

ANNUAL EEO PUBLIC FILE REPORT

REPORTING PERIOD: December 1, 2010 thru November 30, 2011

STATION/SEU: KBZM-FM / KKQX-FM / KSCY-FM

FULL TIME JOB OPENINGS FILLED DURING REPORTING PERIOD:

- Sales account manager (#1)
- Disk jockey
- Sales account manager (#2)
- Disk jockey/Program assistant
- Traffic director

RECRUITMENT SOURCES:

- Sales account manager (#1)
 - On-air advertisements
 - Montana Broadcasters Association (MBA)
- Disk jockey
 - Out of market on-air advertisements
 - Local newspaper advertisements
 - Out of market newspaper ads
 - On-line job listings
 - Referrals
 - Montana Broadcasters Association (MBA)
 - Montana Tech Career Services
- Sales account manager (#2)
 - On-air advertisements
 - Montana Broadcasters Association (MBA)
- Disk jockey/Program assistant
 - Internal promotion from existing staff
- Traffic director
 - Local newspaper advertisements

RECRUITMENT SOURCE OF EACH HIREE:

- Sales account manager (#1): On-air announcements
- Disk jockey: Newspaper advertisement

- Sales account manager (#2): On-air advertisements**
- Disk jockey/Program assistant: Internal promotion from p/t**
- Traffic director: Newspaper advertisement**

**TOTAL NUMBER OF INTERVIEWEES
FOR ALL FULL TIME POSITIONS: 20**

REFERRALS BY RECRUITMENT SOURCE:

- Internal promotion: 1**
- On-air advertisements: 11**
- Montana Broadcasters Association: 2**
- Other on-line ads: 2**
- Newspaper advertisements: 31**
- Referral: 2**

OUTREACH INITIATIVES SUMMARY:

In the summer of 2011, the SEU established a summer internship position in the sales department. A college student from Montana State University was hired and paid to organize and administer a Downtown Bozeman "shared time" sales initiative, to offer pairs of businesses the opportunity to buy low-cost air time and share in a 60 second message designed to spotlight Downtown Bozeman.