

EEO Public File for Carroll Broadcasting Company KCIM-KKRL-KIKD

Full-Time Vacancies 10-1-20 to 9-30-21

0 openings

Recruitment Sources

Hiree Referred Source

Total Number of Interviewees-0

Outreach Initiatives

Deb Lupardus , Jeff Blankman and Renie Osterlund participates in events or programs sponsored by DMACC , KHS, and CHS students throughout the year to discuss marketing strategies and explain how what they are currently studying is incorporated into our daily activities as marketing representatives. Answer questions and give different ideas on how to market radio and Tiger Vision.

We are members in DDS Group 20- a peer group of radio stations who focus on increasing sales through adequate sales training. These programs are designed to enable station personnel to acquire skills that could qualify them for higher level positions. General Manager Kim Hackett and all Account Executives and On-Air staff are involved in this initiative. This is ongoing training.

Carroll Broadcasting has a high school job shadowing program where we have hosted several area high school students that have expressed an interest in radio. Students were allowed in studios during air shifts to observe and ask questions. We provided all information to students about all aspects of broadcasting including live broadcasts. Sports, news, music responsibilities, production and more. Including future job prospects and opportunities. John Ryan-Operations Manager/Program Director is involved in this initiative. This is ongoing.

Consultant Lynda Dukes Franey comes into the station to do training of new hires, continued training with current staff and facilitates off-site meetings with the marketing department.