 97828 1-541-426-4567	Yes	0
14	The Blue Mountain Eagle*177 N. Broadway*John Day, OR 97845 1-541-575-0710	Yes	0
15	Certified Personnel Service Agency*10101 N. McAlister Rd.*Island City, OR 97850 1-541-963-6678	Yes	0
16	Express Personnel Services*120 E Hurlburt*Hermiston, OR 97838 1-541-276-4070	Yes	0
17	OAB*7150 SW Hampton St., Ste 240*Portland, OR 97223	Yes	2
18	WSAB*724 Columbia St., NW Suite 310*Olympia, WA 98501 1-360-705-0774	N/A	0
19	Company Radio Stations On Air Advertising	Yes	3
20	Internal Referral	Yes	0
21	Company/Station Website	Yes	4
22	Outside individual Referral	Yes	2

Elkhorn Media Group

EEO Outreach Program & Recruitment Initiatives

EEO Outreach Program: The Elkhorn Media Group maintains an ongoing informal Outreach program. During the period October 1, 2021, and September 30, 2022, the Elkhorn Media Group sponsored and attended many local events including Pendleton Round-Up, Dayton Days, Umatilla County Fair, Cattle Barons Weekend, Walla Walla County Fair and the Oregon State 2A District and State Basketball Tournaments. Specifically, station personnel who attended had the opportunity to discuss with interested individuals the different departments within the Elkhorn Media Group with many asking questions about qualifications and other career opportunities. The attached flyer was made available to all interested individuals with a personal invitation to contact the Elkhorn Media Group to explore future opportunities.

Station Personnel involved: Nicole Naughton, Julie Thompsom, Terry Murry, Stacie Cummings
Stephanie Hutchinson and Dan Thesman

Recruitment Initiatives & Outreach Efforts conducted during the October 1, 2021 – September 30, 2022.

1. Internships. EMG conducted 2 internships during the term listed above. One from 11/1/21 to 12/31/21 with a student from Pendleton High School, and a second internship from 4/1/22 to 4/30/22 with a student from Pilot Rock High School.
2. Mentorship Program. EMG upper management continually mentors junior advertising executives and on air/programming personnel for future management positions. The upper management personnel who are involved in mentoring include Sales Manager, Program Director and Office Manager.
3. Business Expos/Job Fairs. EMG attended and participated in the following business expos and job fairs:
 - a. Northeast Oregon College Fair, October 2021
 - b. Community Job Fair, Eastern Oregon University, April 2022
 - c. Pendleton High School Career Fair, September 2021
 - d. Diversity Employment Day Career Fair, August 2022
 - e. Blue Mountain Community College Job Fair, May 2022
 - f. Walla Walla Career Fair April 2022
4. Training Programs. EMG provides training programs and encourages its employees to regularly attend various training programs to increase their job proficiency and skills and enable employees to obtain the skills necessary for career advancement.

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EEO Program

Internship Program: The Elkhorn Media Group maintains an ongoing informal Internship program locally with Blue Mountain Community College, Walla Walla University, Whitman College and Eastern Oregon University. Additionally, we remain in contact with local High Schools and when possible, participate in Career Fairs. We are involved in mentoring and judging local Future Business Leaders of America (FBLA) competitions. School administrators, coaches and career counselors are regular guests on the air at our Radio stations. This provides perfect opportunities to remind these individuals of our Internship opportunities to pass along to those who might be interested. Throughout the year students from all over the region come to the Radio stations to record advertisements or promotional announcements that correspond to different events, festivals, or activities they are involved in. This is an ideal situation where we can provide information to any interested individual.

We make our "Internship Opportunities" flyer available to all parties who come to the Radio stations as well as distribute them directly to Career Counselors at all local Colleges and High Schools. During the period of October 2021 through September 2022 the Unit had two interns on a short-term basis.

Station Personnel involved: Terry Murry, Nichole Naughton, Stacie Cummings and Randy McKone



~**INTERNSHIP Opportunities**~

Are you Looking to Learn More About Media and Radio Broadcasting! An Internship with ELKHORN MEDIA GROUP maybe just what you are looking for.

If you have an interest in an Internship, we want to talk to you. The Elkhorn Media Group occasionally has openings for Internship positions. This is your opportunity to learn about the many aspects and avenues available to you in the field of Media and Radio Broadcasting. You will get firsthand knowledge of on-air broadcasting, creative production, advertising sales, clerical, even a first look at engineering. The Elkhorn Media Group is a locally owned full-service media company serving Eastern Oregon and SE Washington. We operate 15 Radio stations, 2 major websites, 4 Social media platforms, 2 mobile Apps and an Award-Winning Video Department. To find out more contact one of our offices below or speak with your guidance counselor.

Contact Information

Pendleton, Oregon 541-276-1511

La Grande, Oregon 541-963-3405

John Day, Oregon 541-575-1400

Burns, Oregon 541-573-5942

Radio ~ Digital ~ Social ~ Video

Elkhorn Media Group does not discriminate on the basis of race, gender, or ethnicity.

Our goals are to inform and entertain our audiences and get results for our advertising partners.