

2019 ANNUAL EEO PUBLIC FILE REPORT

MAX MEDIA OF DENVER LLC

Station(s):	KJHM (FM) Strasburg, CO KFCO (FM) Bennett, CO
Community(ies) of License:	
Reporting Period:	December 1, 2018 - November 30, 2019
No. of Full-time Employees:	More than 10
Small Market Exemption:	No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.

- 1) Americold Logistics Job Fair - January 17, 2019. 4475 E 50th Ave, Denver, CO 80216. On-Air Talent participated from 4-6pm.
- 2) The Denver Job Fair - February 18, 2019 Holiday Inn Denver-Cherry Creek 455 South Colorado Blvd, Denver, 80246. Director of Sales and Promotions Staff participated from 11-2pm
- 3) Denver Bilingual and Diversity Job Fair - April 04, 2019 Denver Marriott Tech Center 4900 S Syracuse St, Denver, CO 80237. Dir. Of Marketing and Promotions Staff participated from 11-3pm
- 4) Best Hire Career Fair - June 20, 2019 Holiday Inn Denver-Cherry Creek 455 South Colorado Blvd, Denver, 80246. Promotions Director and Promotions Staff participated from 4-8pm

- 5) Denver Diversity Job Fair - August 6, 2019 Renaissance 3801 Quebec Street, Denver CO 80207. Promotions Director and Promotions Staff participated from 11-3pm

*Hosted at least one **job fair**.*

- 1) Americold Logistics Job Fair - January 17, 2019. 4475 E 50th Ave, Denver, CO 80216. On-Air Talent participated from 4-6pm.

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

- 1) Full time Assistant Program Director from MAX Media of Denver spoke with students Global Village Academy in Denver on February 4, 2019. He spoke on the importance of networking, Black History Month about his role in radio broadcasting, our internship program and fielded questions from students.
- 2) Full time Promotions Director and full time On-Air personality from MAX Media of Denver spoke with students at the Colorado Media School on March 12, 2019. They spoke about their roles in radio broadcasting, our internship program, post-graduation opportunities and fielded questions from students.
- 3) Full time Promotions Director from MAX Media of Denver spoke with students at the Colorado Media School on August 19, 2019. She spoke about her role in radio broadcasting, our internship program, post-graduation opportunities and fielded questions from students.
- 4) Full time Promotions Director from MAX Media of Denver spoke with students at the Colorado Media School on October 7, 2019. She spoke about her role in radio broadcasting, our internship program, post-graduation opportunities and fielded questions from students.

*Provided **training** to personnel of*

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Part time Promotions Assistant begin training on becoming traffic backup on 10/31/18-12/31/18
 Total of four programming and promotions internships with KFCO and KJHM. Students from Colorado Media School and Metropolitan State University took part in all aspects of our radio morning and afternoon shows and promotions department, including hands on experience assisting with pre-show production, research, screening phone calls and audio boards. The promotions interns had hands on experience assisting with event setups, sound, staging and interacting with station listeners.

*Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

The stations actively engage the audience through social media such as Facebook, Twitter, Instagram and Youtube. See, for example, Facebook pages for FLO 107.1, and JAMMIN' 101.5.

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

The stations participate in almost every local fair/parade and 100's of events throughout the year. They also set up 100's remote broadcasts at different locations. Members of the community stop by the events where booths/tents and staff are available to answer questions about careers in broadcasting and/or job opportunities.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
2/15/19	PROGRAM DIRECTOR	Word of mouth referral
9/23/19	OPERATIONS DIRECTOR	Word of mouth referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 12

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Radioadvertisingdenver.com	2
Word of Mouth Referral	5
Employee Referral/Industry Referral	3
All Access	2
TOTAL	12

Job Title of Position: PROGRAM DIRECTOR

Date of Hire: 02/15/19

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Allaccess.com	N	Allaccess.com	N/A	N/A
Employee Referral/Industry Referral	N	N/A	N/A	N/A
Radioadvertisingdenver.com KFCO, KJHM Station Websites	N	Radioadvertisingdenver.com	Gregg Murray	N/A
Word of Mouth Referral	N	N/A	N/A	N/A
Employee Referral/Industry Referral	N	N/A	N/A	N/A

Job Title of Position: OPERATIONS DIRECTOR

Date of Hire: 09/23/19

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Allaccess.com	N	Allaccess.com	N/A	N/A
Employee Referral/Industry Referral	N	N/A	N/A	N/A
Radioadvertisingdenver.com KFCO, KJHM Station Websites	N	Radioadvertisingdenver.com	Gregg Murray	N/A
Word of Mouth Referral	N	N/A	N/A	N/A
Employee Referral/Industry Referral	N	N/A	N/A	N/A

RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Allaccess.com	N	Allaccess.com	N/A	N/A
Alliance for Women in Media	N	2365 Harrodsburg Road, A325 Lexington, KY 4050	Career Services	202-750-3664
Arapahoe Community College	N	5900 S. Santa Fe Drive Littleton, CO 80160	Carla	303-797-5805
Colorado Assoc. of Black Journalists	N	4695 S. Monaco Street Denver, CO 80237	Amani Ali -	303-713-8500
Colorado Broadcasters Association	N	333 West Hampden Avenue #400 Englewood, CO 80110		720- 536-5427
Colorado Media School	N	404 S Upham St, Lakewood, CO 80226	Career Services	303-937-7070
Colorado State University	N	711 Oval Drive Ft. Collins, CO 80523	Career Center jobposting@colostate.edu	970-491-5707
Community College of Denver	N	P.O. Box 173363 Denver, CO 80217	Career Services	303-556-2413
Employee Referral/Industry Referral	N	N/A	N/A	N/A
Hispanic Chamber of Commerce	N	924 W. Colfax Denver, CO 80204	Job Bank	303-534-7783
Insideradio.com	N	Insideradio.com	N/A	N/A
Metropolitan State College	N	Campus Box 68 P.O. Box 173363 Denver, CO 80217	Career Services	303-556-3664
National Assoc. of Gay/Lesbian Journalists	N	1420 K Street, NW Washington, DC 20005	Career Services	202-588-9888
Radioadvertisingdenver.com KFCO, KJHM Station Websites	N	Radioadvertisingdenver.com	Gregg Murray	N/A
Word of Mouth Referral	N	N/A	N/A	N/A
Employee Referral/Industry Referral	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.