

Annual EEO Public File Report Form

Covering the Period from **November 23, 2015** to **November 27, 2016**

Station(s) Comprising Station Employment Unit: **KECI/KCFW**

Section 1: Vacancy Information

| | Full-time Positions Filled by Job Title | Recruitment Source of Hire | Recruitment Sources Used see list – Section 2 |
|----|-----------------------------------------|----------------------------|-----------------------------------------------|
| 1 | General Assignment Rprtr | 6 | 4,6,10 |
| 2 | General Assignment Rprtr | 10 | 4,6,10,23 |
| 3 | General Assignment Rprtr | 10 | 4,6,10,23 |
| 4 | General Assignment Rprtr | 10 | 4,6,10,23 |
| 5 | News Producer | 4 | 4,6,10,23 |
| 6 | General Assignment Rprtr | 10 | 1,4,6,10,23 |
| 7 | General Assignment Rprtr | 1 | 1,4,6,10,23 |
| 8 | General Assignment Rprtr | 4 | 1,4,6,10,23 |
| 9 | Local Account Executive | 7 | 1,4,6,7,10 |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| 13 | | | |
| 14 | | | |
| 15 | | | |
| 16 | | | |
| 17 | | | |
| 18 | | | |
| 19 | | | |
| | | | |

Total Number of Persons Interviewed During Applicable Period: 29

Annual EEO Public File Report Form

Covering the Period from **November 23, 2015** to **November 27, 2016**

Station(s) Comprising Station Employment Unit: **KECI/KCFW**

Section 2: Recruitment Source Information

| | Recruitment Source | Total # Interviewees This Source |
|----|------------------------------------------------------------------------------------------------------------------|----------------------------------|
| 1 | Indeed.com | 5 |
| 2 | Daily Interlaken newspaper PO Box 7610, Kalispell MT 59904 | |
| 3 | Bozeman Daily Chronicle PO Box 1190, Bozeman MT 59771 | |
| 4 | Internal job posting | 2 |
| 5 | KECI/KCFW On Air recruiting | |
| 6 | KECI/KCFW/KTVM websites | 5 |
| 7 | Referrals | 2 |
| 8 | Montana Broadcasters mtbroadcasters.org | |
| 9 | MediaLine mark@medialine.com | |
| 10 | TV Jobs.com markch@tvjobs.com | 11 |
| 11 | Missoula Job Service https://jobs.mt.gov | |
| 12 | Bonten Media website | |
| 13 | Other Bonten stations | |
| 14 | Rick Gevers and Associates Rickgevers.com | |
| 15 | Craigslist.com | |
| 16 | University of Montana http://www.jour.umt.edu/node/add/job | |
| 17 | MSU Film sfp@montana.edu | |
| 18 | Montana State University jbailey@aoce.msstate.edu | |
| 19 | Monster.com | |
| 20 | Idaho Works – State Job Site | |
| 21 | NPPA.com – National Professional Photographers Association – Job Site | |
| 22 | Linked In | |

| | Recruitment Source | Total # Interviewees This Source |
|----|--------------------------------|----------------------------------|
| 23 | University of Montana Job Fair | 4 |
| 24 | | |
| 25 | | |
| 26 | | |
| 27 | | |
| 28 | | |
| 29 | | |
| 30 | | |
| 31 | | |
| 32 | | |
| 33 | | |
| 34 | | |
| 35 | | |
| 36 | | |

During the reporting period, no local organization requested notification of all full-time vacancies.

Annual EEO Public File Report Form

Covering the Period from **November 23, 2015** to **November 27, 2016**

Station(s) Comprising Station Employment Unit: **KECI/KCFW**

Section 3: Outreach Initiatives

During the reporting period the President of Bonten Media Group attended a job fair on the campus of Columbia University. The President discussed job opportunities of all the station groups of Bonten Media groups including those located in Montana and collected resume's of interested participants which were forwarded to the appropriate hiring managers of the Montana stations.

During the reporting period several key station personnel including the News Director and News Content Manager manned a booth at the University of Montana Journalism Job Fair held on the campus of the University of Montana. The job fair was held on March 11th 2016

During the reporting period the News Director attended the Missoula City Job Fair in April 2016 to discuss employment opportunities in the news department for all of the stations located in Montana

During the reporting period several key station personnel including the Assistant News Director and the KTVM Office Supervisor manned a booth at the Bozeman Job Service Job Fair. Employment opportunities at our Bozeman studio as well as other studio locations in Montana were discussed. The job fair was held on April 13th 2016

Ongoing – Weekly

Sales Training Program: Program designed to give AEs a better understanding of the fundamental building blocks of a successful sales operation. With higher level AEs, more in depth training is used to groom for management. Topics trained are as follows: Prospecting, qualifying, needs analysis, uncovering and developing client budgets, proposal development, presenting, closing, servicing, up-selling, understanding Nielsen, using Nielsen as a research tool, selling comprehensive marketing solutions (Web, TV, etc), NRS training, Matrix training, OSI training, Ad Connections training, and Webscan training.

Magid and Smith Geiger News Consulting is available to the news employees periodically throughout the year. The consultants also review talent tapes and

provide critiques, comments and suggestions. All of these sessions are aimed at improving skills and techniques that would qualify them to compete for higher level positions, both in-house and at other stations.

Ongoing - The Company hired Kurlan and Associates, to provide regularly scheduled seminars for the sales staff to provide training to enable our sales staff to work to their fullest potential and develop skills necessary to advance their careers. Topics presented include but are not limited to "Key Account Management", "New and Convergent Media", "Negotiating Skills" and "Business Development". Noll also maintains a website for the use of their clients that our sales staff has access to for training at any time.

Ongoing – The Company has contracted with Lakana (IB), a web-site provider to provide training about New Media to our sales staff. IB maintains a web-site available to our staff which provides training materials accessible at any time.

Ongoing – The station web manager participates in a monthly webinar series provided by IB which provides training on best practices including but not limited to "Headline Writing", "Storytelling", and "Avoiding Libel". The web manager provides training to all new news employees and any current news employee as needed.