

2020 ANNUAL EEO PUBLIC FILE REPORT

Community Radio Project

Station(s): KSJD(FM-NCE), Cortez, CO
 KICO(FM-NCE), Rico, CO
 KZET(FM-NCE), Towaoc, CO

Reporting Period: November 21, 2019 - November 20, 2020

No. of Full-time Employees: 5
 Small Market Exemption:

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
	No job vacancies in last 12 months	

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:0

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred

RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE

High Country News		119 Grand Avenue PO Box 1090 Paonia, CO 81428	posted via website	(970) 527-4898
Durango Herald/The Journal		1275 Main Avenue Durango, CO 81301/8 W. Main Street Cortez, CO 81321	posted via website	(970) 247-3504/(970) 565-8527
CPB			posted via website	
NFCB			posted via website	
RMCR Member Stations			posted via website	
KSJD			posted via website	
Free Press			posted via website	
Navajo Times-			posted via website	
Tribal College Journal-			posted via website	
Native American Journalists Association-			posted via website	
Latino Public Radio Consortium-			posted via website	
Current: News for People in Public Media			posted via website	https://jobs.current.org/employer/
LinkedIn			posted via website	

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in **job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).***

KSJD has on-air promotions that recruit volunteers. It is designed to educate people about how KSJD operates, the various volunteer jobs and training programs, and the potential of taking that training on to the next level or produce content for KSJD as a freelancer. KSJD also works with many youth organizations at their events to educate students about

how a radio station is run and what the various jobs are. KSJD works with a coalition of stations throughout the West, Rocky Mountain Community Radio, that generally promotes outreach. KSJD's listening area is large geographically and covers four states. In 2019 we held board meetings in Towaoc, CO, home of the Ute Mountain Ute tribe in order to reach those remote audience members in person. We normally hold board meetings in Cortez, CO.. We also advertise and collaborate with the Colorado Broadcasters Association to get state-wide coverage.

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions

KSJD has a rigorous ongoing volunteer broadcast training program for music DJs and public affairs/news producers. Volunteers receive high-quality training in broadcast skills to become DJs and receive the kind of training that **sets them up to be hired** should a job opening become available. In 2019 and 2020, several of these volunteers have gone on to be hired at a station or hired as freelancers or produced their own products. During the pandemic, KSJD trained all of its willing DJs (almost 30 people) to record their radio shows at home. This further enhanced their skill level and marketability for future jobs.

Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

KSJD had an intern beginning in March of 2020, but the pandemic changed everything, including the focus of the prospective intern. Staff is regularly invited to local high schools and youth organizations to educate students about career opportunities in radio broadcasting.

Staff news reporter participated in direct outreach with local schools regarding career opportunities in broadcasting.

Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

The station had no job openings in this time period. This lists efficacy is analyzed each time we advertise a vacancy. Whenever KSJD has a job opening we take the time to make sure that we promote the job to as wide an audience as possible. To name a few: Corporation of Public Broadcasting, National Federation of Community Broadcasters, Public Media Jobs. KSJD posted for 1 job in the 2019-20 period. We employed all of these outlets to advertise the job.

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination

All staff completed Sexual Harassment Prevention training. KSJD cross-trains the staff. Each staff member mentors others and shadows them as well so that they know the basics of their job. This is valuable because it adds value to each person's skill set and makes KSJD employ a more robust staff. Staff and volunteers are regularly offered opportunities for professional development.

Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.

In 2015, KSJD Built a studio and broadcasting facility to train members of the Ute Mountain Ute Tribe. In 2019 the tribe partnered with a local tribal station and uses the remote facility to create local content. KSJD partners with KXWR in Tsaille, AZ at Dine College to provide content and training for broadcast interns. In 2019, KSJD received some content from KXWR, but in 2020 the pandemic shut that down. Staff is regularly invited to local high schools and youth organizations to educate students about career opportunities in radio broadcasting. Staff news reporter participated in direct outreach with local schools regarding career opportunities in broadcasting.

Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

KSJD runs regular recruiting ads for employment or volunteer opportunities on the closed-circuit TV on the Ute Mountain Ute tribal land in Towaoc, CO. KSJD partnered with a local youth organization to teach broadcast skills with the express purpose of introducing them to a professional career option. KSJD held a virtual strategic planning session in the

summer of 2020, chief among its goals are training and outreach for the next 3-5 years.