

Lee Family Broadcasting, Inc.
47 North 100 West
Jerome, ID 83338

May 20, 2021

EEO Staff
Policy Division
Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: KBAR(AM) Facility ID No. 42884
Burley, ID
Response to Random EEO Audit Letter

Dear EEO Staff:

This letter responds to the Commission's "random audit" letter ("EEO Audit Letter") dated February 25, 2021, regarding EEO Practices as to KBAR(AM), Burley, ID (fac. id. 42884) ("Station").

The licensee, Lee Family Broadcasting, Inc. has eight (8) stations in three geographical areas in the small communities of Burley/Rupert ID and Jerome/Gooding, ID, and Fairfield, ID. Jerome, ID, is just over 52 road miles distant from the Rupert, the studio location for the Burley/Rupert stations, and Gooding, ID, roughly 72 road miles distant from Rupert and Fairfield 56.8 road miles from Jerome and 107 road miles from Rupert. As evident below, this response includes all of the stations.

KBAR(AM) in Burley is grouped with Lee Family stations in the Burley/Rupert communities. Accordingly, this response includes FM station KZDX (fac. id. 42885), Burley, and KKRK(AM), Rupert, ID (fac. id. 67743) and KKMV, Rupert, ID (fac. id. 67744) which together is considered as an employment unit. The studio for the stations is in Rupert.

Further, all employees with the eight (8) stations were reported in the 2018-2019 & 2019-2020 annual EEO Public File reports. Accordingly, this response includes Jerome/Gooding, ID stations KART(AM), fac. id. 33445, & KEDJ, fac. id. 33446, Gooding station KXTA-FM, fac. id. 28218, and Fairfield, station KXCD, fac. id. 164259.

In addition, Lee Family have some employees who are not full-time with any specific station and divide their time among all or part of the stations. These employees have duties in the area of traffic, operations manager, sales and engineering. These employees were reported as well in the 2018-2019 & 2019-2020 annual EEO Public File reports and are included in this response.

As noted above, all stations and employees were reported in the annual EEO Public File reports and accordingly this response is filed in response to Section 2(b) for stations with five (5) or more full-time employees.

Please find attached eight (8) Schedules in response to the questions in Section 2(b):

- 1- 2(b)(i) Two Recent EEO Public File Reports and website information;
- 2- 2(b)(ii) Information as to full-time positions filled, if any, in the time period covered by the EEO Public File Reports;
- 3- 2(b)(iii) Information as to interviewees for any vacancies, if any, and referral sources;
- 4- 2(b)(iv) Dated Documentation of recruitment initiatives;
- 5- 2(b)(v) Pending or Resolved Complaints, if any;
- 6- 2(b)(vi) Management responsible for implementing EEO Policies;
- 7- 2(b)(vii) Efforts to analyze EEO Recruitment program; and
- 8- 2(b)(viii) Efforts to Analyze Periodically pay and other employee benefits to ensure equal opportunity and non-discrimination.

Lee Family stations have no time brokerage agreements and are not subject to a time brokerage agreement.

Should you have any questions or need additional information, feel free to contact the undersigned or legal counsel for Lee Family Radio, Inc., M. Scott Johnson, shown below.

Sincerely,

LEE FAMILY RADIO, INC.

By 
Jami Lee, Business Manager
Lee Family Radio, Inc.

cc: M. Scott Johnson Esq.
Smithwick & Belendiuk, PC
sjohnson@fccworld.com
202-256-5941

SCHEDULE 2(b)(i)

The two most recent EEO public file reports for the Stations are attached.

Station Websites are as follows:

WWW.CLUB975.COM

WWW.KAT106.COM

WWW.HOT100NOW.COM

WWW.1031THEEDGE.COM

WWW.991LAPERRONA.COM

WWW.LAPATRONA970.COM

WWW.947BUCKFM.COM

WWW.AM1230KBAR.COM

WWW.LATINX975.COM

We post our Annual EEO reports on the Websites.

LEE FAMILY BROADCASTING, INC.
KZDX-FM, KKMV-FM, KEDJ-FM, KXTA-FM, KART-AM, KBAR-AM, KXTA-AM, K248BZ, K234CT
EEO PUBLIC FILE REPORT
June 1st, 2018 – May 31st, 2019

I. VACANCY LIST

NO VACANCIES FOR REPORTING PERIOD.

LEE FAMILY BROADCASTING, INC.
 KZDX-FM, KKMV-FM, KEDJ-FM, KXTA-FM, KART-AM, KBAR-AM, KXTA-AM, K248BZ, K234CT
 EEO PUBLIC FILE REPORT
 June 1st, 2018 – May 31st, 2019

II. MASTER RECRUITMENT SOURCE LIST

RS NUMBER	RS INFORMATION	SOURCE ENTITLED TO VACANCY NOTIFICATION? (YES/NO)	NO. OF INTERVIEWEES REFERRED BY RS OVER 12-MONTH PERIOD
1	Idaho Department Of Labor ATTN: Employment Specialist PO BOX 5129, Twin Falls, Idaho 83303 (208) 735-2500 Ext. 3653 www.labor.idaho.gov	YES	0
2	Idaho Department Of Labor 127 W. 5 th Street N. Burley, ID 83318 (208) 678-5518	YES	0
3	Center For New Directions ATTN: Kate Woods PO Box 1238 Twin Falls, ID 83303 (208) 732-6680	YES	0
4	College Of Southern Idaho Latinos Unidos PO Box 1238 Twin Falls, Idaho 83303	YES	0
5	Community Council Of Idaho 406 Gardner Twin Falls, Idaho 83301 (208) 734-3336	YES	0
6	Idaho State Broadcasters Association ATTN: Connie Searles 1674 Hill Road Suite 3 Boise, Idaho 83702	YES	0
7	Boise State University Career Center 1173 University Drive Boise, Idaho 83701 (208) 426-1747 http://career.boisestate.edu	YES	0
8	ISU Career Center ATTN: Tara Ridgeway 921 S. 8 th Stop 8108 Pocatello, ID 83209 (208) 282-2380 ridtara@isu.edu	YES	0
9	LDSJobs.Org 726 Cheney Drive Twin Falls, Idaho 83301 www.ldsjobs.org	YES	0
10	College Of Southern Idaho Career Placement Nina Schwarz P.O. Box 1238 Twin Falls, Idaho 83303 nschwarz@csi.edu (208) 732-6273	YES	0
	(CONTINUED ON NEXT PAGE)		

11	College Of Southern Idaho International & Multicultural Students Club Kim Prestwich P.O. Box 1238 Twin Falls, Idaho 83303	YES	0
12	Idaho Migrant Council 406 Gardner Twin Falls, Idaho 83301 (208) 734-3336	YES	0
13	Idaho State Broadcasters Association Connie Searles 1674 Hill Road #3 Boise, Idaho 83702-0958	YES	0
14	Idaho Commission on Hispanic Affairs Lymar Blackmon 304 W. Jefferson Street #235 Boise, Idaho 83720 (208) 334-3776	YES	0
15	Station Websites www.club975.com www.hot100now.com www.1031theedge.com www.kat106.com www.947buckfm.com www.991laperrona.com	YES	0
16	On Air Announcements	NO	0
17	www.allaccess.com	YES	0
18	www.radio-online.com	YES	0
19	Employee Referral	NO	0
20	Non-Employee Referral	NO	0
21	Walk-in Applicant	NO	0
22	Internal Promotion – Employee	NO	0
23	Craigslist 1381 9th Ave., San Francisco, CA 94112 jobs@craigslist.org	NO	0
24	Facebook Jobs 1 Hacker Way Menlo Park, CA 94025 info@facebook.com	NO	0

LEE FAMILY BROADCASTING, INC.
 KZDX-FM, KKMV-FM, KEDJ-FM, KXTA-FM, KART-AM, KBAR-AM, KXTA-AM, K248BZ, K234CT

EEO PUBLIC FILE REPORT

June 1st, 2018 – May 31st, 2019

III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Rupert 4th Of July Community Event	<p>Lee Family Broadcasting participated in the Rupert 4th Of July Community Celebration July 4th on the Rupert Square. During the parade and at the festival that followed, Lee Family Broadcasting staff made community announcements and were available to answer questions about jobs and internships available to community members. The event was staffed in shifts, and each member of the programming staff made themselves available at one point for questions and comments regarding their position at the SEU, what the job entailed, and how one would prepare and apply for a similar or future vacancy.</p>
2	Establish an Internship Program	<p>Lee Family Broadcasting, Inc. encouraged area high schools as well as the College Of Southern Idaho to send its students through our internship programs available. We send out a letter of encouragement and an e-mail to school contacts about our internship programs semi-annually.</p> <p>Interns during the reporting period spent time with the Operations Manager on KZDX-FM, the Program Director on KXTA-FM, the Morning Show Host on KEDJ-FM and an Account Executive learning skills and responsibilities of the job, the educational avenues they should pursue to better prepare themselves for a career in broadcasting, and at the end were given a final project to complete that proved to both SEU's supervisors and school administrators that students received a vast knowledge of broadcasting while studying with our employees.</p> <p>Lee Family Broadcasting, Inc. offers internships for both high school and/or college credit, and for those not wishing to obtain school credit, but rather on-the-job experience. Several internships have turned into part-time hires, and qualified and available part-time staff members are always considered when filling full time vacancies.</p>
3	Career On Wheels Day	<p>On May 15th, the KART-AM Program Director and KKMV-FM Program Director put on a demonstration for hundreds of 5th graders at the College Of Southern Idaho Expo Center. During the presentation, the children were informed of educational prerequisites for entering into the broadcasting career field, areas of study they should focus on while in grade, middle, and high school, and average salaries for those working in radio.</p>
4	On Air Announcements	<p>The SEU periodically airs Public Service Announcements that encourage interested parties to submit their resume for employment consideration. Furthermore, when there is a vacancy, the SEU airs a Public Service Announcement specific to said vacancy and includes detailed information on skills and experience required, and how applicants go about submitting their resume and application for employment consideration.</p>

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17	www.allaccess.com	YES	0
18	www.radio-online.com	YES	0
19	Employee Referral	NO	0
20	Non-Employee Referral	NO	0
21	Walk-in Applicant	NO	0
22	Internal Promotion – Employee	NO	0
23	Craigslist 1381 9th Ave., San Francisco, CA 94112 jobs@craigslist.org	NO	0
24	Facebook Jobs 1 Hacker Way Menlo Park, CA 94025 info@facebook.com	NO	0

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2	Establish an Internship Program	<p>Lee Family Broadcasting, Inc. encouraged area high schools as well as the College Of Southern Idaho to send its students through our internship programs available. We send out a letter of encouragement and an e-mail to school contacts about our Internship programs semi-annually.</p> <p>Interns during the reporting period spent time with the Operations Manager on KZDX-FM, the Program Director on KXTA-FM and the Morning Show Host and Program Director on KART-AM. During the internship period, the intern learned skills and responsibilities of the job, the educational avenues they should pursue to better prepare themselves for a career in broadcasting, and at the end were given a final project to complete that proved to both SEU's supervisors and school administrators that students received a vast knowledge of broadcasting while studying with our employees.</p> <p>Lee Family Broadcasting, Inc. offers internships for both high school and/or college credit, and for those not wishing to obtain school credit, but rather on-the-job experience. Several internships have turned into part-time hires, and qualified and available part-time staff members are always considered when filling full time vacancies.</p>
3	Internship Recruitment	<p>Twice per year, Lee Family Broadcasting, Inc. mails information about our internship program and availability to every high school in our DMA. In the letter, we explain to school administrators that we offer internship programs in both programming and sales departments, and are happy to provide the intern with training, education, critiques and periodic feedback to school officials. In the information mailed, school administrators are encouraged to allow their students to participate in our internship programs.</p>
4	On Air Announcements	<p>The SEU periodically airs Public Service Announcements that encourage interested parties to submit their resume for employment consideration. Furthermore, when there is a vacancy, the SEU airs a Public Service Announcement specific to said vacancy and includes detailed information on skills and experience required, and how applicants go about submitting their resume and application for employment consideration.</p>

SCHEDULE 2(b)(ii)

Full Time Positions Filled during timeframe of last two Annual Reports.

JUNE 1, 2018 THROUGH MAY 31, 2020

There were no full-time positions openings or filled in the applicable time period.

SCHEDULE 2(b)(iii)

Number of interviewees and referral sources.

There were no Full-time positions filled at any of the stations during two most recent Annual Reports and accordingly, there were no interviewees or referral sources for interviewees.

SCHEDULE 2(b)(iv)

Documentation of Recruitment Initiatives for all stations. Total number of full-time employees of the unit and confirmation of market size.

June 1, 2018 through May 31, 2020

The licensee, Lee Family Broadcasting, Inc. has eight (8) stations in three geographical areas in the small communities of Burley/Rupert ID and Jerome/Gooding, ID and Fairfield, ID. Jerome, ID, is just over 52 road miles distant from the Rupert, the studio location for the Burley/Rupert stations, and Gooding, ID, roughly 72 miles distant from Rupert and Fairfield 107 road miles from Rupert. This response includes all of the stations in the three geographical areas as all the stations were reported in the Annual EEO public file reports.

Counting all the full-time employees at all the stations, there are 16 full-time employees, and up to December 15, 2019, an engineer was full-time serving all the stations but left on that date and was not replaced.

The combined market for the stations is less than 250,000 population.

Based upon the foregoing, Two(2) initiatives are required over the applicable two(2) year period.

RECRUITMENT INITIATIVES and EXAMPLE DOCUMENTATION

	TYPE OF RECRUITMENT INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY AND PARTICIPATION OF STATION MANAGEMENT AND STAFF AND REFERENCES TO DOCUMENTATION ATTACHED
	Rupert 4th Of July Community Events 2018 & 2019	Lee Family Broadcasting participated in the Rupert 4 th Of July Community Celebration on July 4 th on the Rupert Square in 2018 and 2019 including a booth staffed by the Station

		<p>management and staff. During the parade and at the festival that followed, <u>Lee Family Broadcasting staff including KKMV and KEDJ's Program Directors, KZDX's Program Director / Company Operations Manager and KXTA's Spanish-speaking Program Director made community announcements. Additionally, all above-mentioned staff and an Account Executive were available in-person in the Stations' booth to answer questions about internships available to community members and as to the types of jobs at radio stations and career information.</u> The event was staffed in shifts, and each member of the programming staff made themselves available at one point for questions and comments regarding their position, what the job entailed, and how one would prepare and apply for a similar or future vacancy.</p> <p><u>Attached are example posting as to this event for 2018 & 2019.</u></p>
	<p>Internship Programs 2018, 2019, 2020</p>	<p>Lee Family Broadcasting, Inc. encouraged area high schools as well as the College Of Southern Idaho to send</p>

	<p>its students through our internship programs available. We send out a letter of encouragement and an e-mail to school contacts about our internship programs semi-annually.</p> <p>Interns during the reporting period spent time with the <u>Operations Manager on KZDX-FM</u>, the <u>Program Director on KXTA-FM</u>, the <u>Morning Show Host on KEDJ-FM</u> and an <u>Account Executive</u> learning skills and responsibilities of the job, the educational avenues they should pursue to better prepare themselves for a career in broadcasting, and at the end were given a final project to complete that proved to both SEU's supervisors and school administrators that students received a vast knowledge of broadcasting while studying with our employees.</p> <p>Lee Family Broadcasting, Inc. offers internships for both high school and/or college credit, and for those not wishing to obtain school credit, but rather on-the-job experience. Several internships have turned into part-time hires, and qualified and available part-time staff</p>
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		<p>members are always considered when filling full time vacancies.</p> <p><u>A copy of the letter we send and a list of 30 schools receiving the letter are attached.</u></p> <p><u>An example online posting of information as to Internships is attached.</u></p> <p>A list of websites is attached.</p>
	<p>Career On Wheels Day for Schools</p> <p>2019</p>	<p>On May 15,2019, the <u>KART-AM Program Director</u> and <u>KKMV-FM Program Director</u> put on a demonstration for hundreds of 5th graders at the College Of Southern Idaho Expo Center. During the presentation, the children were informed of educational prerequisites for entering into the broadcasting career field, areas of study they should focus on while in grade, middle, and high school, and average salaries for those working in radio.</p> <p>Attached are:</p>

		<p>Invitation from Twin Falls School District for stations to participate in Career On Wheels [COW] day.</p> <p>Stations response to the email on Career On Wheels [COW] day telling them stations would love to be part of the event.</p> <p>Career On Wheels [COW] Day Flyer with information of the event 2019</p>
	<p>Minidoka County Schools Annual Career Fair---- 2018, 2019</p>	<p>The Stations promoted and participated in the fall 2018 and spring 2019 Minidoka County Schools Career Fairs as it has in past years. Staff at each event included the KKMV Program Director and morning show team, the KZDX-FM Program Director and Operations Manager, an Account Executive and the Spanish-speaking KXTA-FM Program Director. All were available at the booth to answer questions about what skills are necessary to pursue a career in radio, and how one would go about applying for an</p>

<p>Posting of Internship and Employment Information on all Websites-2018, 2019, 2020</p>	<p>internship or part-time job at Lee Family Broadcasting, Inc.</p> <p>Attached are emails from schools and the Stations' Operation Manager confirming these events.</p> <p>The stations post information as to Internships and employment on the Stations various websites. A list of the websites and example posting is attached.</p>
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Explore Job Opportunities at Lee Family Broadcasting, Inc.!



DROP BY THE BROADCAST BOOTH ON THE RUPERT SQUARE THIS WEDNESDAY!



Have you ever had the desire to explore an internship or employment opportunity in the exciting field of radio broadcasting? Join our DJs for the Rupert 4th of July Celebration on Wednesday, July 4th to learn about all of the opportunities we have for YOU at Lee Family Broadcasting, Inc.! We'll have our booth set up on the Rupert Square, and we encourage any high school or college student who may be interested in making the jump into broadcasting! For years, Lee Family Broadcasting has made internship programs available to students in the Magic Valley who are interested in pursuing a career in broadcasting. Whether it's your own motivation, or if you're looking for a Job Shadow or Internship program for a class you're enrolled in, Lee Family Broadcasting wants to help YOU accomplish your career goals! Simply stop by the Lee Family Broadcasting booth on the Square this Wednesday immediately following the parade and learn more about what opportunities await YOU at Lee Family! Can't make it? No problem! CLICK HERE to submit your information online and one of our DJs will reach out to you. We'd love to have you on as a part of our team! We'll see you THIS WEDNESDAY, JULY 4TH on the Rupert Square immediately following the 4th of July parade... and HAPPY INDEPENDENCE DAY from your locally owned and operated Lee Family Broadcasting, Inc!



103.1 The Edge
 Hung Over w/ Dr. Nick Redbone
 DIAL POSITION: 103.1 FM
 FORMAT: Active Rock
 TARGET DEMO: M18-54
 CORE ARTISTS: Shinedown, Disturbed, Five Finger Death Punch, Green Day, Metallica, Godsmack, AC/DC, Alice In Chains
 → www.1031theedge.com



99.1 La Perrona
 En Vivo Y En Directo Con "El Chupacabras"
 DIAL POSITION: 99.1 FM
 FORMAT: Contemporary Regional Mexican
 TARGET DEMO: Hispanics 18-54
 CORE ARTISTS: Christian Nodal, Gerardo Ortiz, Banda MS, Calibre 50, El Komander, Los Tigres del Norte, Banda Recoditos
 → www.991laperrona.com



94.7 BUCK FM
 The Breakfast Roundup w/ Paul
 DIAL POSITION: 94.7 FM / 1400 AM
 FORMAT: Traditional Country
 TARGET DEMO: A35-64
 CORE ARTISTS: Waylon Jennings, Merle Haggard, Willie Nelson, Alan Jackson, Dolly Parton, Garth Brooks, George Strait
 → www.947buckfm.com



AM 1230 KBAR
 w/ Zeb Bell At The Ranch
 DIAL POSITION: 1230 AM
 FORMAT: News / Talk
 TARGET DEMO: A45+
 LOCAL HOSTS: Zeb Bell,



Kat Kountry 106
 w/ Scotty & Gina In The Morning
 DIAL POSITION: 106.1 FM
 FORMAT: Hot Country
 TARGET DEMO: A15-34
 CORE ARTISTS: Luke Combs, Jason Aldean, Luke Bryan, Blake Shelton, Carrie Underwood, Dierks Bentley, Kenny Chesney
 → www.kat106.com



Hot 100 FM
 w/ Broc In The Morning
 DIAL POSITION: 99.9 FM
 FORMAT: Hot AC
 TARGET DEMO: F35-54
 CORE ARTISTS: Ed Sheeran, Shawn Mendes, Maroon 5, Imagine Dragons, Pitbull, Bruno Mars, Train, Kelly Clarkson
 → www.hot100now.com



LatinX 97.5
 The Cuban Coffee Morning Show w/ Cuban Flow
 DIAL POSITION: 97.5 FM
 FORMAT: Rhythmic CHR / Spanish Urban Hybrid
 TARGET DEMO: A18-34
 CORE ARTISTS: Daddy Yankee, J Balvin, Ozuna, Bad Bunny, Nicky Jam, Cardi B, Prince Royce, Post Malone
 → www.latinx975.com



La Patrona 970
 DIAL POSITION: 970 AM
 FORMAT: Regional Mexican



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Hung Over w/ Dr. Nick Redbone
DIAL POSITION: 103.1 FM
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TARGET DEMO: M18-54
CORE ARTISTS: Shinedown, Disturbed, Five Finger Death Punch, Green Day, Metallica, Godsmack, AC/DC, Alice In Chains
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FORMAT: Traditional Country
TARGET DEMO: A25-54
CORE ARTISTS: Waylon Jennings, Merle Haggard, Willie Nelson, Nan Jackson, Dolly Parton, Garth Brooks, George Strait
→ www.947buckfm.com



1230 AM KBAR
w/ Zeb Bell At The Ranch
DIAL POSITION: 1230 AM
FORMAT: News / Talk
TARGET DEMO: A45+
LOCAL HOSTS: Zeb Bell, Steve Milton, Jerry Shaw
→ www.1230kbar.com



RECRUITMENT POST
WWW.LEERADIO.NET
POSTED TUE 6/25/19

DROP BY THE BROADCAST BOOTH ON THE RUPERT SQUARE THURSDAY, JULY 4TH TO LEARN MORE!



Have you ever had the desire to explore an internship or employment opportunity in the exciting field of radio broadcasting? Join our DJs for the Rupert 4th of July Celebration on Thursday, July 4th to learn about all of the opportunities we have for YOU at Lee Family Broadcasting, Inc! We'll have our booth set up on the Rupert Square, and we encourage any high school or college student who may be interested in making the jump into broadcasting! For years, Lee Family Broadcasting has made internship programs available to students in the Magic Valley who are interested in pursuing a career in broadcasting. Whether it's your own motivation, or if you're looking for a Job Shadow or Internship program for a class you're enrolled in, Lee Family Broadcasting wants to help YOU accomplish your career goals! Simply stop by the Lee Family Broadcasting booth on the Square Thursday, July 4th immediately following the parade and learn more about what opportunities await YOU at Lee Family! Can't make it? No problem! CLICK HERE to submit your information online and one of our DJs will reach out to you. We'd love to have you on as a part of our team! We'll see you THURSDAY, JULY 4TH on the Rupert Square immediately following the 4th of July parade... and HAPPY INDEPENDENCE DAY from your locally owned and operated Lee Family Broadcasting, Inc!



KAT 106.1
Core Artists: Luke Combs
→ www.kat1061.com



Hot 100 FM
w/ Broc In The Morning
DIAL POSITION: 99.9 FM
FORMAT: Hot AC
TARGET DEMO: F25-54
CORE ARTISTS: Ed Sheeran, Shawn Mendes, Maroon 5, Imagine Dragons, P!nk, Bruno Mars, Train, Kelly Clarkson
→ www.hot100now.com



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→ www.latinx975.com



La Patrona 970
DIAL POSITION: 970 AM
FORMAT: Regional Mexican Favorites and Classics



Copy of letter
sent to schools
2019 & 2020

Lee Family Broadcasting
Broc Johnson
Operations Manager
47 N. 100 W.
Jerome, Idaho 83338

ATTN: STUDENT RESOURCES OFFICER

Greetings from Lee Family Broadcasting, Inc.!

I am writing today to inform you of the exciting internship programs we have available for your students. As we are delighted to learn of students interested in entering the field of radio broadcasting, we hope that you and your students will be delighted to learn that there are programs available that will offer them a work-based education right here in Southern Idaho.

Our typical internship lasts for nine weeks, or one quarter of a school year. In some instances where a school operates on trimesters or semesters instead of quarters, we will happily accommodate schedule requests and requirements to fit the needs of your students and your program.

Several of our employees have volunteered their time so that students may shadow them while on the job, asking questions and taking notes along the way. We are happy to provide reviews, critiques, and constructive criticism to you and your students as they complete the internship program.

This program, as one would assume, comes at no cost to your institution, nor does it cost the student anything to participate. Both of our locations will be happy to accommodate your interested student this year. We have an office and studios located at 47 North 100 West in Jerome, Idaho, and an office and studios located at 120 South 300 West in Rupert, Idaho. Both offices house broadcasters responsible for conducting live shows, producing commercials, and programming radio stations as well as account executives in charge of managing our client accounts, developing strategic marketing campaigns for clients, writing commercial copy, visiting clients in person to provide them with offers and promotions from the radio stations and to ensure that they're happy with the results of their current advertising campaign.

If you have a student interested in participating in our internship program, please call me at (208) 324-8181 or e-mail me at radiobroc@gmail.com. I will be happy to set up a program specific to your student's desired position in broadcast media.

Thank you for your time, and we hope to see one of your students soon!

Broc Johnson



Lee Family Broadcasting, Inc.
Broc Johnson
47 N. 100 W.
Jerome, Idaho 83338

Monday, January 20th, 2020

SCHOOL NAME
SCHOOL CONTACT
SCHOOL ADDRESS
SCHOOL CITY STATE ZIP

To Whom It May Concern:

Occasionally, high schools and other educational institutions such as yours will offer work study and work-based learning programs that allow your students to earn credits while spending time with a Magic Valley employer, learning the ins and outs of the student's desired work field.

This letter is to inform you that all of us at Lee Family Broadcasting, Inc. would be delighted to host one of your student internships this year. If you have a student who is interested in learning more about radio broadcasting, sales and/or marketing, our cluster of stations would be the perfect fit! At Lee Family Broadcasting in Jerome, we house Hot 100 FM, 103.1 The Edge, LatinX 97.5, AM 1400 / 94.7 Buck FM, AM 970 La Patrona and 99.1 La Perrona – and in Rupert, we house Kat Kountry 106 and AM 1230 KBAR. Each office employs a full time staff of radio programmers, DJs and account executives – all of whom would be delighted to accommodate one of your student's internship requests.

If you find that you have a student who may fit the criteria for Lee Family Broadcasting's internship program, please contact me via e-mail at radiobroc@gmail.com, or by phone at (208) 324-8181 so we can further discuss the opportunities Lee Family Broadcasting, Inc. may be able to provide.

Thank you!

Broc Johnson
Operations Manager
Lee Family Broadcasting, Inc.

List of Schools

RAFT RIVER HIGH SCHOOL
ATTN: STUDENT RESOURCES
55 N 1st W
MALTA IDAHO 83342

BURLEY HIGH SCHOOL
ATTN: STUDENT RESOURCES
2100 PARKE AVENUE
BURLEY IDAHO 83318

CASSIA HIGH SCHOOL
ATTN: STUDENT RESOURCES
1010 W 17TH STREET
BURLEY IDAHO 83318

MT. HARRISON JR-SR HS
ATTN: STUDENT RESOURCES
1431 17TH STREET
HEYBURN IDAHO 83336

MINICO HIGH SCHOOL
ATTN: STUDENT RESOURCES
292 W 100 S
RUPERT IDAHO 83350

VALLEY HIGH SCHOOL
ATTN: STUDENT RESOURCES
882 VALLEY ROAD
HAZELTON IDAHO 83335

DIETRICH HIGH SCHOOL
ATTN: STUDENT RESOURCES
406 N PARK STREET
DIETRICH IDAHO 83324

FILER HIGH SCHOOL
ATTN: STUDENT RESOURCES
3915 WILDCAT WAY
FILER IDAHO 83328

TWIN FALLS HIGH SCHOOL
ATTN: STUDENT RESOURCES
1615 FILER AVE E
TWIN FALLS IDAHO 83301

MURTAUGH JR-SR HS
ATTN: STUDENT RESOURCES
500 BOYD STREET WEST
MURTAUGH IDAHO 83344

OAKLEY HIGH SCHOOL
ATTN: STUDENT RESOURCES
455 W MAIN STREET
OAKLEY IDAHO 83346

HANSEN HIGH SCHOOL
ATTN: STUDENT RESOURCES
550 MAIN STREET S
HANSEN IDAHO 83334

KIMBERLY HIGH SCHOOL
ATTN: STUDENT RESOURCES
855 CENTER STREET WEST
KIMBERLY IDAHO 83341

SHOSHONE HIGH SCHOOL
ATTN: STUDENT RESOURCES
61 E HWY 24
SHOSHONE IDAHO 83352

WOOD RIVER HIGH SCHOOL
ATTN: STUDENT RESOURCES
1250 FOX ACRES DRIVE
HAILEY IDAHO 83333

SILVER CREEK HIGH SCHOOL
ATTN: STUDENT RESOURCES
1060 FOX ACRES ROAD
HAILEY IDAHO 83333

COMMUNITY HIGH SCHOOL
ATTN: STUDENT RESOURCES
1 COMMUNITY SCHOOL DRIVE
SUN VALLEY IDAHO 83353

GOODING HIGH SCHOOL
ATTN: STUDENT RESOURCES
1050 7TH AVENUE W
GOODING IDAHO 83330

WENDELL HIGH SCHOOL
ATTN: STUDENT RESOURCES
850 EAST MAIN STREET
WENDELL IDAHO 83355

HAGERMAN HIGH SCHOOL
ATTN: STUDENT RESOURCES
150 E LAKE STREET
HAGERMAN IDAHO 83332

CANYON RIDGE HIGH SCHOOL
ATTN: STUDENT RESOURCES
300 N COLLEGE RD W
TWIN FALLS IDAHO 83301

BUHL HIGH SCHOOL
ATTN: STUDENT RESOURCES
1 INDIAN TERRITORY
BUHL IDAHO 83316

BLISS HIGH SCHOOL
ATTN: STUDENT RESOURCES
601 US-30
BLISS IDAHO 83314

CAMAS COUNTY HIGH SCHOOL
ATTN: STUDENT RESOURCES
610 SOLDIER ROAD
FAIRFIELD IDAHO 83327

DECLO HIGH SCHOOL
ATTN: STUDENT RESOURCES
505 E MAIN STREET
DECLO IDAHO 83323

CAREY HIGH SCHOOL
ATTN: STUDENT RESOURCES
20 PANTHER LANE
CAREY IDAHO 83320

CASTLEFORD (HIGH) SCHOOL
ATTN: STUDENT RESOURCES
500 MAIN STREET
CASTLEFORD IDAHO 83321

JEROME HIGH SCHOOL
ATTN: STUDENT RESOURCES
104 S TIGER DRIVE
JEROME IDAHO 83338

RICHFIELD (HIGH) SCHOOL
ATTN: STUDENT RESOURCES
555 N. TIGER DRIVE
RICHFIELD IDAHO 83349

COLLEGE OF SOUTHERN IDAHO
ATTN: STUDENT RESOURCES
315 FALLS AVENUE
TWIN FALLS IDAHO 83301

Kim Lee

From: Willsey, Erika <willseyer@tfsd.org>
Sent: Tuesday, March 12, 2019 1:56 PM
To: Kimlee@leeradio.net
Subject: 5th grade career on wheels day
Attachments: COW Day Presenter Flyer2019.doc

It's time to mark your calendar for Twin Falls School District COW day. It will be on Wednesday, May, 15th. Your participation last year helped make it a success for our 5th grade students. Please let me know if you will be available again this year. I have attached the information sheet for more specific details or you can call or email me.

Thank you!

Erika Willsey, LMSW
School Counselor
Lincoln Elementary
2058-293-6865



Confidentiality Notice:

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Kim Lee

From: Broc Johnson <radiobroc@gmail.com>
Sent: Wednesday, March 13, 2019 8:56 AM
To: Kim Lee; Willsey, Erika
Subject: Re: FW: 5th grade career on wheels day

Hi, Erika!

Yes, Lee Family Broadcasting would love to be a part of your event again this year. We'll put it on our calendars. Please send more info as we get closer to the event.

On Wed, Mar 13, 2019 at 8:31 AM Kim Lee <kimlee@leeradio.net> wrote:

From: Willsey, Erika [mailto:willsever@tfsd.org]
Sent: Tuesday, March 12, 2019 1:56 PM
To: kimlee@leeradio.net
Subject: 5th grade career on wheels day

It's time to mark your calendar for Twin Falls School District COW day. It will be on Wednesday, May, 15th. Your participation last year helped make it a success for our 5th grade students. Please let me know if you will be available again this year. I have attached the information sheet for more specific details or you can call or email me.

Thank you!

--

Erika Willsey, LMSW

School Counselor

Lincoln Elementary

2058-293-6865





Twin Falls School District proudly announces

Careers on Wheels Day 2019

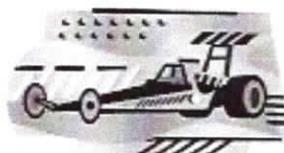
May 15th at the CSI Expo Building from 11:00am - 2:30pm



We park vehicles from 11:00-11:45 am (11:00 for extra large vehicles). The students arrive around noon. The rotations officially begin at 12:00 pm or when all students have arrived. The rotations end around 2:15 so we can load the students on the busses.



Thank you so much for volunteering your time and equipment for the purpose of furthering the education of students in our district.



On May 15, 2019,

- Drive to the CSI Expo back door where you will be greeted by a counselor with a map to show you where to park.
- Pizza and bottled water will be waiting for you.
- Please bring tools of your trade with your vehicle.
- Groups of approximately 12-15 5th graders with their teachers and/or chaperones will visit your station.
- An announcement will be made to indicate the time to change groups at intervals of 7-8 minutes.
- Each group will tour 10-12 vehicles before leaving the Expo at 2:15pm.



Be prepared to tell students about your career and answer questions about working conditions, salary range, training or education requirements, and the use of math and reading in your career. (See enclosed script for topic ideas if needed.)

Any questions? Call Tracie Corle at Sawtooth Elementary (733-8454 ext. 3484) or call my cell (420-7865).

If you have an emergency and will not be able to attend, please call

Kim Lee

From: Broc Johnson <radiobroc@gmail.com>
Sent: Thursday, October 4, 2018 9:42 AM
To: scameron75; tommygirl864u@yahoo.com
Cc: Kim Lee
Subject: Re: Website Advertising Inquiry

Scotty - Gina -

Do you guys want to tag team this event? If you're in, I'll shoot her a note and get us a place.

On Thu, Oct 4, 2018 at 8:46 AM <jsneddon@minidokaschools.org> wrote:

IP Address: 72.22.227.227
Date Time: October 4, 2018, 2:46:30 pm
Your Name: Jacoby Sneddon
Your Business: Minidoka County Schools-Minico High School
Your E-mail Address: jsneddon@minidokaschools.org
Your Phone Number: 208/436-5355 Ext 3154
Your Business Website: <https://www.minidokaschools.org/site/Default.aspx?PageID=9>

Select which stations you're interested in advertising on. (Select All That Apply):
103.1 The Edge, 99.1 La Perrona, AM 1230 KBAR, AM 1400 & 94.7 Buck FM, Club 97.5, Kat Kountry 106, La Patrona 970, Hot 100 FM

Is your business a non-profit?: My business is a non-profit entity.

Tell us a little more about your interest in advertising with us.: Minico High School will be hosting their 2nd annual Career Fair on October 18, 2018 from 1:30 to 6:30 p.m. Various businesses from the Mini-Cassia area will be on site to provide information and recruit those interested in potential employment. Parents, students, and the community are encouraged to attend. For more information or to have your business included, please contact Jacoby Sneddon or Brooke Claridge, College and Career Counselors, at 208.436.4721.

--
Broc Johnson
"Radio Guy"

Direct: (208) 312-7284
Studio: (208) 968-0704
Office: (208) 324-8181
Fax: (208) 575-5453
E-Mail: radiobroc@gmail.com
Facebook: facebook.com/radiobroc
Snapchat: radiobroc999



Cassia Jobs <jobs@cassiaschools.org>
to me

Mon, Feb 26, 2018, 11:20 AM



Broc,

Last year you helped us get the word out about the Cassia School District Job Fair. So many people in attendance said they heard about the event on your radio station. Wondering if you can help us again with the 2nd Annual Cassia School District Job Fair on March 6th from 5:00 pm to 7:30 pm at Burley High School? Let me know, thanks!!



Broc Johnson <radiobroc@gmail.com>
to Cassia

Mon, Feb 26, 2018, 11:38 AM



Sure! Are you able to record a PSA with me tomorrow on the phone at 10?



Cassia Jobs <jobs@cassiaschools.org>
to me

Mon, Feb 26, 2018, 12:56 PM



Yes, my number is 208-670-3012. I'll wait for your call. Thanks!





Cassia Jobs <jobs@cassiaschools.org>

to Kim, me

Tue, Feb 26, 2019, 2:21 PM



Broc,

Its that time of year again, Cassia School District is hosting their 3rd annual Career Fair. We are hiring for all positions and are going to need a lot of applicants with the growth we are seeing in our county. Every year I would say the majority of the people who come to the fair say they heard about it on the radio so we are hoping that you guys would be willing to help us out again? Let me know if this is a possibility? Thanks!

March 8th @ Burley High School

From 5-7:30



Broc Johnson <radiobroc@gmail.com>

to Cassia, Kim

Tue, Feb 26, 2019, 2:27 PM



Hey, Andrew!

Would love to get you recorded again! Are you available Thursday morning to record over the phone?



KXTA-HD3/LatinX 97.5 (Hispanic CHR) / Twin Falls (Sun Valley), Idaho

KKM-FM/Kat Kountry 106 (Hot Country) / Twin Falls (Sun Valley), Idaho

KART-AM/Real Classic Country 94.7 & 1400 Buck FM / Twin Falls (Sun Valley), Idaho

KXTA-AM/La Patrona 970 / Twin Falls (Sun Valley), Idaho

KBAR-AM/The Mini-Cassia Area's Talk Station (News Talk) / Twin Falls (Sun Valley), Idaho

Programming/Playlist Consultant



Cassia Jobs <jobs@cassiaschools.org>

to me

Tue, Feb 26, 2019, 2:28 PM



Yes, just give me a time!





Broc Johnson <radiobroc@gmail.com>

Feb 28, 2019, 5:34 PM



to Cassia ▾

Can you call tomorrow at noon, 208-324-8181?



Cassia Jobs <jobs@cassiaschools.org>

Mar 1, 2019, 8:12 AM



to me ▾

Absolutely! I'll call you at noon!



Broc Johnson <radiobroc@gmail.com>

Mar 1, 2019, 10:38 AM



to paul ▾

Paul - can you handle this guy when he calls?





Cassia Jobs <jobs@cassiaschools.org>

Mar 3, 2020, 4:18 PM



to me ▾

Good Afternoon,

We are preparing for our 4th Annual Cassia Schools Job Fair and we would love to work with you guys again promoting. I am not joking when I say probably 50% or more of those who attend say they heard about it on the radio. The job fair is going to be March 16th from 5:00-7:00 pm at Burley High School. Please let me know if we are able to do this again! Thanks!



Broc Johnson <radiobroc@gmail.com>

Mar 6, 2020, 9:59 AM



to Cassia ▾

Let's do it, for sure!

I'm available to record a PSA with you over the phone this afternoon if you have some time. If you do, please call me at 2:00 P.M. at 208-324-8181. If today doesn't work, let me know what day(s) and time(s) next week DO work for you and we'll get something scheduled. As this is coming up in less than two weeks, the sooner we get it recorded the better. It will take a day or two following our phone conversation before it's actually on the air and running in rotation.

Thanks!



Broc Johnson

"Radio Guy"

radio@radiobroc.com



Cassia Jobs <jobs@cassiaschools.org>

Mar 9, 2020, 1:19 PM



to me

I am available today after 2 pm or tomorrow anytime. Thanks again!



Broc Johnson <radiobroc@gmail.com>

Mar 9, 2020, 2:54 PM



to Cassia

Call me tomorrow @ 2p. 208-324-8181.

Thanks!



Cassia Jobs <jobs@cassiaschools.org>

Mar 9, 2020, 3:33 PM



to me

Sounds good, talk to you then.



Lee Family Broadcasting Websites during June 1, 2018 and May 31, 2020

KEDJ 103.1

www.103theedge.com

KXTA La Perrona

www.991laperrona.com

KART Buck FM

www.947buckfm.com

KBAR

www.am1230kbar.com

KXTA-AM La Patrona

www.lapatrona970.com

KZDX Hot 100

www.hot100now.com

KKMV Kat Kountry

www.kat106.com

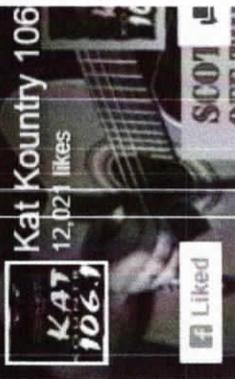
KXTA HD3

changed to www.latinx975.com on February 1, 2019

www.club975.com

Employment & Internships

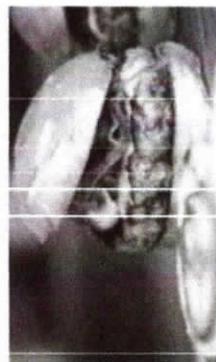
Have you ever heard our DJs on the radio and thought that you might someday want to explore a career in radio broadcasting? We're happy to help you along the way and even possibly provide you with employment opportunities! Lee Family Broadcasting is always looking for those interested in taking the plunge - and all the time, we're looking for interns and part time help. A part time position at Lee Family Broadcasting is a GREAT first step in the career of radio! If you have the gift of gab, are available on nights and weekends, and have a basic understanding of computers and technology, then this could be a great opportunity for you. To learn more or to apply for a position, e-mail Broc Johnson at radiobroc@gmail.com or stop by one of our offices to pick up an application! We're located at 120 South 300 West in Rupert, Idaho and at 47 North 100 West in Jerome, Idaho. If you are unable to e-mail or drop by, call our business office and we will be more than happy to fax or mail you a job application. Women and minorities are STRONGLY encouraged to apply! For more info or to request that an application be mailed or faxed, call us Monday through Friday from 9 A.M. to 5 P.M. at (208) 324-8181.



Today is World Wish Day. If make a wish that would com what would it be?

Thank you to Rockabilly Bar Tattoo!!

3 9 Share



NOSH @ NC

WITH



ADVERTISE ON OUR STATION!

Contests

Nosh @ Noon

Scotty's Blog

Weekends With The Kat

Scotty and Gina in the Morning Tid Bits

Local Community Events

Submit Community Event

School & Weather Closures

Employment & Internships

Official Contest Rules

EEO (2019)

EEO (2020)

KK/M-FM FCC Public File

Local News Updates

YTAT

Lee Family Stations

Kat Kountry 106

Hot 100 FM

103.1 The Edge

LatinX 97.5

AM 1400 and 94.7 Buck FM

99.1 La Perrona

La Patrona 970

Call (208) 324-8181

plus, custom websites, social media marketing and more!

SCHEDULE 2(b)(v)

There are no, and have not been any, pending or resolved EEO complaints as to any of the stations during the stations current license term before any governmental body alleging unlawful discrimination in the employment practices of the stations on the basis of race, color, religion, national origin or sex relating to the stations.

SCHEDULE 2(b)(vi)

The Operations Manager in conjunction with and with assistance of the General Manager, Kim Lee, a 50% owner, is primarily responsible for ensuring that the EEO policies are being implemented and this has been our approach throughout the license term. Jami Lee, the Business Manager as head of accounting, and likewise a 50% owner, also helps ensure implementation by scheduling advertisements as full-time jobs become open and need to be filled. Through combined efforts of owners and management, all employees are aware of our EEO policies. Those policies are also clearly posted in a common areas of the stations frequented by employees as has been the case throughout the license term.

The Lee Family EEO policies are also set forth on job application forms, printed advertisements, over the air announcements, and on our website postings, so that all applicants and our employees as well are aware of our EEO policies.

SCHEDULE 2(b)(vii)

We periodically make an analysis of our EEO recruitment program and its effectiveness. Positive results are more difficult to obtain due to our location in southern Idaho in small communities.

Lee Family is licensed stations KART & KEDJ Jerome, ID, just over 52 road miles distant from the Rupert studio used with KBAR(AM) & KZDX Burley and KKRK(AM) & KKMV Rupert and KXTA-FM, Gooding, ID, roughly 72 road miles distant from the Burley/Rupert studio, and KXCD, Fairfield, 56.8 road miles from Jerome and 107 road miles from the Burley/Rupert studio.

Despite these difficulties of small communities and small markets, we have had some success in attracting female and minorities as employees.

Many potential employees seek jobs in the big cities and larger markets elsewhere. Also, as our choices are usually limited, we often take a chance in hiring an individual who is not obviously qualified in the hope that she or he will succeed. We are hit and miss on this risk strategy, but we try as best we can as we need good employees. This has been our strategy throughout the license term.

As a local family oriented and owned company, it is now and has been our policy to review our hiring practices and efforts, including initiatives, other activities, procedures for compliance and results. Since part time, entry level positions often result in a promotion to a full time position, particular attention is paid to our part-time hiring practices, even though part-time employment need not be reflected in EEO public file reports. We generally advertise for part-time job openings. Further, we have hired for more permanent positions interns who perform well during internships.

In evaluating our efforts in the past, we found that newspapers were not effective in attracting applicants, as people just do not subscribe or read the papers anymore. Likewise, local employment job agencies did not produce applicants with skills needed in radio stations. This is in part due to our small communities and reduced choices. Our experience has been that we have had success with on-air advertising, and also with advertising with certain internet sites, as they enable us to reach outside our small market in southern Idaho to other areas in Idaho and beyond. We have found that local area individuals also use the internet when considering employment and check our websites and others. Apart from using our own websites, AllAccess.com and Radio-Online.com, which we have used, are websites designed as major resources for radio broadcast professionals. The websites attract those who are currently working in the industry, those who used to work in the industry, and those who might be entertaining the idea of a future career in broadcasting.

Our Recruitment Initiatives such as Career On Wheels, our Intern program, and other efforts detailed in our Annual EEO Public File Reports also have been an effective recruitment sources.

The Lee Family analysis of recruitment efforts is performed by the Operations Manager and General Manager, Kim Lee, 50% owner, and Jami Lee, Business Manager as head of accounting, and a 50% owner.

Throughout the license term, owners Jami Lee (50%) and Kim Lee (50%), who are integrated into day to day activities, constantly communicate with employees to supervise the operations of the Stations and ensure proper procedures are being followed.

SCHEDULE 2(b)(viii)

Kim Lee, General Manager, 50% owner, and Jami Lee Business Manager, 50% owner, with input of the Operations Manager, periodically consider all salaries, benefits, promotions, seniority practices, and selection techniques of both new hires and existing employees to insure that are not, in and of themselves, discriminatory by race, sex, religion, color, age or national origin. Our goal is to ensure our policies and practices provide equal opportunity to employees and are non-discriminatory.

We also analyze pay, benefits, and related practices against norms as published by industry publications and our awareness of practices with the goal that our practices adhere to industry standards for the market size in our state and area.

We appreciate that our stations are in small communities and we need to provide competitive salaries and benefits if we are to attract and retain qualified employees.