

# **Annual EEO Public File Report**

**Helena Office for KIMO(FM), KMXM(FM), KMTX-FM, KBLL(FM),  
KCAP(AM), and KZMT(FM)**

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 Stations Employment Unit that is comprised of the following stations: KIMO(FM), KMXM(FM), KMTX-FM, KBLL(FM), KCAP(AM), and KZMT(FM) 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 December 1, 2019 to and including November 30, 2020.

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 Station (s) 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 7302080 (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 7302080(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 the purpose 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.

Appendix 1 and 2 to

Annual EEO Public File Report Form

Covering the Period from December 1, 2019 to November 30, 2020

Stations Comprising Stations Employment Unit:  
KIMO(FM), KMXM(FM), KMTX-FM, KBLL(FM), KCAP(AM) and KZMT(FM)

Vacancy Information and Recruitment Source Information\*

New Hires: 0

JOB TITLE : 0 (*job title N/A*)

Vacancy and recruitment information conducted by Angela Terry:  
angela@montanaradio.com

Total Number of Persons Interviewed During Applicable Period: 0

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from December 1, 2018 to November 30, 2019

Stations Comprising Station Employment Unit:

KIMO(FM), KMXM(FM), KMTX-FM, KBLL(FM), KCAP(AM), and KZMT(FM)

Section 3: Supplemental (Non-Vacancy Specific) recruitment Activities undertaken by KIMO(FM), KMXM(FM), KMTX-FM, KBLL(FM), KCAP(AM), and KZMT(FM)

\*No Studio Tours, Internships, Job Fairs due to COVID Closures

	<b><u>Type of Recruitment Initiative</u></b>	<b><u>Brief Description of Activity</u></b>
1	Outreach to Job Referral organizations	Radio announcements inviting organizations to receive employment vacancy notifications

	<b><u>Enrichment Training</u></b>	<b><u>Brief Description of Activity</u></b>
1	Montana Broadcasters Sales Training	Sales training (4/15/2020)
2	Montana Broadcasters Training on Demand	Sales Training – On- Demand Access, 2 <sup>nd</sup> Tuesday Webinars, etc (9/30/2020)

# Confirmation



The Montana Radio Company, LLC  
 2520 Airport Road  
 Helena MT 59601  
 406-442-6645

Contract # 24607  
 Date Entered 11/05/2019  
 Sales Person House Account  
 Billing Cycle Calendar  
 Revenue Source Local Direct  
 Revenue Type Cash  
 Conflict 1 No Conflicts  
 Product EEO  
 Contract 11/07/2019 - 11/29/2020

## MONTANA RADIO COMPANY PROMO

Station	Date/Time	Len	Schedule	Repeated	P	Avail Type	Rate	Qty	Total
1	KBLL-FM 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	52	0.00
2	KBLL-FM 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
3	KCAP-AM 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	52	0.00
4	KCAP-AM 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
5	KIMO-FM 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	51	0.00
6	KIMO-FM 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
7	KIMO-HD2 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	51	0.00
8	KIMO-HD2 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
9	KIMO-HD3 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	52	0.00
10	KIMO-HD3 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
11	KIMO-HD4 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	50	0.00
12	KIMO-HD4 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
13	KMTX-FM 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	52	0.00
14	KMTX-FM 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
15	KMXM-FM 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	52	0.00
16	KMXM-FM 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
17	KZMT-FM 11/07/2019-11/01/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	52	0.00
18	KZMT-FM 11/07/2020-11/29/2020 12:00a-11:59p	00:30	0,0,0,0,0,0,1	All Weeks	7	Commercial	0.00	4	0.00
<b>Total</b>									<b>0.00</b>

Station Summary	Count	Gross	Net
KBLL-FM	56	0.00	0.00
KCAP-AM	56	0.00	0.00
KIMO-FM	55	0.00	0.00
KIMO-HD2	55	0.00	0.00
KIMO-HD3	56	0.00	0.00
KIMO-HD4	54	0.00	0.00
KMTX-FM	56	0.00	0.00
KMXM-FM	56	0.00	0.00



#### Stations

In order to help your salespersons in these difficult times MBA has signed on to this webinar with Speed Marriott of P1 training and Derron Steenbergen of the Swagger Institute. Derron was the presenter at our Sales Clinic in 2019 and the response to his training was the best I've seen in years. Speed and Derron have put together a webinar just for the unusual circumstances that we are in today. I encourage you to have all of your salespersons register today for this webinar April 15th, at 1pm mountain time. The response to this webinar has been amazing sales people have loved it.

One day it was business as usual, the next you are vacating the station for the not-so-foreseeable future. Your world was complicated enough, now the stresses from home, family and workplace are all at the kitchen table.

[Register to join Derron Steenbergen of the Swagger Institute and P1 Learning's Speed Marriott](#) for this informative webinar presentation on Wednesday, April 15th at 1pm Mountain time, 2pm Central (3pm Eastern).

#### Topics Include:

- Operating through the stress of working remotely.
- Tips to avoid "awfulizing" the situation (*yes, it's a real word*).
- Establishing daily rituals and plans.
- Personal growth and projects.
- Controlling the narrative, even if cancellations may be involved.

After the presentation both Derron and Speed will open the lines for Q&A. [Click here for a video preview and to register yourself.](#)

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**Fwd: LBS: Best of Q3!**

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Greg Pace <greg@montanaradio.com>

Wed, Sep 30, 2020 at 10:01 AM

To: Helena Sales <helenasales@montanaradio.com>, Whitney Fisher <whitney@montanaradio.com>, Tyler Miller <tyler@montanaradio.com>, Angela Terry <angela@montanaradio.com>

Hey everyone.

Sign up for LBS (Local Broadcast Sales) and see how this will help you.

The Montana Radio Company has a membership to this service through the Montana Broadcasters Association. You can get full access to LBS at no cost! This means that you now have 24/7 access to the following revenue-generating services:

1. **Training-On-Demand:** Over 1,200 training videos that are developed & delivered by proven ad sales pros! Available 24/7 with two new videos added nearly every week!
2. **Sales Ideas:** Timely sales ideas that will produce tangible sales results when there is a need for an innovation boost!
3. **Ad Intelligence:** A sales resource center organized by category and designed to enhance consultative sales calls with over 3,000 articles!
4. **Ask LBS:** A virtual coach with street-smart advice. When you are stuck in the selling process with a client; ask for help, we will answer!
5. **2nd Tuesday Webinars:** The industry's best and most practical live sessions airing on the 2nd Tuesday of every month! You also have access to the very valuable archive!

Everyone at your station can have their own LBS account with FULL access to all LBS services by following the instructions below:

1. Go to [www.localbroadcastsales.com](http://www.localbroadcastsales.com)
2. Complete the form on the homepage to create your account.
3. That's it - We will process your request as soon as it comes through

Contact Eric Moore for further help.

(317) 804-9440 – office

(760) 845-2827 – cell/text

Thanks everyone.

Please let me know if you have trouble.

Greg Pace

----- Forwarded message -----

From: **Local Broadcast Sales** <[info@localbroadcastsales.com](mailto:info@localbroadcastsales.com)>

Date: Wed, Sep 30, 2020 at 6:27 AM

Subject: LBS: Best of Q3!

To: Greg Pace <[greg@montanaradio.com](mailto:greg@montanaradio.com)>



"On-Demand Broadcast Sales Training and Revenue Development *That Works!*"

**Today's LBS Features**