

## SC&F, INC NARRATIVE STATEMENT REGARDING BROAD AND INCLUSIVE OUTREACH FOR EEO PURPOSES: December 2020

The stations were helping to plan, planned to participate in and were promoting an area-wide in-person Job Fair beginning in February of 2020. The stations ran on air announcements and Job Service organizer, JR Strand, did a live appearance on the Mountain Morning Show on February 4<sup>th</sup>, 2020 at 8:30am. Later the Job Service cancelled the event because of the pandemic. While we could not participate in the in-person event, we did run other announcements regarding employment opportunities and activities of the Job Service that were available on-line, including the monthly Virtual Job Fairs being held by the Job Service since Sept 2020.

The stations have continued to run :15 public service announcements to let groups and individuals know that they can contact the station in order to be included in any postings of future job openings.

A Jobs tab on the stations' websites allows applicants to reach out to the stations regarding openings at any time. Every query is responded to promptly by a station official.

KMSO and KHDV promoted and General Manager Sheila Callahan offered assistance to the 2019 Job Fair for the Missoula Job Service held on April 23, 2019.

- a. On April 16<sup>th</sup>, 2019, JR Strand did a live interview on the Mountain Morning Show at 8:30 am - 8:35 am to talk about the 2019 Job Service Job Fair. The Job Fair will feature over 1000 job openings and veterans will get early admittance.
- b. Mountain Broadcasting ran website and social media posts to promote the Job Fair.

B. A second Fall Hiring Fair presented by the Job Service was promoted on Mountain Broadcasting stations, KMSO and KHDV and online and social media in September of 2019.

C. GM, Sheila Callahan., worked with a local high school student who wanted advice and direction on careers in Broadcasting. Callahan assisted the student in identifying college courses, available training and other resources and contacts to further his education and career aspiration.

D. The station IT manager cross-trained the marketing assistant and news director on updating websites and social media with breaking news. The new skills acquired allowed both positions to work additional hours and add to their resumes.

E. Sheila Callahan, GM, conducted training with on air and marketing staff on using a new technology for integrating mobile (text) technology to combine on air and online initiatives and expand their ability to reach local listeners and serve the local community more effectively.

F. One employee was cross-trained in using the station's traffic and billing program by office manager, Kris Hardy.

G. Station on air employees were trained on a new remote voice tracking technology and new equipment was installed in the KHDV Studio in Hamilton to better serve the communities served by KMSO and KHDV.

H. GM, Sheila Callahan, and Sales Manager, Max Murphy, attended a training seminar on HR policies and other employment related topics. The training took place on October 25<sup>th</sup>, 2019 from 8:30-4pm and featured a number of experts in the field.

I. Both stations, KHDV and KMSO ran broadcast announcements related to the stations' EEO and Hiring practices and policies.

a. :30 announcements were run to encourage applicants to apply for positions in Traffic Director/Office (filled in November 2019).

b. :15 second announcements were run daily on each station from Dec 1, 2018 to Nov 30, 2019 encouraging groups or organizations to contact us so they could be added to the list of groups and organizations we send job opening announcements to.

c. A Jobs tab on our websites allows individuals to reach out to the station regarding openings or potential openings at any time. Each query is answered promptly by a station official.