

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period May 23, 2018 to May 22, 2019.

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. No Positions Filled

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

5) Job Title: N/A **Referral Source of Hiree:** N/A

Name of Organization Notified of Job Vacancy:	Contact Person	Address	Telephone Number	# of Interviewee s Referred	Did Recruitment Source Request Notification: (Yes or No)
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 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
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, 2018 to May 22, 2019**, this Employment Unit Interviewed 0 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 2018. 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.

b) Initiative: New Mexico State Wide Job Fair.

1. Quarterly Virtual Job Fair (NMBA), www.BroadcastersVirtualJobFair.com.
August 20 - August 24, 2018.
2. Quarterly Virtual Job Fair (NMBA), www.broadcastersVirtualjobFair.com.
January 28 - February 01, 2019.

c) 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.

d) Initiative: Staff Training

1. Weekly webinars for various computer software programs.
2. P1 Learning Sales Webinars. (NMBA)
3. NMBA Summer Convention - Friday, June 08, 2018, Albuquerque, NM attended by Troy Little, Nathan Chester, and Marcia Peshlakai. Sessions included: "Ask a Lawyer" by Frank Jazzo, Fletcher Heald & Hildreth and Art Melendres, Modrall Sperling. "2020 Vision: Attracting Millennial and GenZ Employees" by Speed Marriott, P1 Learning. "Winning with Casinos" "Copyright: What you can use on your social media and on your station and not get sued" by Kevin Goldberg of Fletcher, Heald and Hildreth. "Enhancing Digital Sales" by Speed Marriott. and "Music Licensing" by SoundExchange and Bill Vellez of RMLC.
4. Webinar: Smart Speakers 101: What Broadcasters Should Know by Fred Jacobs of Jacobs Media Strategies on Thursday, June 21, 2018.
5. Sales Webinar Helps you build your annual sales plan. Wed. February 13, 2019 at 9a with Derron Steenbergen of the Swagger Institute. (NMBA Webinar)
6. The Contemporary Music Super Study Deep Dive, Wed. May 01, 2019 by Coleman Insights Media Research Company.
7. "The Radio Website Smackdown II" by SoCast - Lori Lewis, Seth Resler and Steve Ulrich on Thursday, May 09, 2019 at 12p.

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

1. KTNM 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. August 01, 2018 - Ft. Defiance IHS Pre-Adolescent Group. 8 Students and 6 Employees. Staff spoke to group about various job opportunities at the radio station.
 - b. October 02, 2018 - Ft. Defiance IHS Pre-Adolescent Group. 8 Students and 6 Employees. Staff spoke to group about various job opportunities at the radio station.

- c. April 17, 2019 - San Juan High School - 9 Students and 3 Adults
- d. May 02, 2019 - Flagstaff Unified School Sinagua High School - Navajo Language and Culture Class, 42 Students in 7th and 8th grade.
- e. May 20, 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 2018 Semester to Native American college students majoring in one of the following fields: Broadcasting, Communications, Journalism, Accounting, Marketing, Management, and Radio Engineering.

f) Initiative: Station Sponsored Event(s).

1. The Annual KTNN/KWRK Golf Tournament is a station sponsored fundraising event for Native American students who are interested in working in the radio industry and are seeking related degrees as a result. This year's event was held on April 5, 2019 at the McDowell Mountain Golf Club, Scottsdale, Arizona. The proceeds from this event are used to supplement our existing scholarship program at the station and we hope that over the years, we will increase the amount in scholarships as a result of our annual tournaments. It is our goal to assist Native American College students who seek a degree in Broadcasting, Communications, Journalism, Accounting, Marketing, Management, and Radio Engineering.

g) 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. Office of Youth Services - assisted with worksite for client to gain experience in basic music and programming duties. Client produced on-air segments including commercials and weather.