

EEO PUBLIC FILE REPORT
SMG-SPOKANE, LLC
 October 1, 2022 – September 30, 2023

Station Employment Unit					
Call Sign	Fac. Id.	Community of License	Call Sign	Fac. Id	Community of License
KBBD FM	36488	Spokane, WA	KGA AM	11234	Spokane, WA
KDRK FM	11242	Spokane, WA	KJRB AM	11235	Spokane, WA
KEY FM	53147	Cheney WA	KZBD FM	11243	Spokane, WA

Recruitment Sources			
Source	Contact	Address	Phone
On Air Commercials	Brent Phillipy	1601 E 57 th - Spokane WA 99223	(509) 448-1000
Station Websites	Kent Jones Brent Phillipy	www.1039bobfm.com www.937themountain.com www.key101fm.com www.1035thegame.com www.941thebear.com www.1057nowfm.com	(509) 448-1000
All Access Radio Online Indeed Corp Jobs Email	Gena Mitchell	www.AllAccess.com www.radioonline.com www.indeed.com jobs@smgnational.com	(918) 492-2660
Career Eco Job Fairs & Job Board Postings	Gena Mitchell	www.careereco.com	(918) 492-2660
Industry Referrals	To David Stephens from WA Broadcasters Association	2448 E 81 st Street, Ste 5700 – Tulsa, OK 74137 david.stephens@smgnational.com	(918) 492-2660

Vacancies Filled During Period				
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
		Account Executive (Sales)	01/17/2023	Indeed
		WalkIn/OnAirCommercials/Station Websites	1	0
		Career Eco Job Fairs & Job Boards	0	0
		Total:	3	1
Position Filled	Date Filled	Source	# of Interviewee(s)	Hired
Account Executive (Sales)	03/20/2023	Indeed	3	1
		WalkIn/OnAir Commercials/Station Websites	1	0
		Career Eco Job Fairs & Job Boards	0	0

			Total: 4	1
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Position Filled General Manager	Date Filled 08/28/2023	Source	# of Interviewee(s)	Hired
		Radio Online	3	0
		Industry Referral	1	1
			Total: 4	1

Menu Options			
Date	Menu Number	Total Complete	Description
October 1 2022 – Ongoing	9	1	Established Station Mentorship Program by creating Format Captains that mentor staff on on-air, programming, promotions, and other duties in their respective format. This program allows the Format Captains to be able to share their expertise and experience mentoring team members to find growth and development opportunities and acquire new skills.
October 1, 2022 - Ongoing	6	.25	Participates in the Career Eco Job Bank with ongoing Full-Time Positions posted for Account Executive & On-Air Positions. This online job board & virtual event platform is free to job seekers & students.
October 1, 2022 – Ongoing	9	1	Established Sales Mentorship Program that meets weekly to mentor sales and management personnel on sales, promotions, and education on products. This program allows the members to be able to share their expertise and ideas across other markets and experience mentoring other team members to find growth and development opportunities.
October 1, 2022 - Ongoing	8	1	Weekly Sales Training 30 minutes every Monday covering opportunities and hardware training.* Weekly Promotions and Management meetings making sure we are serving in the public interest, and improving communications. * Digital training bi-monthly webinars for all Sales Team members on learn how to pitch digital advertising* <i>*staff gained skills needed to qualify for higher-level positions</i>
03/15/23	1	.25	Students from Universities across the US that are considered HBCU & Minority Serving Institutions participated in a virtual career fair open to students and alumni interested in a career opportunity. 229 students and alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales Positions and On-Air Opportunities.

03/22/23	1	.25	10 Big 12 Schools participating in a virtual career fair open to students and graduates of the participating universities. 911 Students & Alumni participated in this virtual career fair where Full Time opportunities in all our markets were posted for Sales and On-Air positions
04/05/23	1	.25	29, SEC & ACC Schools participated in a virtual career fair open to students and alumni of the participating universities across the US. 2285 Students & Alumni participated in this virtual Career fair where full time opportunities in all our markets were posted for Sales and On-Air Positions.
05/16/23 05/30/23	10	.50	Hosted a group of students from Mica Peak High School interested in careers in broadcasting. Teachers accompanied. Spoke of operations in Sales, Engineering and Programming. Toured studios and sales offices.
05/19/23 05/26/23 06/02/23	8	1	Participated in 3 Part Training on AI Tool Chat GPT where use of AI in the Industry was discussed, how to use AI, when to use AI, what to watch for when using AI for content creation and ads as well as easily creating emails to clients presented to the Sales & Management Team.
06/07/23 06/16/23 06/21/23 06/27/23 06/28/23	8	1	Sales, Programming, and Management took part in a 5-part workshop training provided by Nielsen to learn more about Tapscan, Nielsen ratings data, Retail Spending Power data and Scarborough consumer data so they understand their stations, clients and the information available within the Nielsen system.
Total Menu Options Completed:		6.50	