

2021 Annual EEO Public File Report

Licensee: McKenzie River Broadcasting Company, Inc (“MRB”)

Period Covered: October 1, 2020 through September 30, 2021

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: 11

Full Time Positions Filled			
Hire #	Job Title	Recruitment Source of Hiree	Total Number of Interviewees
1&2.	KMGE Morning Show Team	AllAccess.com	2
3.	Accounts Receivables Manager	Promotion from Within	1
4.	Full Charge Bookkeeper	On Air Announcement KKNU FM	6
5.	Salesperson	On Air Announcement KEQB FM	2
Recruitment Sources*			
	Recruitment Sources*	Total Number of Interviewees	Full-time Positions for Which Source Utilized
1.	AllAccess.com	2	2
2.	Promotion from Within	1	1
3.	On air announcement on MRB’s own stations KKNU FM, KMGE FM, KEUG FM, KEQB FM	2	2
4.	KKNU FM, KMGE FM and KEUG FM Websites	0	2

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5.	Outreach by MRB Management	0	2
6.	Outreach by Other Employees	2	2
7.	Eugene Register Guard/Zip Recruiter	4	1
8.	Oregon Association of Broadcasters (OAB) Web Site	0	1
9.	Outreach by Emails to Leaders in Hispanic Community	0	1

* There were no “organizations entitled to notification”.

RECRUITMENT INITIATIVES:

Scholarships (three)

MRB management participated actively in the award of three Eugene Area Stations (“EARS”) Scholarships totaling \$7,000. The scholarship program is designed to assist high school and college students interested in pursuing a career in broadcasting.

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 2020/2021 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.

IMPACT OF COVID 19 ON INITIATIVES

During the 2020/2021 EEO reporting year 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. Active participation in job fairs was highly problematic. The Covid 19 problem greatly accelerated in the Eugene Metro area in the latter part of the EEO reporting year due to the Delta variant.