

# *Sandhill Media Group LLC*

**KUPI FM, KQPI FM, KUPY FM , KQEO FM, KSNA FM, KSPZ AM, KAOX FM**

## **Annual EEO Public File Report**

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 Station Employment Unit that is comprised of the following stations: [KUPI FM Rexburg, ID, KSPZ AM Ammon ID, KQEO FM Idaho Falls, ID, KSNA FM Idaho Falls, ID, KQPI FM Aberdeen, ID, KUPY FM Sugar City ID] KAOX Shelley ID 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 *June 1, 2017* to and including *May 31, 2018* (the “Applicable Period”).

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 Stations 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 73.2080(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 hires 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 73.2080(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 purposes 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.



# Sandhill Media Group LLC

## Appendix 2

### Annual EEO Public File Report Form

Covering the Period from *June 1, 2017* to *May 31, 2018*

Stations Comprising Station Employment Unit:  
 KUPI, KQEO, KSPZ, KSNA, KQPI, KUPY, KAOX

#### Section 2: Recruitment Source Information

	<u>Recruitment Source (Name, Address, Telephone Number, Contact Person)</u>	<u>Total # of Interviewees This Source Has Provided During This Period (if any)</u>	<u>Full-Time Positions for Which This Source Was Utilized</u>
A	Radio Advertisements 854 Lindsay Blvd Idaho Falls, 83402	1	0
B	BYU-Idaho CBC Internships & Career Services Lane Muranaka 269 Smith Building, Rexburg, Idaho 83440 208 496-2784	0	0
C	Post Register Newspaper 522-1800	0	0
D	Idaho State Journal Judy Wallace <a href="mailto:thall@journalnet.com">thall@journalnet.com</a> Tina Hall	0	0
E	Idaho State University Career Center Contact Troy Kase 921So. 8 <sup>th</sup> Ave, Stop 8108 Pocatello, Idaho 83209-8108 208 282-2380	0	0
F	Boise State Career Center Vickie Coale 1910 University Drive, Boise ID 83725 208 426-1747	0	0

G	Shoshone Bannock Employment Program PO Box 306 Fort Hall, Idaho 83203	0	0
H	SouthernIdahoHelpWanted.com	0	0
I	East Idaho Broadcasters Job Fair	0	0
J	Idaho Migrant Council (Spanish) Gayle Hernandez 350 G Street Idaho Falls, Idaho 83202	0	0
K	Job Service Connie Gardner 150 Shoup Ave Suite 13 Idaho Falls, Idaho 83405	0	0
L	LDS Employment Service Scott Brizzee 837 Park Ave Idaho Falls, Idaho 83401 208 523-4880	0	0
M	Airtalents.com Chris Kellogg webmaster@airtalents.com 7851 South Memorial, #7104 Tulsa, OK 74133	0	0
N	Employee Referral	0	0
O	Intern	0	0
P	CareerBuilder.com website	0	0
Q	ALLACCESS.COM Joel Denver 28955 Pacific Coast Hiway #210-5 Malibu CA 90265 Phone: 310-457-6616	0	0
R	Idaho Department of Labor 1515 E Lincoln Rd Idaho Falls ID 83401	2	0
S	ApplicantPro.com website	2	1
T			

# *Sandhill Media Group LLC*

## **Appendix 3**

Annual EEO Public File Report Form

Covering the Period from *June 1, 2017* to *May 31, 2018*

Stations Comprising Station Employment Unit: KUPI, KQEO, KSPZ, KSNA, KQPI, KUPY, KAOX  
Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
KUPI, KQEO, KSPZ, KSNA, KQPI, KUPY, KAOX

### **East Idaho Broadcasters Job Fair**

Sandhill Media Group participated in a joint Radio & TV broadcasters Job Fair on April 20th 2017 with the goal of making available at one location a place where any interested in the broadcast industry could come meet radio and TV broadcasters, ask questions, fill out applications and talk one on one with key personnel from each of the six participating Radio and TV companies.

### **Recruitment Sources**

Sandhill Media Group (SMG) sent letters and emails to the recruitment sources listed in appendix 2 of this report describing the positions available and a request for resumes. Additionally, SMG placed recruitment ads on our own radio stations to run job opening announcements and also placed the job openings on our Facebook and social media pages.

### **Eastern Idaho State Fair**

Sandhill Media Group LLC and its stations encouraged applications from fair attendees at our broadcast display at the Eastern Idaho State Fair August 31st -September 8th 2017 Not only was it an opportunity to display how our radio stations are a part of the community and how we can help local business, but it was also an opportunity to discuss job openings and employment opportunities at our group of radio stations. Radio Station management participated in the event.

### **Training:**

All members of the Sandhill Media Group Sales Staff engage in quarterly training sessions to review techniques and industry trends by training consultant Matthew Burgoyne. New sales representatives are able to advance from a base salary to a commission income after 90 days, upon completion of training session and performance. "RAB Online Training Academy," and/or according to the Director of Sales discretion.

On-air staff , undergo training weekly from William Kezele the Operations Manager for SMG

### **Equal Employment Opportunity Statement**

Sandhill Media Group EEO Statement & Policy was read on May 17, 2018 during a staff meeting to all current employees in attendance at the meeting. May 22, 2018 additional employees were able to read and sign the EEO Statement & Policy This statement is posted on the board and was also included into the public file.

### **EEO Recruitment Outreach Meeting & Training**

We met on Jan 12, 2018 . Those in attendance were Jim Burgoyne C.O.O. Josh Elmore Dir. Of Sales, Will Kezele Operations Manager & Keith Walker NSM & Trainer. We discussed what needs to be done to make sure our recruitment efforts comply with equal opportunities for candidates and current employees.

We discussed the need to make sure females and minorities are notified on all available positions.

We discussed the fact that full time employees hired for six months or less and part-time employees recruitment outreach is not necessary. We discussed that our outreach for new employees can now be done via social media sources as long as it covers the community. All other sources should also be used.

### **Internships**

Sandhill Media Group: This internship program is open to high school or college age students who are currently enrolled in school.

. Interns MUST meet the following criteria:

- Available to work a minimum of 15 hours per week
- Excellent Communication Skills
- An interest in broadcast journalism or broadcast production

**Length:** We offer three programs a year: Fall, Spring and Summer.

**Qualifications:** Our intern acceptance decisions are based on your interest in any or all aspects of the radio broadcast industry.

We are looking for students who will make the most of this great opportunity.

**To Include:** Potential on-air internships, graphics & design, copy writing, I.T. internships, sports internships and other internships related to the radio broadcast industry.

**Compensation:** These are non-paid internships, usually up to 8 weeks. In the past, Sandhill Media has hired interns as part-time employees as positions open up.

Interns are not eligible for company medical benefits, holiday pay or sick pay.

**How to Apply:** Send your candidate profile and internship desire to [jobs@sandhillradio.com](mailto:jobs@sandhillradio.com) or fax to: 208-522-6110

**Currently** we have one intern: He started 3/20/2018