

2020 Annual EEO Public File Report

Licensee: McKenzie River Broadcasting Company, Inc ("MRB")

Period Covered: October 1, 2019 through September 30, 2020

Stations in Employment Unit:

KKNU (FM), Springfield-Eugene Oregon (FIN 40887)

KMGE (FM), Eugene, Oregon (FIN 40885)

KEUG (FM), Veneta, Oregon (FIN 60358)

KEQB (FM), Coburg, Oregon (FIN 63205)

Total Number of interviewees: 1

Full Time Positions Filled			
	Job Title	Recruitment Source of Hiree	Total Number of Interviewees
1	PRODUCTION MANAGER	Promotion of MRB part time employee	1
Recruitment Sources*			
	Recruitment Sources*	Total Number of Interviewees	Full-time Positions for Which Source Utilized
1.	MRB Management Outreach to MRB Part time employee	1	1

* There were no "organizations entitled to notification".

RECRUITMENT INITIATIVES:

Scholarships (two)

MRB management participated actively in the award of two Eugene Area Stations ("EARS") Scholarships totaling \$6,000 awarded in August 2020. The scholarship program is designed to assist students interested in pursuing a career in broadcasting. One of the students is a recent high school graduate who will be a college freshman in the Fall of 2020. The other student is already a college student.

MRB's involvement included a leadership role by MRB President John Tilson in successfully advocating for, planning for, and implementing these scholarships. Mr. Tilson was the EARS Treasurer during the entire 2019/2020 EEO reporting year and was a member of the scholarship committee which reviewed applications. EARS sells announcements at steep discounts to non-profit organizations pursuant to its Non Commercial Sustaining Announcements ("NCSA") Program. Cash received by EARS from this source enabled the financing of the Scholarship Program. Unit stations, KGNU FM, KMGE FM, and KEUG FM along with other EARS member stations, ran schedules in support of this program.

EARS ENGINEERING INTERN PROGRAM

The Eugene Area Radio Stations, EARS, has established an ongoing Engineering Intern Program to encourage young students with an aptitude for electronics and engineering to pursue a career in Broadcast Engineering.

As a result of the "aging out" of many existing broadcast engineers, the radio broadcasting industry is desperate to find qualified replacement engineers to maintain and operate its local radio stations. As a long-term solution to this employment problem, EARS has undertaken to secure access to the Cleveland Institute of Electronics' nationally recognized online course, "2 Broadcast Engineer". EARS engineering interns are paid for each of the 96 week-long courses that they successfully complete. Each course includes a 10-part online questionnaire that must be scored successfully by CIE before the intern is paid.

Each intern must also complete in-person radio station facilities visits while "shadowing" the stations' own broadcast engineers in the normal course of operation. It is the intention that these Engineering Interns become exposed to all the local radio stations operations, while at the same time, station management has the opportunity to become familiar with the intern.

It is anticipated that the program may evolve into a for-credit course at the local university or community college, so the intern may transfer credits to a school for technical certification, as a Broadcast Engineer.

This program is funded by EARS' NCSA program of which McKenzie River Broadcasting is an active participant.

IMPACT OF COVID 19 ON INITIATIVES

During the period March 15-September 30, 2020 it was not possible, because of the Covid 19 pandemic , for MRB to have its own internship program as it has done for many years or to attend job fairs.