

KDRI-AM
64 E. Broadway
Tucson, AZ 85701
EEO Public File Report
June 1, 2020 – May 31, 2021
KDRI-AM is an Equal Opportunity Employer

Full Time Job Vacancies/Interviewee Data

POSITION	JOB TITLE	DATE FILLED	TOTAL INTERVIEWED	INTERVIEW SOURCE	# PER SOURCE	HIRE REFERRAL SOURCE
1	ACCT EXEC SALES	6-1-20	3	ZIP RECRUITER	1	ZIP RECRUITER
				PEER REFERRAL	2	

Total interviewed for all positions: 3

There is attached hereto a list of the recruitment sources utilized by the station and the total of interviews per recruitment source.

For "Position 1" KDRI-AM used all of the recruitment sources listed below.

KDRI(AM) ANNUAL EEO PUBLIC FILE REPORT

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Tucson Radio, LLC (“Tucson Radio”)

64 East Broadway

Tucson, AZ 85701

Tel: 520-815-5374

Tucson Radio had one employee hiring during this reporting period.

Tucson Radio is an equal opportunity employer and has implemented an EEO program, including the establishment of a diverse recruitment source list for disseminating information about any job openings. These sources include:

LULAC azlulac@gmail.com 520-256-6522

NAACP naacptucsonbranch@gmail.com 520-622-8277

TUCSON URBAN LEAGUE 3425 E Grant Rd #101, Tucson, AZ 85716, 520-791-9522

LINKAGES Direct Center for Independence 1001 N Alvernon Way, Tucson, AZ 85711, 520-624-6452

PRIMAVERA FOUNDATION 151 W 40th St., Tucson, AZ 85713, 520-882-5383

AMERICAN ADVERTISING FEDERATION TUCSON membership@aaftucson.org, PO Box 32636, Tucson, AZ 85751

ARIZONA BROADCASTER’S ASSOCIATION ckline@asbroadcasters.org 602-252-4833

ZipRecruiter, an on-line job listing service, www.ziprecruiter.com

Agencies specifically requesting this information are Linkages, Advertising Federation of Tucson, Arizona Broadcasters Association.

During 2020, our non-vacancy specific outreach efforts were seriously hampered by restrictions in place due to the Covid-19 pandemic. KDRI will increase and expand our recruiting efforts during 2022 as these restrictions are lifted. During the 2020-2021 period our outreach included the following:

- An 8-week training period for sales personnel through P1 Learning and the Arizona Broadcasters Association. July-September, 2020.

- Two (2) presentations to students at the University of Arizona studying marketing, advertising and sales on 3/25/20 and 5/4/2020.
- Senior staff: President, General Manager and Sales Manager, used their combined 90+ years in the Tucson market to solicit recruitment leads for persons looking for radio employment.
- Station introduction at business events in which information was presented about job availabilities and desire for applicant referrals at Tucson Business Owners, Inc on 3/15/20 and 5/17/20.