

ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning May 25, 2021 and Ending May 31, 2022

This Report is Not Required if Unit Has Fewer Than Five Full-Time Employees.

This report consists of:

Part 1: Station Information

Part 2: Recruitment sources/interviewees for each full-time vacancy

Part 3: Recruitment Initiatives

Preparer: William Fuerst

Signature:



Title: General Manager

Date: May 31, 2022

Telephone: (208) 523-3722

This report, which usually covers the prior 12-month period, is to be placed in each station's public file and web site every year on the anniversary of the due date of the station's renewal application.

PART 1

This report covers the following employment units:

CALL SIGN	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	STATE	LMA
KLCE	FM	71772	Blackfoot	ID	No
KCVI	FM	71785	Blackfoot	ID	No
KNBL	AM	71775	Idaho Falls	ID	No
KTHK	FM	33447	Idaho Falls	ID	No
KFTZ	FM	18116	Idaho Falls	ID	No
KEII	AM	71780	Blackfoot	ID	No

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this report.

A total of 6 full-time vacancies were filled by the employment unit.

A total number 41 of persons were interviewed for all the full-time vacancies.

EEO Public File Report

Employment Unit Covered:

KLCE(FM), KFTZ(FM), KCVI(FM), KTHK(FM), KNBL(AM), KEII(AM)

Reporting Period

May 25, 2021 – May 31, 2022

Full time vacancies filled during reporting period and recruitment/referral sources used to seek candidates for each vacancy:

Job Title of FT Vacancy	Date Filled	Hire Source	Recruitment Source
Marketing Consultant	August 2, 2021	Indeed	See recruitment source list below.
On Air Host	August 30, 2021	DJ For a Day Contest	See recruitment source list below.
Program Director	Nov. 1, 2021	Our website	See recruitment source list below.
Front Desk Assistant	January 19, 2022	Referral from employee	See recruitment source list below.
Digital Support Coordinator	March 14, 2022	Radio ad for the job	See recruitment source list below.
On Air Host	May 9, 2022	Our website	See recruitment source list below.

Total Number of Interviewees For Full-Time Vacancies Filled During Reporting Period Per Recruitment Sources

Recruitment Source	Number of Interviewees
All Access.com	7
Indeed.com	22
Radio ads from our stations	1
Riverbend Communications radio station websites	5
Referrals from Riverbend Communications employees	5
DJ for a Day	1

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 1

Activity: Ririe High School Broadcasting I class visit

Date: November 16, 2021

Preparer: Andrea Smith

Host/Sponsor of Activity: Riverbend Communications/Ririe High School

Participating Station Personnel: Matty Merrill, On Air Host KFTZ

Description of activity and scope of station participation:

The Broadcasting I class from Ririe High School visited the studio to learn about the radio industry. Matty taught them about advertising, audio production, roles of company staff, purposes of equipment, and how the studio works.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 2

Activity: College of Eastern Idaho Digital Media Program visit

Date: March 2, 2022

Preparer: Andrea Smith

Host/Sponsor of Activity: Riverbend Communications/College of Eastern Idaho

Participating Station Personnel: Josh Tielor, Program Director KLCE and KFTZ

Description of activity and scope of station participation:

A group of students from CEI visited the studios as part of a project to learn how professional broadcasters work and handle audio equipment.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 3

Activity: Idaho Falls School District 91 Career Fair

Date: March 7, 2022

Preparer: Andrea Smith

Host/Sponsor of Activity: Idaho Falls School District 91

Participating Station Personnel: Viktor Wilt, Music Director; Katie Eldredge, On Air Host KFTZ and KTHK; Justin Pierce, On Air Host KLCE; Phyllis, Assistant PD KBear.

Description of activity and scope of station participation:

This was a large career exploration fair hosted by the Idaho Falls School District for high school students to meet and discuss career options and choices. Two of our staff participated in the morning session and two other staff participated in the afternoon session.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 4

Activity: Ririe High School Broadcasting I class visit

Date: March 15, 2022

Preparer: Andrea Smith

Host/Sponsor of Activity: Riverbend Communications/Ririe High School

Participating Station Personnel: Matty Merrill, On Air Host KFTZ

Description of activity and scope of station participation:

The Broadcasting I class from Ririe High School visited the studio to learn about the radio industry. Matty taught them about advertising, audio production, roles of company staff, purposes of equipment, and how the studio works. This is a different semester of the class than the one previously posted in November.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 5

Activity: Hire East Idaho website - hireeastidaho.com

Date: February 28, 2022

Preparer: Andrea Smith

Host/Sponsor of Activity: Riverbend Communications

Participating Station Personnel: Bill Fuerst, GM and Jay Miller, VP of Sales

Description of activity and scope of station participation:

Riverbend Communications created a job recruitment website for all businesses in the region, including other broadcasters, to use as a hiring tool. The Riverbend Communications radio stations support this effort through on air announcements for the site. Riverbend Communications monitors the job listings and confirms that they are for true local companies from our region (not fake submissions) and that content meets suitable requirements. In the first six weeks of the website, (February 28 – May 4) we have had 310 job postings from local companies.

Outreach List and Recruitment Sources

All Access Music Group	allaccess.com 28955 Pacific Coast Hwy., Ste. 210-5 Malibu Coast Hwy., CA 90265	(310) 457-6616
Boise State University	handshake.com career@boisestate.edu	(208) 426-1747
BYU Idaho Career Placement & Internships	handshake.com careernavigator@byui.edu	(208) 496-2831
Idaho State University	handshake.com careers@isu.edu 921 S. 8 th Stop 8108 Pocatello, ID 83209921 S. 8 th Stop 8108 Pocatello, ID 83209	(208) 282-2380
Idaho Department of Labor / Job Service of Idaho Falls	Kimberley Johnson kimberley.johnson@labor.idaho.gov	(208) 557-2500
Indeed.com	Karen Ellis, Representative	(650) 528-2423
Lewis-Clark State College	handshake.com Lscs@lclark.edu	(503) 768-6608
Riverbend Communications	Radio ads on our stations	(208) 523-3722
Riverbend Communications	Job postings on our station websites klce.com 1055thehawk.com z103.fm kbear.fm cannonball101.com	

Riverbend Communications

DJ for a Day Contest: We had a contest for someone to win a chance to cohost a radio show with one of our DJs. The person who won did so well that we offered her a trial period and then it became a full-time job.

University of Idaho

handshake.com
info@uidaho.edu

(208) 885-6111

Utah State University

handshake.com
careerdesigncenter@usu.edu

(435)-797-7777