

# Cache Valley Media Group

**KVNU, KVFX, KLZX, KBLQ, KLGN, KKEX, KGNT**

## **Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KVNU-Logan, UT; KVFX-Logan, UT; KLZX-Weston, ID; KBLQ-Logan, UT; KLGN-Logan, UT; KKEX-Preston, ID; KGNT-Smithfield, UT and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning *June 1, 2016* to and including *May 31, 2017* (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, (which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

# Cache Valley Media Group

## Appendix 1

### Annual EEO Public File Report Form

Covering the period from *June 1, 2016* to *May 31, 2017*

Stations Comprising Station Employment Unit: KVNU, KVFX, KLZX, KBLQ, KLGW, KKEX, KGNT

#### Section 1: Vacancy Information

<u>Full-time Positions Filled by Job Title</u>	<u>Recruitment Source of Hiree</u>	<u>Total Number of Interviewees from All Sources for This Position</u>
#1 – Account Executive	Referral	9
#2 – Account Executive	Radio advertisements	20
#3 – Reporter	Internal promotion	5
#4 – Reporter	Facebook	5
#5 – Engineer	Referral	6
#6 – Engineer	Referral	6
#7 – Account Executive	Radio advertisements	17
#8 – On Air DJ	AllAccess.com	4

Total Number of Persons Interviewed During Applicable Period: 72

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## Appendix 2

### Annual EEO Public File Report Form

Covering the Period from *June 1, 2016* to *May 31, 2017*

Stations Comprising Station Employment Unit: KVNU, KVFX, KLZX, KBLQ, KLGW, KKEX, KGNT

#### Section 2: Recruitment Source Information

	<u>Recruitment Source (Name, Address, Telephone Number, Contact Person)</u>	<u>Total # of Interviewees This Source Has Provided During This Period (if any)</u>	<u>Full-Time Positions for Which This Source Was Utilized</u>
A	Herald Journal Classified Desk 75 W. 300 N. Logan, UT 84321	0	0
B	Cache Valley Media Group – Radio ads	30	3 (#1, #2, #7)
C	Referral	18	8 (#1 - #8)
D	U.S. Department of Workforce Services	0	0
E	Internal posting	4	4 (#3 - #6)
F	CacheValleyDaily.com Classifieds	4	5 (#1, #2, #3, #4, #7)
G	<a href="http://www.twitter.com/cvdaily">www.twitter.com/cvdaily</a>	0	5 (#1, #2, #3, #4, #7)
H	<a href="http://www.facebook.com/CacheValleyDaily">www.facebook.com/CacheValleyDaily</a>	7	5 (#1, #2, #3, #4, #7)
I	<a href="http://www.utradioguide.com">www.utradioguide.com</a>	3	1 (#3)
J	LDS Employment Services	0	0
K	<a href="http://www.AllAccess.com">www.AllAccess.com</a>	2	1 (#8)

\* No recruitment sources have requested to be notified of future full-time job openings at the stations.

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## Appendix 3

### Annual EEO Public File Report Form

Covering the Period from *June 1, 2016* to *May 31, 2017*

Stations Comprising Station Employment Unit: KVNU, KVFX, KLZX, KBLQ, KLGN, KKEX, KGNT

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KVNU, KVFX, KLZX, KBLQ, KLGN, KKEX, and KGNT.

#### **Training:**

\* All members of the Cache Valley Media Group Sales Staff engage in periodic training sessions to review techniques and industry trends. New sales representatives are able to advance from a base salary to a commission income after 90 days, upon completion of training session “Series 2000: A Sales Training and New Business Development Series for Radio,” “RAB Online Training Academy,” and/or according to the General Sales Manager’s discretion.

\* Sales Staff regularly participate in Sales Training conducted by Matt Burgoyne.

\* Programming and on-air staff participate in regular training by programming consultant Alan Hague.

\* Management level personnel and two Account Executives attended the National Association of Broadcasters Convention April 24-26, 2017. Upon returning from the convention, relatable information was passed on to other sales and programming personnel.

\* Sales and management level personnel have participated in webinars hosted by the Radio Advertising Bureau to review marketing and sales techniques, as well as managing sales teams.

\* Cache Valley Media Group employees regularly attend Cache Chamber of Commerce Leadership Luncheons that are held every month.

#### **Job Fair:**

The Cache Valley Media Group helped organize, publicize and execute the Utah Broadcasters Association Job Fair on March 8, 2017. Management-level personnel attended the job fair and met with at least 20 prospective interns and employees. Promotional announcements were made on-air, displayed on radio station websites and flyers for the job fair were posted on premises.

#### **Business-to-business:**

The Cache Valley Media Group helped sponsor multiple business-to-business events over the

course of the last 12 months, including the Cache Business Summit (sponsored by the Utah Small Business Development Center), several USU Partners in Business conferences and the World Trade Center Utah. Cache Valley Media Group employees attended these events and had time to speak to participants about business and employment opportunities. Cache Valley Media Group also hosted a free, no obligation marketing seminar for local businesses that was conducted by Wayne Ens.

### **Tours:**

Staff members regularly conduct tours of the Cache Valley Media Group facility for Cub Scouts, Boy Scouts, church groups, Cache Employment and Training Center and others to inform them of the education and training that may be required to obtain employment or advance a career in the broadcasting industry. CVMG partnered with the Mount Logan Middle School Discovery program in January and February 2017. Sixth graders toured CVMG facilities, received hands-on training to produce radio commercials, and met with multiple staff members to discuss job duties and how they got a career in broadcasting.

### **Internships:**

Two interns participated with the Cache Valley Media Group through the year. Intern responsibilities included, but were not limited to: assisting in news gathering, producing talk shows, assisting on-air DJs, audio transcription, sports photography, videography, and sports reporting.

### **Jobs Report:**

KVNU hosts a bi-weekly jobs report from the Utah Department of Workforce Services. This free report has been going on since at least the 1960s. A representative from the Logan Workforce Services office calls the station every Tuesday and Thursday morning to report on new job openings, job training or job fairs in the area.