

Sandhill Media Group LLC

KUPI FM, KQPI FM, KUPY FM, KQEO FM, KSNA FM, KSPZ AM, KAOX FM

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KUPI FM Rexburg ID. KSPZ AM Ammon ID. KQEO FM Idaho Falls, ID. KSNA FM Idaho Falls, ID. KQPI FM Aberdeen, ID. KUPY FM Sugar City ID. KAOX Shelley, ID. and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the period beginning *June 1, 2020* to and including *May 31, 2021* (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, (which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hires for each full-time vacancy during the Applicable Period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hire accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

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Appendix 1

Annual EEO Public File Report Form

Covering the period from *June 1, 2020* to *May 31, 2021*

Stations Comprising Station Employment Unit:
KUPI, KQPI, KUPY, KQEO, KSPZ-AM, KSNA, KAOX

Section 1: Vacancy Information

<u>Full-time Positions Filled by Job Title</u>	<u>Recruitment Source of Hire</u>	<u>Total Number of Interviewees from All Sources for This Position</u>
On-Air Talk Show Host N.L	*Unique & Exceptional Talent	1
On-Air Announcer, Production Asst. Initials N.C.	Handshake.com as an Intern	4
Director of Social Media Initials J. V.	Handshake.com as an Intern	33

Total Number of Persons Interviewed During Applicable Period: 3

*This individual is a talk show host that has been in the industry for 23+ years. He left another radio group and was available in the market. We had a very short window of opportunity to hire him. Our company created a position for him, changed formats on a station to NewsTalk and kept him employed in the broadcast industry

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Appendix 2

Annual EEO Public File Report Form

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Stations Comprising Station Employment Unit:
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Section 2: Recruitment Source Information

	<u>Recruitment Source (Name, Address, Telephone Number, Contact Person Email Address)</u>	<u>Total # of Interviewees This Source Has Provided During This Period (if any)</u>	<u>Full-Time Positions for Which This Source Was Utilized</u>
1	Radio Advertisements 854 Lindsay Blvd Idaho Falls, 83402	0	0
2	BYU-Idaho CBC Internships & Career Services Lane Muranaka 269 Smith Building, Rexburg, Idaho 83440 208 496-2784 muranakal@byui.edu	0	0
3	Post Register Newspaper 522-1800	0	0
4	Idaho State Journal Judy Wallace thall@journalnet.com Tina Hall	0	0
5	Idaho State University Career Center Contact Troy Kase 921So. 8 th Ave, Stop 8108 Pocatello, Idaho 83209-8108 208 282-2380	0	0
6	Boise State Career Center Vickie Coale 1910 University Drive, Boise ID 83725 208 426-1747	0	0

7	Shoshone Bannock Employment Program Johanna Whiteplume 208-478-3982 jwhiteplume@sbtribes.com	0	0
8	SouthernIdahoHelpWanted.com	0	0
9	East Idaho Broadcasters Job Fair	0	0
10	Idaho Migrant Council (Spanish) Gayle Hernandez 350 G Street Idaho Falls, Idaho 83202	0	0
11	Job Service Connie Gardner 150 Shoup Ave Suite 13 Idaho Falls, Idaho 83405	0	0
12	LDS Employment Service Scott Brizzee 837 Park Ave Idaho Falls, Idaho 83401 208 523-4880	0	0
13	ZipRecruiter.com	0	0
14	Employee Referral	0	0
15	Handshake.com	37	2
16	CareerBuilder.com	0	0
17	ALLACCESS.COM Joel Denver 28955 Pacific Coast Hiway #210-5 Malibu CA 90265 Phone: 310-457-6616	0	0
18	Idaho Department of Labor 1515 E Lincoln Rd Idaho Falls ID 83401 208-557-2500	0	0
19	ApplicantPro.com website	0	0
20	KUPI, KQEO, KSNA, KAOX, KSNA Website	0	0
21	Sandhill Media Group Website SandhillRadio.com		
22	College of Eastern Idaho 1600 South 25 th East Idaho Falls, ID 83404 jmeldrum@eitc.edu Jason Meldrum 524-3000	0	0

23	NAACP Pocatello Branch Michael Pettaway PO Box 4192 Pocatello ID 83205		
24	College of Southern Idaho Merry Olson 315 Falls Avenue PO Box 1238 Twin Falls, ID 83301	0	0
25	Utah State University Maleah Christensen 4305 Olde Main Hill, Logan UT 84322-4305 534-797-7777	0	0
26	BYU Idaho Communications Department Brian Howard or John Thompson Spori 229 Rexburg ID 83440 208-496-3691	0	0
27	Indeed.com	0	0
28	Cache Valley Radio Group 810 West 200 North Logan, UT 84321 435-752-1390 eric@cvradio.com Eric Frandsen	0	0
29	Unique & Exceptional Talent	1	1
30	National Jobs Board for State Broadcasters Assn's CareerPage.org access code 3Sdg54.	0	0

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Appendix 3

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by

East Idaho Broadcasters Job Fair

Sandhill Media Group participated in three Career Fairs during this report period. Each of these were done virtually because of the pandemic. One on September 1, 2020 with BYU-Idaho the second on February 11, 2021 and the third on February 23, 2021 was a speaking/instructional event via Zoom to the Communications and Business Management Departments at BYU-Idaho. Primarily to introduce students to anyone interested in a career in the broadcast industry.

Recruitment Sources for Full Time Positions

Sandhill Media Group (SMG) will send letters and emails to select recruitment sources listed in appendix 2 of this report describing the positions available and a request for resumes when full time positions become available. Additionally, SMG places recruitment ads on our own radio stations to run job opening announcements, we also place the job openings on our Facebook, social media pages and station group websites.

Sales Training:

All members of the Sandhill Media Group Sales Staff engage in monthly training sessions to review techniques and industry trends by training consultant Matthew Burgoyne. New sales representatives can advance from a base salary to a commission income after 90 days, upon completion of training session and performance. "RAB Online Training Academy," and/or according to the Director of Sales discretion. Josh Elmore Director of Sales meets weekly with each account executive for training and coaching.

On-Air Staff

All on-air announcers and support staff meet weekly with William Kezele the Operations Manager for training coordination and direction.

Career Advancement and Promotions

During this reporting period our announcer R.S. was promoted to Music Director, he was tutored and given this position to oversee the music library for four separate stations in our group. Also see Interns Hired from Part-time to Full-time below.

EEO Equal Employment Opportunity Statement

Each employee at Sandhill Media Group has been given an EEO Employment Opportunity Statement that they have read signed and dated to confirm that they understand the policy. The most recent was read, signed, and dated on or about 22 April 2021 & 26 April 202. There have been no incidents to report during this reporting period.

EEO Recruitment Outreach Meeting & Training

We met on May 14, 2021 Those in attendance were Jim Burgoyne C.O.O. Josh Elmore Dir. Of Sales, Will Kezele Operations Manager & Keith Walker NSM & Trainer. We discussed what needs to be done to make sure our recruitment efforts comply with equal opportunities for candidates and current employees. We discussed the case of an intern that is hired as a part-time employee then offered full-time employment, recruitment outreach is not necessary if they were found through our intern outreach program.

We discussed the need to make sure females and minorities are notified on all available positions. We discussed the fact that full time employees hired for six months or less and part-time employee recruitment outreach is not necessary. We discussed that our outreach for new employees can now be done via social media sources, so long as, it covers the community. All other sources should also be used.

Internships at Sandhill Media Group

This Reporting Period; We have had **12** interns. (Initials and start dates are for internal use so we can keep track and count the interns in only one reporting period)

A.H. July 27,2020 / L.J. July 27, 2020 / G.T Sept 2020 / C.V. Sept 2020 /B.B Sept 20
A.Z. Sept 20 / V.McC. Sept 20 / C.W. Jan 21 / A.S. Jan 21 / R.S. Jan 21 / I. A. Jan 21/
R.T. Apr 21

Each Internship is 8 weeks. Outreach for internships we've used has been ZipRecruiter, Indeed.com & Handshake.com We've had the best results with Handshake.com

Interns Hired from Part-time to Full-time

Sandhill Media has offered full time hours to two part-time employees during this reporting period. Both began as interns, then part-time and now full-time. Initials N.C. & J.V.
Outreach was done before they were interns.

This internship program is open to high school or college age students who are currently enrolled in school. Each potential intern must have an interest in Business, Journalism, Broadcast Related Skills, IT or RF Engineering or Graphics & Design, Social Media and Sports