

Northeast Colorado Broadcasting, LLC  
KSIR-AM, KPRB-FM, KRJN-FM  
KPMX-FM, KCGC-FM, KRFD-FM  
Equal Employment Opportunity Public File Report  
December 1, 2019 – November 30, 2020

There were no hires during this period.

In an effort to comply with the FCC requirement that radio stations widely disseminate information about job openings and engage in activities that inform citizens of broadcasting jobs and the skills it takes to hold these jobs, we do the following:

- Broadcast live at County Fairs (July/August 2020 in Morgan, Logan and Kit Carson Counties) where we have extensive contact with the public and talk about job opportunities when we have openings and, more often, when members of the public seek us out to learn about broadcasting. This also provides the public with the opportunity to observe some of the skills necessary to be in the broadcasting industry. This looked different during the pandemic. We were live and included community members in our broadcasts in Kit Carson County but were unable to do that in Lincoln and Morgan Counties as we are accustomed to doing.
- When requested our staff speaks to various civic, religious and school groups about broadcasting opportunities:
  - Farm Director and KPMX Program Director works with local FFA programs (monthly) and various ag-related groups and professional organizations (as requested) including the local conservation groups, growers associations, etc.
  - GM/owner, Program Director and Sports Director participated in Career Days at community Middle Schools - this year most of these events were cancelled due to COVID.
  - Operations Manager participated in Middle School Career day (Feb 2020)
- Job shadow and career day activities bring students into our station; we have opportunities for local elementary through high school students in our station as well as interns from the Colorado Media School. In this EEO year a local high school student interned with a sports director.
- Colorado Farm Show (January 2020) – we continually are looking for people who can contribute to our coverage of agriculture. This particular event reaches the entire state of Colorado, especially the western edge of our listening area. We actively recruit those who might contribute a different set of ideas or come from a different background for our agriculture programming. The Farm Director, Sales Manager and entire sales team participates.
- Northeast Colorado Broadcasting has established a program for high school and junior college students who are interested in a career in broadcasting. These students are often hired as part time employees, while others participate for school credit. In 2020 we had two high school students as part time employees who perform programming, production, on-air and marketing activities. They received high school credit for their work as well. We also hired a community college student in the Sterling location who was interested in broadcasting.
- All employees are encouraged to participate in training that will enhance their individual skills. The sales staff frequently receives training from an outside source (in 2020 the sales staff participated in 6 webinars, most as part of our CBA membership and some from private companies with whom we contract, to enhance current skills and develop new skills) including Prospecting Magic (Pandemic Edition on April 12, 2020; The Power of Broadcast in Time of Crisis March 18, 2020; Crafting Radio Creative that Works March 12, 2020; Delivering Measurable Results to Your Advertisers, March 2020; Advanced Sales Strategies: Helping Advertisers Understand the Importance of Marketing Amidst COVID-19 April 2020; Political Advertising Dec 4, 2019) the news, sports and farm staff as well as the traffic staff have opportunities to attend conferences and webinars and

all have access to relevant magazines and professional associations to enhance their skills. The Farm director was president of the National Association of Farm Broadcasters, providing her with extensive training and contacts in the industry. The traffic coordinator took training offered by the Traffic Guild of America. Further, each staff member is cross-trained within the organization which gives them additional marketable skills.

- In 2020 we added training on social media for all employees who wanted it. (How to Monetize Social Media in a Meaningful Way, LBS, March 2020 and each person has responsibility for a social media account.

- Partner with the local workforce center and other local organizations in job fairs and job awareness activities (May 2020 on-air interview focussing on job searches in the era of Covid).

- Other ways we reach our community: our Sales Manager participates with a cross-cultural organization that is dedicated to bridging the gap between the Hispanic, immigrant and White populations; our traffic manager participates in a variety of cross-cultural activities that familiarize these folks with our industry. These kinds of activities give them an opportunity to talk about broadcasting and keep an awareness of the issues in those populations. One of the best tools a small town and small station has is word of mouth to reach potential job candidates. Participation in a variety of community events that reach different segments of the community, i.e., festivals, religious fundraisers, awards banquets, etc. keep us visible. Because we generally have very few vacancies and live in an area with a comparatively low number of unemployed persons, continued visibility is key to reaching our community. The COVID situation has fundamentally changed how much we can interact face to face but we took on some other kinds of things to promote access to potential broadcasting employment including teaching local pastors how to create their sermons for broadcast. Each Sunday since April 2020 local pastors have broadcast Sunday services on KSIR, KPRB, KPMX, and KRJN. Not only do the pastors gain broadcasting skills and some insight into broadcasting, their congregants also become aware of what the broadcast industry in our area has to offer.

- We use Facebook, Twitter and all social media that we use to disseminate job openings. As our social media friends “like” and disseminate the job opening on their social media feeds our reach is extended into populations that we may not have direct access to.

- We use our Spanish language station to reach the Spanish-speaking population with news, weather and community events. The presence of Spanish-language radio in our community brings Spanish-speakers into our studios and allows us to interact with that community at festivals and events. We have encouraged and brought on a local journalist who worked in print in his home country but is now developing broadcasting skills.

Recruitment Sources we would use depending on the job opening (none have asked to be notified) to enhance internet recruitment:

Fort Morgan Times

Brush News Tribune

Sterling Journal Advocate

329 Main Fort Morgan 970-867-7448

Workforce Center Fort Morgan/Sterling

Kirk Woerner, 411 Main St., Suite 200 Fort Morgan [970-867-9401](tel:970-867-9401)

Morgan Community College

920 Barlow Road Fort Morgan [1-800-622-0216](tel:1-800-622-0216)

Northeastern Junior College 100 College Ave. Sterling, CO 80751 970-521-6608

Northeast Colorado Broadcasting Radio Stations (including Spanish-language on KRJN)

Northeast Colorado Broadcasting Radio Station Websites, Facebook Pages, Twitter Feeds

Colorado Association of Broadcasters Job Board

Relevant Industry Groups: Colorado Corn, 127 22nd Street Greeley, CO 80631 Phone: (970) 351-8201; CSU

College of Ag Career Center, 1101 Campus Delivery, Fort Collins, CO 80523

ZipRecruiter [support@ziprecruiter.com](mailto:support@ziprecruiter.com)

Indeed 1-866-524-4546

Monster [support@monster.com](mailto:support@monster.com)