

Sandhill Media Group LLC

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

Annual EEO Public File Report AMENDED

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. KPFI 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 time period beginning *June 1, 2019* to and including *May 31, 2020* 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, 2019* to *May 31, 2020*

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>
Digital Director D.P.	Zip Recruiter	7
Account Executive J.C.	Dept of Labor	17

Total Number of Persons Interviewed During Applicable Period:

24

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Appendix 2

Annual EEO Public File Report Form

Covering the Period from *June 1, 2019* to *May 31, 2020*

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 921 So. 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	7	1
14	Employee Referral	0	0
15	Intern	0	0
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	1	17
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		
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			
30		0	0

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Appendix 3

Annual EEO Public File Report Form

Covering the Period from *June 1, 2019* to *May 31, 2020*

Stations Comprising Station Employment Unit:

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

East Idaho Broadcasters Job Fair

Sandhill Media Group participated in two Career Fairs during this report period. One on October 10, 2019 and the second on February 7, 2020. Both Career Fairs were held at BYU-Idaho in Rexburg ID. There were multiple reasons for attending these two events. Primarily to introduce students of the opportunity to join us for an internship. Additionally we are interested in finding an I.T. Engineer (Information Technology) as well as introducing ourselves to anyone interested in the broadcast industry.

Recruitment Sources

Sandhill Media Group (SMG) sent letters and emails to the recruitment sources listed in appendix 2 of this report describing the positions available and a request for resumes. Additionally, SMG placed recruitment ads on our own radio stations to run job opening announcements and, also placed the job openings on our Facebook and social media pages.

Eastern Idaho State Fair

Sandhill Media Group LLC and its stations encouraged applications from fair attendees at our broadcast display at the Eastern Idaho State Fair August 31st -September 7th 2019. Not only was it an opportunity to display how our radio stations are a part of the community and how we can help local business, but it was also an opportunity to discuss job openings and employment opportunities at our group of radio stations. Radio Station management participated in the event.

Training:

All members of the Sandhill Media Group Sales Staff engage in weekly & 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 mentoring.

On-air staff

All on-air personalities meet weekly with William Kezele the Operations Manager for training and direction.

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 20 February 2020 & 7 May 2020

EEO Recruitment Outreach Meeting & Training

We met on Mar 24, 2020. 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 idea that if an existing employee is promoted, recruitment outreach is not necessary.

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 **five** interns. (Initials and start dates are for internal use so we count the interns in only one reporting period)
K.S. June 3,2019 / N.C ,January 8, 2020 / M.M. January 21,2020 / N.J. April 20,2020
J.V. January 20, 2020
- Sandhill Media has hired three interns as part time help. **K.S. N.C. & M.M.**
- 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 journalism, broadcast production or social media

Length:

- We offer three programs a year: Fall, Spring and Summer.

Qualifications:

- Our intern acceptance decisions are based on the individual's interest in any or all aspects of the radio broadcast industry including; on-air, engineering, digital , social media graphics & design, copy writing, information technologies IT, sports and other internships related to today's broadcast industry.

Compensation:

- These are non-paid internships, are usually up to 8 weeks.
Sandhill Media hires interns as part-time employees as positions come available.
Interns are not eligible for company medical benefits, holiday pay or sick pay.

How to Apply:

- Send your candidate profile and internship desire to david@sandhillradio.com or fax to: 208-522-6110 David Pruitt heads our internship program.