

***Canyon Media Broadcasting***  
**KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM**  
**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: **KONY-FM St. George, KCLS-FM Leeds, KPLD-FM Kanab, KZHK-FM St. George, KZNU-AM St. George, KAZZ-AM Parowan UTAH** 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 and part-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 which follow 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 hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

## **Canyon Media Broadcasting**

### **Appendix 1**

Annual EEO Public File Report

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

Stations Comprising Station Employment Unit: **KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM**

#### Section 1: Vacancy Information

<i>Full or part time positions Filled by job title</i>	<i>Recruitment Source of Hiree</i>	<i>Total Number of Interviewees from all sources for this position</i>
<b>Assistant Program Director KONY-FM</b>	<b>Position not filled; terminated position</b>	
<b>Sales position, full time, ongoing opportunity as listed on Canyon Media social media and websites</b>	<b>Hiree was recruited by our website; hired 8-1-19</b>	<b>4</b>
<b>Sales position, full time, part Canyon Media rep-St. George News rep</b>	<b>3 hirees on 10-10-19 All referred by Indeed.com</b>	<b>3</b>
<b>Full time sales/office assistant, reception, and assistant traffic director; posted 2-27-19 to 4/19</b>	<b>ApplicantPro</b>	<b>3</b>
<b>Graphic Designer posted 1-14-2020 Hired 2-3-2020</b>	<b>First Glassdoor, then Canyon Media website</b>	<b>2</b>
<b>Operations Manager/Program Dir KONY-hired 3-2-2020</b>	<b>All Access.com</b>	<b>5</b>
<b>Program Director KPLD Hired 3-12-2020</b>	<b>Applicant Pro</b>	<b>5</b>
<b>Account Executive Hired 3-9-2020</b>	<b>Canyon Media Website</b>	<b>3</b>
<b>Sales position, full time, part Canyon Media rep-St. George News rep 3/2020 to 5/2020</b>	<b>Applicant Pro</b>	<b>3</b>

<b>Videographer March 2020 to May 2020</b>	<b>Canyon Media Website</b>	<b>2</b>
<b>Customer Service Specialist July 2019 to May 2021</b>	<b>Position combined with office assistant</b>	

## **Canyon Media Broadcasting**

### **Appendix 2**

Annual EEO Public File Report

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

Stations Comprising Station Employment Unit: **KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM**

#### Section 2: Recruitment Source Information

	<i>Recruitment Source (name, address, telephone number, contact person)</i>	<i>Total # of Interviewees This source has provided During this period (if any)</i>	<i>Total of full-time or part-time positions for which this source was utilized</i>
A	Utah Dept of Workforce Services 162 North 400 East Suite B100 St. George, UT 84770 Phone: (435) 674-5627 Fax: (435) 986-3595	1	2
B	Dixie State University Via HANDSHAKE Phone: 435-652-7737 Location: Holland 523	0	1
C	LDS St George Utah Employment Resource Center St George, UT 84790 Email: <a href="mailto:Wel-EC-StGeorge@ldschurch.org">Wel-EC-StGeorge@ldschurch.org</a> Phone: +1 435-656-1388 Fax: +1 435-634-1981 8am - 5pm, Monday – Friday	2	1
D	Southern Utah University Stuart Bunker Employer Outreach Coordinator (435) 865-8785 VIA HANDSHAKE	0	1
E	Radio station website postings	4	2
F	Radio station Facebook posting	0	1
G	All Access.com postings	2	2
H	Radio station advertisements	0	1
I	Spectrum Newspaper	0	0
J	St George News	0	1
K	Employee Referral	1	1

L	Canyon Media website	1	2
M	CareerBuilder.com website	0	0
N	Glassdoor	1	1
O	Latinos Unidos Broadcasting 701 Lava Point Drive Saint George, UT 84770	0	0
P	In-house postings	0	1
Q	Applicant PRO	8	2
R	Radio Online	3	0
S	Word-of-mouth (friends, FB, clients, etc)	0	2
T	Indeed.com	7	3
U	Client referral (clients of Canyon Media Group)	0	1

## ***Canyon Media Broadcasting***

### **Appendix 3<sup>1</sup>**

Annual EEO Public File Report

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

Stations Comprising Station Employment Unit: **KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by **KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM**

**(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment:**

#### **“Canyon Gives Back” internship program**

-Chelsea “graphic design and video, broadcasting” 9/2019 to 12/2019

-R.D. “Board Op student internship” 2/2019

-Houston “broadcasting and Jr. programming internship” 9/2019 to 3/2020

-Katie office, traffic, HR, billing, sales internship April 2020 to June 2020

*August 2019 to March 2020*

Weekly Meetings with Department Heads to review corporate policies, sexual harassment protocols, equality discussions with a focus on making sure that address discrimination clearly and how to handle if seen or heard.

*March 12th, 2020*

COVID Action Plan Meeting (general staff and Department heads)

COVID, Inter-office Training (general staff and department heads)

**(vi) Participation in job banks, Internet programs, and other programs designed to promote outreach generally (*i.e.*, that are not primarily directed to providing notification of specific job vacancies):**

#### **General Broadcast Opportunities to reach community through station websites:**

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<sup>1</sup> Full names are redacted for public inspection.

Details and information on office tours, broadcasting information under the title “Learn more about broadcasting”

Link: <https://canyonmedia.net/updates-radio-stations-canyon-media/>

Posts from March 16, 2020 and January 5th, 2019 regarding station tours

Information about job opportunities

Link: <https://canyonmedia.net/information/employment-opportunities/>

### **General Broadcast Opportunities to reach community through On Air Commercials:**

General EEO, Recruitment Ads, Canyon In-House (General Recruitment and Broadcast Information)

On Air Schedules ran from:

1/3/20 to 5/31/2020

7/1/18 to 12/31/19

Stay Safe Southern Utah (Pandemic/COVID Information and initiatives)

On Air Schedules Ran from:

3/1/20 to 3/18/20

We use a product called ApplicantPro that posts on all major job boards across the country and regularly keep jobs open.

Here is a list of the some of the 2019 to 2020 jobs we posted.

Office Assistant Feb 2019 to April 2019

Customer Service Specialist July 2019 to May 2021

Graphic Designer Jan 2020 to Feb 2020

Full Time Sales March 2020 to May 2020

Videographer March 2020 to May 2020

Program Director/ Operations Manager Nov 2019 to March 2020

### **Recruitment Sources**

Canyon Media sent letters and emails to many of the recruitment sources listed in appendix 2 of this report describing the positions available and a request for resumes. Additionally, Canyon Media placed recruitment ads on our own radio stations, websites, and Facebook pages to run job opening announcements.

### **Equal Employment Opportunity Statement**

The EEO statement is posted on the board in the kitchen area of our building and was also included into the public file.

### **(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions:**

#### **“Canyon Grow”**

**April 2019** Canyon Media paid for 4 employees to participate in Local Media Association’s Advanced Digital Sales Certification program

Chris, Brent, James, Ben

**Sept 2019** DJ Boot Camp programming and promotion training for morning show members Marty and Amy

**May 2020** Canyon Media paid for 4 employees to participate in Local Media Association’s Advanced Digital Sales Summit program (different certification than above)

Chris , Brent, James, Ben

### **(ix) Establishment of a mentoring program for station personnel:**

**“Canyon Cares” - Program designed to mentor employees inside the building who are interested in other areas of the company**

Created training on-air opportunities and air check recaps for employees in non-on-air positions that wanted to learn how to do a show or program a station, production or learn more about engineering.

Kaden **December 2019 to May 2020 trained on programming and on-air**

Will **August 2019 to May 2020 trained on-air**

Mark **April 2020 to May 2020 trained on-air**

Jeremy **April 2019 to Jan 2020 trained on Engineering**

**(xi) Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting:**

KONY 4th of July City Celebration July 4<sup>th</sup>, 2019 - Giant community event with concert, fireworks, entertainment and radio booth for career and opportunities

JUAN Festival 4/6/2019 Community Festival for the Hispanic community - Radio Career Booth

**Summer and Outlook Moving Forward**

**Internships**

-Design, Video and Admin

We had several people in 2019/2020 that came on in an internship capacity in our design, video and admin roles. These included, scheduling ads, competitive analysis, editing raw video, minor design elements and more. This was something we had bigger plans with before COVID, but felt like this was a good starting point and something we look to build in 2021 and beyond.

**EEO Internal Training**

-Early in COVID we had to increase our training and find ways just to meet safely. For many weeks we continued to find ways to communicate more effectively with our staff remotely. As the pandemic wore on and the stresses of a global state of uncertainty grew we also saw social and equality issues nationwide come to the forefront. In several of our meetings we discussed and provided information and resources with our staff on ways to confront these issues, handle them safely, take care of their mental health, treat others with respect, how to report incidents safely and confidentially and ultimately to treat all on our staff fairly and equally regardless of race, age, gender or political affiliation. This is something we see continuing formally and informally moving forward.

**Tours / Job Fairs**

Due to COVID we shut all tours of the office down, we hope this is something that will return to normal and be able to be done safely by the end of the pandemic. Although no job fairs were able to be attended safely in 2020, we are already planning on a job fair with Dixie State University in the future.