

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period May 23, 2019 to May 22, 2020.

**1) Employment Unit: Native Broadcast Enterprise - Window Rock, Arizona**

**2) Unit Members (Stations and Communities of License):**

**KTNN-AM 660, Window Rock, AZ - Facility ID 66146**

**KWRK-FM 96.1, Window Rock, AZ - Facility ID 66147**

**KTNN-FM 101.5, Tohatchi, NM - Facility ID 191366**

**KCAZ-FM 99.5, Rough Rock, AZ - Facility ID 191876**

**3) EEO Contact Information for Unit Member:**

Mailing Address: Native Broadcast Enterprise - KTNN / KWRK / KCAZ Post Office Box 2569 Window Rock, Arizona 86515	Telephone Number: (928)871-3553 Contact Person/Title: Troy J. Little, General Manager E-mail Address: troylittle@ktnnonline.com
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**4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit (SEU).**

Job Title:	Recruitment Source Referring Hiree:
1. Sales Associate	In House Announcement
2. News Anchor	KTNN On-Air Advertisement
3. Front Desk Receptionist	Postponed

Stations KTNN AM 660 & FM 101.5, KWRK-FM 96.1, and KCAZ 99.5 FM are Equal Opportunity Employers.

**5a) Job Title:** Sales Associate **Referral Source of Hiree:** In House Ad

<b>Name of Organization Notified of Job Vacancy:</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone Number</b>	<b># of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification: (Yes or No)</b>
KTNN AM 660 / 101.5 FM On Air Advertisement	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	0	N
KWRK FM 96.1/KCAZ 99.5 On Air Advertisement	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	0	N
KTNN AM 660 Website	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	0	N
Capital Country 96.1/99.5 Website	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86516	(928)871-3553	0	N
Station Posting	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86516	(928)871-3553	1	N
The Navajo Times	Tom Arviso	PO Box 310 Window Rock, AZ 86515	(928)871-1130	0	N
New Mexico Broadcasters Association	Suzan Strong	2333 Wisconsin St., NE Albuquerque, NM 87110	(505)881-4444	0	N

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**5b) Job Title:** News Anchor **Referral Source of Hiree:** KTNN On-Air Ad

<b>Name of Organization Notified of Job Vacancy:</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone Number</b>	<b># of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification: (Yes or No)</b>
KTNN AM 660 / 101.5 FM On Air Advertisement	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	4	N
KWRK FM 96.1/KCAZ 99.5 On Air Advertisement	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	0	N
KTNN AM 660 Website	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	0	N
Capital Country 96.1/99.5 Website	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86516	(928)871-3553	0	N
Station Posting	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86516	(928)871-3553	0	N
The Navajo Times	Tom Arviso	PO Box 310 Window Rock, AZ 86515	(928)871-1130	0	N
New Mexico Broadcasters Association	Suzan Strong	2333 Wisconsin St., NE Albuquerque, NM 87110	(505)881-4444	0	N

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**5c) Job Title:** Front Desk Receptionist **Referral Source of Hiree:** Postponed

<b>Name of Organization Notified of Job Vacancy:</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone Number</b>	<b># of Interviewees Referred</b>	<b>Did Recruitment Source Request Notification: (Yes or No)</b>
KTNN AM 660 / 101.5 FM On Air Advertisement	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	0	N
KWRK FM 96.1/KCAZ 99.5 On Air Advertisement	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	0	N
KTNN AM 660 Website	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86515	(928)871-3553	0	N
Capital Country 96.1/99.5 Website	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86516	(928)871-3553	0	N
Station Posting	Troy Little, General Manager	PO Box 2569 Window Rock, AZ 86516	(928)871-3553	0	N
The Navajo Times	Tom Arviso	PO Box 310 Window Rock, AZ 86515	(928)871-1130	0	N
New Mexico Broadcasters Association	Suzan Strong	2333 Wisconsin St., NE Albuquerque, NM 87110	(505)881-4444	0	N

**6) Total # of Interviewees Referred:** For the period from **May 23, 2019 to May 22, 2020**, this Employment Unit Interviewed   5   interviewees for full time vacancies.

**7) Supplemental Recruitment Initiatives.**

**a) Initiative: Participation in Events/Programs Sponsored by Educational Institutions.**

In an effort to encourage more Native American students to seek careers in the broadcast industry, Northern Arizona University has collaborated with broadcast industry sponsors to host a Native American High School Broadcast Workshop in June 2019. The workshop is supported by the Arizona Broadcasters Association, KPNX-12 News, NAU Native American Cultural Center, Native Public Media, NAU College of Social & Behavioral Sciences, NAU School of Communication, and Republic Media. Event announcements were aired and event covered as a news story. Website article was also posted.

**b) Initiative: Mentoring Program for Station Personnel.**

NBE maintains a mentoring program through which station employees expressing an interest in a particular area of radio broadcasting may receive career guidance and counseling. These areas include programming, sales, marketing, engineering, and administration. Supervisory personnel providing the mentoring guidance include, the General Manager, Acting Lead Talent, Production Coordinator, Music Director, Promotions Coordinator, and Sales personnel.

**c) Initiative: Staff Training**

1. Weekly webinars for various computer software programs.
2. P1 Learning Sales Webinars. (NMBA)
3. Webinar: Mobile Strategy for Radio: What we learned from Techsurvey 2019, Thurs. May 23, 2019. Jacobs Media Strategies
4. How to Minimize Legal Risk When Texting Customers, Wed. Jun 19. W/ Kelly Drue and James Lopic w/ Zipwhip.
5. Understanding Why People Buy...and how to Help Your Clients See the Importance, Wed. Oct. 2, 2019.
6. Winterstorm Briefing - NWS Flagstaff. Nov. 27, 2019
7. Political Broadcasting 2020: A Refresher Course. Jan. 16, 2020 Fletcher Heald & Hildreth, PLC.
8. Generational Marketing - we'll take NMBA members on a 30-minute deep dive into the minds of tomorrow. Sneak Peak at Gen Alpha. Feb. 26, 2020
9. SkillPath: Time Management Power Tips. March 10. 2020
10. Design basics for Non-Designers. March 19, 2020
11. Grant Cardone Live Sales Webinar Training, Fri, Apr. 3, 2020
12. Enough. Why Survive, When You Can Thrive. Wed. April 22, 2020
13. Second Street Lab Sales Webinars

**d) Initiative: Outreach Program to the Community and Civic Organizations.**

1. KTNN AM/FM and KWRK FM personalities, producers, and management host radio station tours for various schools within the Navajo Nation and surrounding border towns. The staff explain the different job positions for each station with an emphasis on on-air personality and producer.

a. July 09, 2019 - Scott Fybush - Radio Enthusiast. Article Published "Site of the Week: April 10, 2020 KTNN and KWRK, Window Rock, AZ" <https://www.fybush.com/site-20200410/>

a. July 23, 2019 - Darrell Warren and Dr. Mario Castaneda, Whittier, California.

b. Aug. 23, 2019 - Ft. Defiance IHS Pre-Adolescent Group. Staff spoke to group about various job opportunities at the radio station.

c. Oct. 30, 2019 - Navajo Headstart, Teacher Ms. Wilson

d. Dec. 19, 2019 - Ft. Defiance IHS Pre-Adolescent Group. 12 Students and 5 Staff. Station personnel spoke about the various job opportunities at the radio station.

2. Native Broadcast Enterprise awarded 02 scholarships for the Fall 2019 Semester to Native American college students majoring in one of the following fields: Broadcasting, Communications, Journalism, Accounting, Marketing, Management, and Radio Engineering.

**e) Initiative: Station Sponsored Event(s).**

1. Annual Golf Tournament - Cancelled

**f) Initiative: Student Internship / Youth Employment**

1. Office of Youth Services - assisted with worksite for client to gain experience in basic clerical duties. Client assisted with distributing and organizing market surveys.

2. Navajo Nation Department of Workforce Development - assisted with worksite for client to gain experience in basic music and programming duties. Client produced on-air segments including commercials and weather.

Originally produced and uploaded 5/29/2020  
Revised and uploaded 5/28/2021