

Elkhorn Media Group (EMG)

EEO Public File Report

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|----------|--|---------|---|
| Location | Pendleton, Oregon – Walla Walla, Washington | | |
| Date | Oct 1, 2022-Sept 30, 2023 | | |
| KUMA FM | X | KWHT-FM | X |
| KUMA-AM | X | KTIX-AM | X |
| KTIX-AM | X | KTEL-AM | X |
| | | | |

I. Vacancy List

| Job Title | Recruitment Sources (“RS”) | RS that referred |
|----------------------------|----------------------------|------------------|
| NO OPENINGS FOR THE PERIOD | 0 | 0 |
| | | |

II. Master Recruitment Source List (MRSL)

| RS # | RS Information | Vacancy Information | Number Referred |
|------|---|---------------------|-----------------|
| 1 | Eastern Oregon University* One University Blvd* La Grande, OR 97850 1-541-962-3972 | Yes | 0 |
| 2 | Blue Mountain CC* 4211 NW Carden* Pendleton, OR 97801 1-541-276-1260 | Yes | 0 |
| 3 | Walla Walla CC*500 Tausick Way*Walla Walla, WA 99362 1-509-522-2500 | Yes | 0 |
| 4 | Whitman College*345 Boyer*Walla Walla, WA 99362 1-509-527-5111 | Yes | 0 |
| 5 | Walla Walla College*204 S College Ave*Walla Walla, WA 99362 1-509-527-2615 | Yes | 0 |
| 6 | Union Bulletin*1 st and Popular*Walla Walla, WA 99362 1-509-525-3300 | Yes | 0 |
| 7 | East Oregonian* 211 SE Byers Ave*Pendleton, OR 97801 1-541-276-2211 | Yes | 0 |
| 8 | Hermiston Herald*193 E Main St*Hermiston, OR 97838 1-541-567-6457 | Yes | 0 |
| 9 | Confederated Umatilla Journal*PO Box 638 (CUJ)*Pendleton, OR 97801 1-541-966-2043 | Yes | 0 |
| 10 | The Observer*1406 5 th *La Grande, OR 97850 1-541-963-3161 | Yes | 0 |
| 11 | Baker City Herald*1915 1 st *Baker City, OR 97814 | Yes | 0 |

| | | | |
|----|---|-----|---|
| | 1-541-523-3673 | | |
| 12 | Hells Canyon Journal*PO Box 646*Halfway, OR 97834 1-541-742-7900 | Yes | 0 |
| 13 | Wallowa County Chieftan*106 NW 1st *Enterprise, OR 97828 1-541-426-4567 | Yes | 0 |
| 14 | The Blue Mountain Eagle*177 N. Broadway*John Day, OR 97845 1-541-575-0710 | Yes | 0 |
| 15 | Certified Personnel Service Agency*10101 N. McAlister Rd.*Island City, OR 97850 1-541-963-6678 | Yes | 0 |
| 16 | Express Personnel Services*120 E Hurlburt*Hermiston, OR 97838 1-541-276-4070 | Yes | 0 |
| 17 | OAB*7150 SW Hampton St., Ste 240*Portland, OR 97223 | Yes | 2 |
| 18 | WSAB*724 Columbia St., NW Suite 310*Olympia, WA 98501 1-360-705-0774 | N/A | 0 |
| 19 | Company Radio Stations On Air Advertising | Yes | 3 |
| 20 | Internal Referral | Yes | 0 |
| 21 | Company/Station Website | Yes | 4 |
| 22 | Outside individual Referral | Yes | 2 |
| | | | |
| | | | |

Elkhorn Media Group

EEO Outreach Program & Recruitment Initiatives

EEO Outreach Program: The Elkhorn Media Group maintains an ongoing informal Outreach program. During the period October 1, 2022, and September 30, 2023, the Elkhorn Media Group sponsored and attended many local events including Pendleton Round-Up, Dayton Days, Umatilla County Fair, Cattle Barons Weekend, Walla Walla County Fair and the Oregon State 2A District and State Basketball Tournaments. Specifically, station personnel who attended had the opportunity to discuss with interested individuals the different departments within the Elkhorn Media Group with many asking questions about qualifications and other career opportunities. The attached flyer was made available to all interested individuals with a personal invitation to contact the Elkhorn Media Group to explore future opportunities.

Station Personnel involved: Nicole Naughton, Julie Thomspson, Stacie Cummings
Stephanie Hutchinson and Dan Thesman

Recruitment Initiatives & Outreach Efforts conducted during the October 1, 2022 – September 30, 2023.

1. Internships. EMG conducted 2 internships during the term listed above. One from 11/1/22 to 12/31/22 with a student from Pendleton High School, and a second internship from 4/1/23 to 4/30/23 with a student from Walla Walla High School.
2. Mentorship Program. EMG upper management continually mentors junior advertising executives and on air/programming personnel for future management positions. The upper management personnel who are involved in mentoring include Sales Manager, Program Director and Office Manager.
3. Business Expos/Job Fairs. EMG attended and participated in the following business expos and job fairs:
 - a. Northeast Oregon College Fair, October 2022
 - b. Community Job Fair, Eastern Oregon University, April 2023
 - c. Pendleton High School Career Fair, September 2023
 - d. Diversity Employment Day Career Fair, August 2023
 - e. Blue Mountain Community College Job Fair, May 2023
 - f. Walla Walla Career Fair April 2023
4. Training Programs. EMG provides training programs and encourages its employees to regularly attend various training programs to increase their job proficiency and skills and enable employees to obtain the skills necessary for career advancement.

Elkhorn Media Group

EEO Program

Internship Program: The Elkhorn Media Group maintains an ongoing informal Internship program locally with Blue Mountain Community College, Walla Walla University, Whitman College and Eastern Oregon University. Additionally, we remain in contact with local High Schools and when possible, participate in Career Fairs. We are involved in mentoring and judging local Future Business Leaders of America (FBLA) competitions. School administrators, coaches and career counselors are regular guests on the air at our Radio stations. This provides perfect opportunities to remind these individuals of our Internship opportunities to pass along to those who might be interested. Throughout the year students from all over the region come to the Radio stations to record advertisements or promotional announcements that correspond to different events, festivals, or activities they are involved in. This is an ideal situation where we can provide information to any interested individual.

We make our "Internship Opportunities" flyer available to all parties who come to the Radio stations as well as distribute them directly to Career Counselors at all local Colleges and High Schools. During the period of October 2022 through September 2023 the Unit had two interns on a short-term basis.

Station Personnel involved: Dan Thesman, Nichole Naughton, Stacie Cummings and Randy McKone



~**INTERNSHIP Opportunities**~

Are you Looking to Learn More About Media and Radio Broadcasting! An Internship with ELKHORN MEDIA GROUP maybe just what you are looking for.

If you have an interest in an Internship, we want to talk to you. The Elkhorn Media Group occasionally has openings for Internship positions. This is your opportunity to learn about the many aspects and avenues available to you in the field of Media and Radio Broadcasting. You will get firsthand knowledge of on-air broadcasting, creative production, advertising sales, clerical, even a first look at engineering. The Elkhorn Media Group is a locally owned full-service media company serving Eastern Oregon and SE Washington. We operate 15 Radio stations, 1 major website, 4 Social media platforms, 1 mobile App and an Award-Winning Video Department. To find out more contact one of our offices below or speak with your guidance counselor.

Contact Information

Pendleton, Oregon 541-276-1511

La Grande, Oregon 541-963-3405

John Day, Oregon 541-575-1400

Burns, Oregon 541-573-5942

Radio ~ Digital ~ Social ~ Video

Elkhorn Media Group does not discriminate on the basis of race, gender, or ethnicity.

Our goals are to inform and entertain our audiences and get results for our advertising partners.