

2015 ANNUAL EEO PUBLIC FILE REPORT

The purpose of this EEO Public File Report ("Annual EEO Report") is to comply with Section 73.2080(c)(6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by the following stations, which collectively form a single Station Employment Unit for purposes of the EEO Rules:

Employment Unit Covered:

KID-FM, KID, KLP, KPKY, KWIK, KEGE, KCHQ, KZKY, KOEZ, KGTM, KRXX, KJAX, KSTG, KECH-FM, KVZK, KSKI-FM, KMTN, KZJH, KOUW

Reporting Period:

June 1, 2014 – May 31, 2015

Full-Time Vacancies Filled During Reporting Period and Recruitment/Referral Sources Used to Seek

Candidates for Each Vacancy:

Job Title of Full-Time Vacancy	Date Filled	Hire Source	Recruitment Source
1. Account Executive	7/07/2014	Other- Industry Referral	See Recruitment Source List for entries on or before April 22, 2014.
2. Account Executive	8/01/2014	Woodriver Newspaper	See Recruitment Source List for entries on or before April 22, 2014.
3. Account Executive	8/13/2014	Employee Referral	See Recruitment Source List for entries on or before July 15, 2014.
4. Account Executive	9/22/2014	Star98 Radio Ad	See Recruitment Source List for entries on or before July 15, 2014.
5. Account Executive	9/29/2014	Star98 Radio Ad	See Recruitment Source List for entries on or before July 15, 2014.
6. Account Executive	12/08/2014	Self-Referral	See Recruitment Source List for entries on or before November 17, 2014.
7. Star98 Program Director	04/01/2015	Internal Applicant	See Recruitment Source List for entries on or before October 14, 2014.
8. Account Executive	05/04/2015	Employee Referral	See Recruitment Source List for entries on or before April 07, 2015.
9. Business Manager/ Accountant	05/11/2015	Radio Ad	See Recruitment Source List for entries on or before February 17, 2015.

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Total Number of Interviews For All Full-Time Vacancies Filled:

Recruitment Source	Number of Interviewees Referred
Employee Referral	4
Self-Referral	2
Airtalents.com	
AllAccess.com	1
Allaboutcountry.com	
AMFMJobs.com	
Boise State Career Center	
BYU - Idaho CBC Internships & Career Services	
BYU – Idaho Communications Department	
Careerpage.org	
Casper College	
Central Wyoming College	
College of Idaho	
Development Workshop, Inc.	
Eastern Idaho Technical College - Career Services	
Idaho Department of Labor	2
Idaho State University Career Center	
ITT Technical Institute – Boise	
LDS Employment Resource Services	1
Lewis & Clark State College	
Montana State University – Bozeman	
NAACP – Pocatello Branch	
Northwest Nazarene University Career Center	
Ohio/Illinois Center for Broadcasting	
Stevens-Henager College Idaho Falls	
University of Idaho – JAMM	
University of Montana Western	
Utah State University Career Services	
www.classifiedads.com	
www.craigslist.com – East Idaho	
www.learn4good.com	
www.richbroadcasting.com – Company Website	1
www.richclassifieds.net	
Other Referral Source	2
Radio Ads	4
Mountain Express Help Wanted Ad	2
Unknown	1
Woodriver Newspaper	2
Magic Valley Times News	1
TOTAL INTERVIEWS:	23

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Performance Initiatives Undertaken:

1. **Establish and Maintain an On-Going Internship Program for Area College and High School Students-** The Unit welcomes students from area universities/colleges or High Schools who are motivated and excited about expanding their knowledge and hands-on experience in a radio broadcasting environment. Students must be enrolled in a program related to the broadcasting industry and receive course credit hours upon completion of the semester-long program. During the period covered by this report, the Unit had sixteen (16) interns.

2. **Job Fairs-** During the period covered by this report, the Unit participated in eleven (11) career/job fairs:
 - a. June 23-27, 2014 – Wyoming Association of Broadcasters Virtual Career Fair. Job Fair was promoted on-air by all Rich Broadcasting radio stations located in Wyoming. The Director of Human Resources responded to visitors comments/inquiries.
 - b. June 26, 2014 – BYU-Idaho Communications Department Internship and Career Fair. Internship/Job Fair was attended by the KID AM Program Director/Internship Supervisor.
 - c. September 15 – 19, 2014 – Wyoming Association of Broadcasters Virtual Career Fair. Job Fair was promoted on-air by all Rich Broadcasting radio stations located in Wyoming. The Director of Human Resources responded to visitors comments/inquiries.
 - d. November 20, 2014 - BYU-Idaho Communications Department Internship and Career Fair. Job fair was attended by the Market Manager and KID AM Program Director.
 - e. December 15 – 19, 2014 – Wyoming Association of Broadcasters Virtual Career Fair. Job Fair was promoted on-air by all Rich Broadcasting radio stations located in Wyoming. The Director of Human Resources responded to visitors comments/inquiries.
 - f. February 18, 2015 – Idaho State University Career Fair. Job fair was attended by the Market Manager and Director of Human Resources.
 - g. March 16-20, 2015 – Wyoming Association of Broadcasters Virtual Career Fair. Job Fair was promoted on-air by all Rich Broadcasting radio stations located in Wyoming. The Director of Human Resources responded to visitors comments/inquiries.
 - h. March 20, 2015 - BYU-Idaho Communications Department Internship and Career Fair. Job fair was attended by the Market Manager.
 - i. April 14, 2015 - Eastern Idaho Technical College's Career Fair. Job fair was attended by the Market Manager.

During all job fairs, the participants/attendees were encouraged and educated in considering careers in radio broadcasting and internship opportunities.

3. **Host Job Fair –** During the period covered by this report, the Unit co-hosted one (1) career fair.
 - a. April 9, 2015 – Idaho Falls Broadcasters' Job Fair. This job fair was located at the Willard Art Center in Idaho Falls, ID and was attended by the Unit's President, Regional Market Manager, Regional Sales Manager, KID Program Director, Star 98 Program Director, EZ Rock Program Director, River Country Program and Director of Human Resources. During the job fair, the participants/attendees were encouraged and educated in considering career opportunities in radio and specifically, radio sales/Account Executive positions.

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4. **Job Shadow Opportunity** – The Unit maintains a job shadow program, which allows local area high school and university students to shadow a Program Director for up to a three-day period, promoting employment opportunities in radio broadcasting. During the period covered by this report, the Unit had one (1) student participate in the job shadowing program

5. **Participation in Other Activities** - The Unit has established a practice of hosting tours of its broadcasting facilities to various community organizations and groups. The purpose of these tours is to provide insight and knowledge about the radio broadcasting industry and to discuss possible career opportunities within the broadcasting industry. During the period covered by this report, the Unit conducted 1 tour.

The unit has one station, KSKI, has established a practice of hosting 4-5 local elementary students every Friday mornings for a special weather segment called "Weather Watchers". During this segment, students help/assist the KSKI Program Director produce a special live weather report. The students also provide a brief community weekly update. The program is designed to help students gain a better understanding of weather reports and radio broadcasting.

On September 22, 2014, both the Program Director and the Producer/Co-Host for KID AM were guest speakers for three (3) Communication Classes at BYU-Idaho. The purpose of these visits was to help educate journalism and communication students about radio, current trends in radio and career/internship opportunities in radio broadcasting.

On May 18, 2015, both the Program Director and the Producer/Co-Host for KID AM were guest speakers for two (2) Communication Classes at BYU-Idaho. The purpose of these visits was to help educate journalism and communication students about radio, current trends in radio and career/internship opportunities in radio broadcasting.

Recruitment Source List:

The following sources have requested notification of job openings:

Start/End Dates:	Recruitment Source:
Start: 4/26/2011	Airtalents.com Contact: webmaster@airtalents.com Address: Phone:
Start: 4/26/2011	All Access Contact: Joel Denver Address: 28955 Pacific Coast Hwy #210-5, Malibu, CA 90265 Phone: (310) 457-6616
Start: 8/05/2011	allaboutcountry.com Contact: Kim Hennes Address: 311 E Center Ave., Lake Bluff, IL 60044 Phone: (910) 520-9154

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<p>Start: 4/26/2011</p>	<p>AMFMJobs.com Contact: Address: P.O. Box 4116, Oceanside, CA 92052 Phone:</p>
<p>Start: 3/06/2012</p>	<p>Boise State Career Center Contact: Vickie Coale Address: 1910 University Drive, Boise, ID 83725-1310 Phone: (208) 426-1747</p>
<p>Start: 5/02/2011</p>	<p>BYU - Idaho CBC Internships & Career Services Contact: Lane Muranaka Address: 269 Smith Building, Rexburg, ID 83440 Phone: (208) 496-2784</p>
<p>Start: 8/22/2012</p>	<p>BYU-Idaho Communication Department Contact: Mark Bailey, Beth Hendricks, Brian Howard, John Thompson Address: Spori 229, Rexburg, ID 83440 Phone: (208) 496-3691</p>
<p>Start: 4/04/2013</p>	<p>BYU-Idaho Communication Department Contact: Melissa Merrill Address: Spori 114B, Rexburg, ID 83440 Phone: (208) 496-3691</p>
<p>Start: 5/09/2013</p>	<p>Careerpage.org Contact: Laura Grott Address: PO Box 1387, 7217 Hawthorne Dr., Cheyenne, WY 82003 Phone: (307) 632-7622</p>
<p>Start: 4/16/2013</p>	<p>Casper College Contact: Janet DeVries Address: 125 College Drive GW, Casper, WY 82601 Phone: (307) 268-2662</p>
<p>Start: 4/15/2013</p>	<p>Central Wyoming College Contact: Lance Goede Address: 2660 Peck Ave., Riverton, WY 82501 Phone: (307) 855-2175</p>
<p>Start: 2/23/2012</p>	<p>College of Idaho Contact: Michelle Smith Address: 2112 Cleveland Blvd., Box 40, Caldwell, ID 83605-4432 Phone: (208) 459-5508</p>
<p>Start: 9/10/2013</p>	<p>College of Southern Idaho</p>

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	<p>Contact: Merry Olson Address: 315 Falls Avenue, P.O. Box 1238, Twin Falls, ID 83301 Phone: (208) 732-6306</p>
<p>Start: 2/25/2014</p>	<p>Colorado Media School Contact: Terry Cuff Address: 404 S. Upham St., Lakewood, CO 80226 Phone: (303) 937-7070</p>
<p>Start: 4/02/2013</p>	<p>Development Workshop, Inc. Contact: Brooke Cox Address: 2475 Leslie Ave., Idaho Falls, ID 83402 Phone: (208) 589-5623</p>
<p>Start: 4/02/2013 End: 5/01/2014 No Longer with Organization</p>	<p>Development Workshop, Inc. Contact: Karen M. Ker Address: 2475 Leslie Ave., Idaho Falls, ID 83402 Phone: (208) 589-5679</p>
<p>Start: 4/19/2011</p>	<p>Eastern Idaho Technical College - Career Services Contact: Hailey Mack Address: 1600 South 25th East, Idaho Falls, ID 83404 Phone: (208) 524-3000 ext. 3337</p>
<p>Start: 5/08/2014</p>	<p>Idaho Department of Juvenile Corrections Contact: Randy Stocking Address: PO Box 40 St. Anthony, ID 83445 Phone: (208) 624-2156</p>
<p>Start: 4/18/2011</p>	<p>Idaho Department of Labor Contact: Wade Virgin Address: 1515 East Lincoln Road, Idaho Falls, ID 83401 Phone: (208) 557-2500</p>
<p>Start: 4/02/2013</p>	<p>Idaho Department of Labor – Internships Contact: Windy Keele Address: 1515 East Lincoln Road, Idaho Falls, ID 83401 Phone: (208) 557-2500 ext. 3053</p>
<p>Start: 4/02/2013</p>	<p>Idaho Department of Labor – Veteran Affairs Contact: Kenneth Collins Address: 155 North Maple, P.O. Box 9, Blackfoot, ID 83221-0009 Phone: (208) 236-6713 ext.3708</p>
<p>Start: 3/21/2014 End: 3/26/2014</p>	<p>Idaho Mountain Express Contact: Classified Ads Address: 591 First Avenue North, Ketchum, ID 83340</p>
<p>*Sun Valley, ID Jobs Only</p>	

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	Phone: (208) 726-8060
Start: 9/12/2013	Idaho State Broadcasters Association Contact: Connie Searles Address: 1674 West Hill Road, Suite 3, Boise, ID 83702 Phone: (208) 345-3072
Start: 4/29/2011	Idaho State University Career Center Contact: Troy Kase Address: 921 So. 8th Ave., Stop 8108, Pocatello, ID 83209-8108 Phone: (208) 282-2380
Start: 2/23/2012	ITT Technical Institute – Boise Contact: Jeffrey White Address: 12302 West Explorer Drive, Boise, ID 83713-1529 Phone: (280) 322-8844
Start: 5/28/2011	KLLP-FM Website (star985.com) Contact: Josh Bristol Address: 1406 Commerce Way, Idaho Falls, ID 83401 Phone: (208) 524-5900
Start: 5/28/2011	KPKY-FM Website (949therock.com) Contact: Josh Bristol Address: 1406 Commerce Way, Idaho Falls, ID 83401 Phone: (208) 524-5900
Start: 5/28/2011	KID-AM Website (590kid.com) Contact: Josh Bristol Address: 1406 Commerce Way, Idaho Falls, ID 83401 Phone: (208) 524-5900
Start: 5/28/2011	KID-FM Website (rivercountry.com) Contact: Josh Bristol Address: 1406 Commerce Way, Idaho Falls, ID 83401 Phone: (208) 524-5900
Start: 4/19/2011	LDS Employment Resource Services Contact: Scott Brizzee Address: 837 Park Ave., Idaho Falls, ID 83402 Phone: (208) 523-4880
Start: 10/01/2013	LDS Employment Resources Services – Twin Falls Contact: Elder Clinton A. Parks Address: 726 Cheney Drive, Twin Falls, ID 83301 Phone: (208) 734-9023
Start: 7/10/2011	Lewis & Clark State College

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	<p>Contact: Debra Lybyer Address: 500 8th Avenue/ Career Development, Lewiston, ID 83501-2698 Phone: (208) 792-2313</p>
Start: 4/15/2013	<p>Montana State University – Bozeman Contact: Chantelle Mahan Address: 177 Strand Union Building, Bozeman, MT 59717 Phone: (406) 994-5485</p>
Start: 9/11/2011	<p>NAACP – Pocatello Branch Contact: Michael Pettaway Address: PO Box 4192, Pocatello, ID 83205 Phone:</p>
Start: 4/23/2013	<p>Northwest Nazarene University Career Center Contact: Janet Dodge Address: 623 South University Blvd., Nampa, ID 83686 Phone: (208) 467-8767</p>
Start: 6/07/2012	<p>Ohio/Illinois Center for Broadcasting Contact: Gary James Address: 9885 Rockside Road, Suite 160, Cleveland, OH 44125 Phone: (216) 503-5900</p>
Start: 3/06/2012	<p>Stevens-Henager College Idaho Falls Contact: Jason Batalden Address: 901 Pier View Drive, Suite 105, Idaho Falls, ID 83402 Phone: (208) 528-7692 ext. 1894</p>
Start: 4/12/2013 *Sun Valley, ID Jobs Only	<p>The Weekly Sun of the Wood River Valley Contact: Leslie Thompson Address: 16 West Croy St., Hailey, ID 83333 Phone: (208) 928-7186</p>
Start: 2/28/2012	<p>University of Idaho – JAMM Contact: Glenn Mosley Address: P. O. Box 443178, Moscow, ID 83844-3178 Phone: (208) 885-6020</p>
Start: 4/23/2013	<p>University of Montana Western Contact: Ryann Schedel Address: 710 South Atlantic, Dillon, MT 59725 Phone: (406) 683-7135</p>
Start: 4/15/2013	<p>Utah State University Career Services Contact: Maleah Christensen Address: 4305 Old Main Hill, Logan, UT 84322-4305</p>

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	Phone: (435) 797-7777
Start: 5/10/2013 *Wyoming Jobs Only	Wyoming Association of Broadcasters (WAB) Contact: Laura Grott Address: PO Box 1387, 7217 Hawthorne Dr., Cheyenne, WY 82003 Phone: (307) 632-7622
Start: 2/20/2012	www.classifiedads.com Contact: Address: Phone:
Start: 2/20/2012	www.craigslist.com Contact: Address: 1381 9th Ave., San Francisco, CA 94122 Phone: (408) 988-6395
Start: 2/20/2012	www.learn4good.com Contact: Address: Phone:
Start: 5/18/2011	www.richbroadcasting.com Contact: Owen Mecham Address: 1406 Commerce Way, Idaho Falls, ID 83401 Phone: (208) 524-5900
Start: 2/20/2012	www.richclassifieds.net Contact: Owen Mecham Address: 1406 Commerce Way, Idaho Falls, ID 83401 Phone: (208) 524-5900

This Annual Report was placed in each station's public inspection file on May 31, 2015, and posted on the stations' web site, in accordance with FCC's EEO Rules.