

EEO PUBLIC FILE REPORT
SMG-SPOKANE, LLC
 Dates: October 1, 2020 – September 30, 2021

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
KBBD FM	36488	Spokane, WA	KGA AM	11234	Spokane, WA
KDRK FM	11242	Spokane, WA	KJRB AM	11235	Spokane, WA
KEY FM	53147	Cheney WA	KZBD FM	11243	Spokane, WA

Recruitment Sources			
Source	Contact	Address	Phone
On Air Commercials	Karen Dineen	1601 E 57 th Spokane WA 99223	(509) 448-1000
Station Websites	Karen Dineen	1601 E 57 th Spokane WA 99223	(509) 448-1000
Previous Employee	Bob Thornton	2488 E 81 st Street 57 th floor Tulsa OK 74137	(918) 492-2660
All Access	Karen Dineen	AllAccess.com	(509) 448-1000
Radio Online	Bob Thornton	2488 E 81 st Street 57 th floor Tulsa OK 74137	(918) 492-2660
LinkedIn	Bob Thornton Gena Mitchell	LinkedIn.com	(918) 492-2660 (509) 448-1000
Word of Mouth	Bob Thornton	1601 E 57 th Spokane WA 99223	(509) 448-1000

Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
Assistant PD KZBD	7/6/2021	LinkedIn	1	0
		All Access	4	0
		Radio Online	2	0
		Word of Mouth	0	0
		Previous Employee/Rehire*	1	1
		Total:	8	

* Covid 19 Pandemic displaced former employee from neighboring market

Menu Options			
Date	Menu Number	Total Complete	Description
January 1 2021 – Ongoing	9	1	Established Station Mentorship Program by creating Format Captains that mentor staff on on-air, programming, promotions, and other duties in their respective format. This program allows the Format Captains to be able to share their expertise and experience mentoring team members to find growth and development opportunities and acquire new skills.
November 4, 2020	10	.25	Jamie Patrick, on air talent, was a guest speaker for a Communication class webinar at Whitworth College. He talked to students about careers in

			Radio Broadcasting and the Radio Industry.
January 2021 – Ongoing	9	1	Established Sales Mentorship Program that meets weekly to mentor sales and management personnel on sales, promotions, and education on products. This program allows the members to be able to share their expertise and ideas across other markets and experience mentoring other team members to find growth and development opportunities.
January 2021 - Ongoing	8	1	NAB Radio Works for Automotive Webinar May 19, 2021 and May 26, 2021 attended by the Sales Team to get ideas on how to prospect the Automotive Category and to learn what is driving the automotive industry*
			NAB Radio Works for Recruitment Webinar June 16, 2021 Sales Team participation to learn about recruitment and how sellers can prospect the recruitment category*
			VICI training all year Weekly webinars for all Sales Team members on learn how to pitch digital advertising*
			<i>*staff gained skills needed to qualify for higher-level positions</i>
Total Menu Options Completed:		3.25	