

KRTV / KXLH
OUTREACH ACTIVITIES
12/1/06 -1/30/07

EEO Seminar

KRTV / KXLH General Manager, Jon Saunders, and Sales Manager Art Taft attended the Montana Broadcaster's Association EEO seminar on June 23, 2007. This was presented by Employment Law Attorney Maureen Lennon from the firm of Garlington, Lohn and Robinson. Topics included FCC EEO requirements, Montana EEO law, employee handbooks, non-compete contracts, employee disciplinary actions, advertising and interviewing.

September 2007 Connie Walter, Business Manager attended a Discipline and Discharge seminar. This was put on by Jeff Minckler for the local Society of Human Resource Managers group in Great Falls.

The information derived from these seminars was passed on to KRTV/KXLH employees at each level of management to insure compliance with equal employment rules and guidelines.

Scholarship Program

KRTV/KXLH participates in the MBA Scholarship program. KRTV/KXLH runs ads encouraging students to look for a career in broadcasting and apply for the scholarship. Money is then donated to Montana Broadcasters to fund the scholarship. The MBS Scholarships include: The Joe Durso memorial Scholarship at the University of Montana, Missoula; the MSU/MBA Scholarship at Montana State University, Bozeman; the MBA Diversity Scholarship, available at any state college or university in Montana; the MBA Engineering Scholarship at the Helena College of Technology; the Billings Broadcasters/MBA Scholarship at MSU-Billings and the Great Falls Broadcasters/MBA Scholarship which is available for study at any state college or university in Montana.

Internship Program

KRTV participated in an internship with MSU-Northern Career Center. Tonya Shortt was an intern at KRTV in the Sales department from May –Sept 2007.

Employer Expo

On April 3, 2007 KRTV participated in the University of Great Falls Employer Expo.

The KRTV booth was staffed by Art Taft, sales manager for KRTV and Jody Rempel, account executive for KRTV.

We didn't have any job openings at that time but did list the following.

Listing of broadcast professions

Cordillera Communications book of current and past job posting

A video presentation of the power of television advertising

Banner to identify KRTV Communications, Inc

Broadcast Compliance Services

KRTV/KXLH utilizes Broadcast Compliance Services for outreach and recruiting. This service maintains a data base of over 10,000 resources for outreach during hiring.

Other outreach and recruiting

KRTV/KXLH also used the local newspaper in Helena, The Independent Record, 317 Cruse Ave. Helena, Mt 59601 406-447-4010. We also had referrals for open positions from Q Communications, 2 North Last Chance Gulch, Helena, Montana 406-442-3101.