

**EEO PUBLIC FILE REPORT**  
**CCR- Tri-Cities IV, LLC**  
**KONA(AM), KONA-FM, KZHR(FM)10/1/20 - 9/30/21**  
**(amended 3/16/21)**

**Section 1. Vacancy List**

<b>Job Title</b>	<b>All Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>Number of Interviewees Referred by Each RS</b>	<b>RS that Referred the hiree</b>
<i>News Reporter</i>	1,7,8	1 - 1 interview 6 - 1 interview 7 - 1 interview	6
<i>News Reporter</i>	1,7,8	6 - 1 interview 7 - 1 interview	6
<i>News Reporter</i>	3	3 - 1 interview	3
<i>News Director</i>	1,7,8	6 - 1 interview 7 - 2 interviews	6
<i>Announcer</i>	1,5	1 - 1 interview 5 - 1 interview 6 - 1 interview	6
<i>Account Executive</i>	1,2,4,	2 - 3 interviews 4 - 1 interview	4
<i>Account Executive</i>	1,2	2 - 3 interviews	2
<i>Account Executive</i>	3	3 - 1 interview	3

**Section 2. Recruitment Source List**

<b>RS Number</b>	<b>RS Information</b>	<b>RS Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviews Referred by RS over 12-month period</b>
1	CCR on air EEO Announcements	No	2
2	Indeed Ads	No	6
3	Promoted within company	No	2
4	LinkedIn Network	No	1
5	Facebook	No	1
6	Walk in/Word of Mouth/Referral	No	4
7	Allaccess.com	No	4
8	CCM Company Website	No	0
<b>Total Number of Interviews over 12-month period:</b>			<b>20</b>

### Section 3. Recruitment Initiatives

<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.	CCM implemented an accounting/traffic system with broader accessibility for the CCM staff. CCM offers web-based training for staff desiring to elevate their knowledge in various technical aspects of the business. In addition, CCM offers sales training with RAB. Ideally, these new skill sets will qualify staff for higher level positions. The program is offered year-round. The Account Executives participated in training held on October 5-9, 2020, January 19, 2021, and May 18, 2021.
Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Career Enhancement Training: We offer employees the opportunity to learn valuable skills used within CCM by other departments to help those interested in progressing their future in the company. The program is offered year-round. The Operations Manager took advantage of the program on October 14, 2020 and November 18, 2020; the News Reporter took advantage of the training on June 9, 2021 and July 7, 2021; and a Program Director took advantage of the training on August 11, 2021.
Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Weekly Program Director Grad Session: Designed by Group Program Director to train new Program Directors on the process of programming radio stations. This training is done monthly and conducted by the Corporate Group Program Director. The Station Program Directors participated in training held on October 6, 2020, November 10, 2020, January 5, 2021, February 9, 2021, April 6, 2021, May 4, 2021, June 8, 2021, July 6, 2021, August 10, 2021, and September 7, 2021.
Training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.	We provide current employees the opportunity to apply for a scholarship to attend classes to become certified in their position, or further their career in other departments. We had no applicants in report term.
Participation in event/program sponsored by an educational institution relating to career opportunities in broadcasting.	CCM has developed a program in conjunction with the Tri Tech Skill Center, in which CCM staff interact with the Communications Program and talk about the skill sets required for careers in radio communications. The Operations Manager spoke with students on November 3, 2020, February 2, 2021, April 6, 2021, and July 6, 2021.
Participation in other activities reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcast.	In conjunction with Cherry Creek Media corporate directive, CCM Tri-Cities has proactively implemented a program for cold calling clients, associates of the stations and community leaders, to seek referrals for the open positions. The premise is that local contacts have specific knowledge on viable candidates, broadening our searches while narrowing our targets to candidates with established skills. This program was implemented as openings presented. The program outreach was conducted in October, November, and December 2020 and January, March, April, June, August, and September 2021. For example, the Operations Manager reached out to the Tri Cities

	<p>Skills Center regarding an opening on November 12, 2020 and December 3, 2020, and to the Murrow School of Journalism and to Washington State University on March 11, 2021, April 13, 2021, and May 19, 2021.</p>
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