

# 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, 2022* to and including *May 31, 2023* (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, 2022* to *May 31, 2023*

Stations Comprising Station Employment Unit: KVNU, KVFX, KLZX, KBLQ, KLGK, 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	Radio	3
#2 – Engineer*	Utah Broadcasters Job Fair	1
#3 – Sports Host/Reporter	LinkedIn	4
#4 – Engineer	Referral	1

Total Number of Persons Interviewed During Applicable Period: 9

\*The Engineer who was hired was working in Idaho Falls, Idaho with some sister stations to the Cache Valley Media Group. He was relocated to Logan, Utah to replace the previous chief engineer.

# Cache Valley Media Group

## Appendix 2

### Annual EEO Public File Report Form

Covering the Period from *June 1, 2022* to *May 31, 2023*

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	0	0
B	Cache Valley Media Group – Radio ads	3	#1, #3
C	Referral	3	#1, #2, #3, #4
D	U.S. Department of Workforce Services	0	0
E	Internal posting	1	#1, #2, #3
F	CacheValleyDaily.com Classifieds	0	0
G	<a href="http://www.twitter.com">www.twitter.com</a>	0	#3
H	<a href="http://www.facebook.com">www.facebook.com</a>	0	#3
I	<a href="http://www.indeed.com">www.indeed.com</a>	0	0
J	LDS Employment Services	0	0
K	<a href="http://www.AllAccess.com">www.AllAccess.com</a>	0	0
L	Utah Broadcasters Job Fair	4	#2, #3
M	Cache Valley Media Group Job Fair	0	#2, #4
N	<a href="http://www.applicantpro.com">www.applicantpro.com</a>	0	0
O	<a href="http://www.ziprecruiter.com">www.ziprecruiter.com</a>	0	0
P	LinkedIn	1	#3

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

# Cache Valley Media Group

## Appendix 3

### Annual EEO Public File Report Form

Covering the Period from *June 1, 2022* to *May 31, 2023*

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.
- \* Sales Staff regularly participate in Sales Training conducted by Ragnar Consulting.
- \* Programming and on-air staff participate in regular training by programming consultant Alan Hague.
- \* Programming and on-air staff participated in training by consultant Holland Cooke
- \* 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.

#### **Cache Valley Media Group Job Fairs:**

The Cache Valley Media Group organized and promoted its own community job fairs on September 22, 2022 and on April 20, 2023. Over 30 businesses and organizations from throughout the community participated, as well as the Cache Valley Media Group. Promotional announcements were made on-air, online and on social media to promote the event. Management-level personnel from the Cache Valley Media Group attended to discuss employment and intern opportunities. Over 200 people attended each job fair.

#### **Utah Broadcasters Association Job Fair:**

The stations of the Cache Valley Media Group participated in the Utah Broadcasters Association's Job Fair held at the University of Utah on March 15, 2023. Promotional announcements were made on multiple radio stations, on social media and on CacheValleyDaily.com about the job fair and encouraged listeners to post resumes or attend to explore open positions.

#### **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.

**Internships:**

Three 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, web design, and sports reporting.

- HM (Green Canyon High School)
- LW (Green Canyon High School)
- KH (Green Canyon High School)

**Ellis Elementary School Career Day:**

Cache Valley Media Group staff members participated in Ellis Elementary School Career Day on January 12, 2023 to introduce students to career opportunities in broadcasting, specifically marketing, on-air, digital marketing, journalism and management.

**Jobs Reports:**

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 community.