



2020 EEO Public File Report Form
Reporting Period: 12/01/19 - 11/30/20

Station: KULR

Section I: Vacancy Information

Full Time Positions Filled by Job Title:	Recruitment Source of Hiree:	Date Position Filled	Total # of Interviewees from all Sources for this position:	Recruitment Sources Notified for each position (from Section II Recruitment Source)
1. Executive Sales Assistant	Internal Referral	1/22/2020	3	1-7,12,13,18
2. Station Manager	Internal Promotion	1/22/2020	22	1-5,11,13,14,15,19-21,23,24
3. Newscast Director	Walk In	2/10/2020	5	1-12,16,17,19
4. Account Executive	Walk In	2/20/2020	4	1-8,11-14,16,19
5. Newscast Director	Indeed	6/16/2020	5	1-12,16,17,19
6. Producer/Multi Media Journalist	KULR Website	3/20/2020	11	1-8,11-13,19,22
7. Producer	Indeed	5/27/2020	8	1-8,11-13,19,22
8. Producer	YouTube	6/29/2020	5	1-8,11-13,19,22
9. Multi Media Journalist	Internal Promotion	7/13/2020	4	1-8,11-13,19,22
10. General Sales Manager	Spots N Dots	7/13/2020	6	1-5,11,13,14,15,19-21,23,24
11. Account Executive	Indeed	9/8/2020	6	1-13,19
12. News Anchor/Producer	Facebook	9/21/2020	6	1-8,11-13,19,22
13. Account Executive	Indeed	10/2/2020	6	1-13,19

Total Number of Persons Interviewed During Applicable Period: **91**



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Section II: Total Number of Interviews Generated Per Recruitment Source

	Recruitment Source	Contact Information	# of Interviewees Per Source This Period (if any).	Full Time Positions For Which This Source Was Utilized
1	Internal Posting/Employee Referral Walk-in	Becky Hillier 2045 Overland Avenue, Billings MT 59102 (406) 656-8000	10	5
2	Company Websites	Jessica Hilgendorf (406) 656-8000 www.kulr8.com www.khq.com www.abcfxmontana.com	7	1
3	Bureau of Indian Affairs	Federal Building 316 N 26th Street, Billings MT 59101 Fax (406) 247-7902	0	
4	Job Service	Job Service 2121 B Rosebud Drive, Billings MT 59102 Fax (406) 652-0444	0	
5	YMCA Women's Center	YMCA Women's Center 909 Wyoming Avenue, Billings MT 59102 Fax (406) 245-7867	0	
6	Montana State University - Bozeman	Job Placement Office Bozeman MT 59717 Fax (406) 994-5488	0	
7	Rocky Mountain College	Job Placement Office 1511 Poly Drive, Billings MT 59102 Fax (406) 259-9751	0	
8	University of Montana - Missoula	Career Services Lodge 148, Missoula MT 59801 Fax (406) 243-5866	0	
9	Eastern Washington University Career Services	Career Services 114 Showalter Hall, Cheney WA 99004 Phone: 509-359-6365 Email: careers@ewu.edu	0	
10	Gonzaga University	Gonzaga University - Katherine Brackmann (Handshake.com) E 502 Boone, Spokane 99258 Phone: 509-313-4237 Email: brackmann@gonzaga.edu	0	
11	TV Jobs	Mark Holloway P.O. Box 4116 Oceanside, CA 92052-4116 (800) 374-0119 admin@tvjobs.com	5	
12	Job Connection	Job Connection 2070 Overland Ave, Billings MT 59102 Fax (406) 245-6768	0	
13	Montana State University - Billings	Job Placement Office 1500 N 30th Street, Billings MT 59101 Fax (406) 657-2189	0	
14	Montana Broadcasters Association	Montana Broadcasters Association 3914 Rainbow Bend Dr., Bonner MT 59823	0	
15	NASBA-Career Pages	https://www.careerpage.org/jobseekers.php	0	
16	Washington State University Communications Dept.	WSU - Communications Dept. Pullman WA 99164-1061 Email: communications@wsu.edu	0	
17	Whitman College Student Engagement Center	Reid Campus Center 219 280 Boyer Ave, Walla Walla, WA 99362 (509) 527-5183	0	
18	Whitworth University	Whitworth University - Whitworth University - Kimberly Ortiz (Handshake.c 300 West Hawthorne Rd, Spokane WA 99218 Phone: 509-777-3272 Email: kortiz@whitworth.edu	0	



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19	Indeed.com	indeed.com 6433 Champion Grandview Way, bldg1, Austin TX 78750	50	4
20	Medialine	Mark Shilstone P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	0	
21	Media Recruiters	https://www.mediarecruiter.com/postajob.asp	4	
22	Facebook	Becky Hillier 2045 Overland Avenue, Billings MT 59102	5	1
23	Spots & Dots	http://www.spotsndots.com/	4	1
24	WSAB	Keith Shipman Washington State Association of Broadcasters kshipman@wsab.org	0	
25	YouTube	www.youtube.com San Bruno, CA	6	1
Total interviews for all full time vacancies filled:			91	13

Note: * Indicates sources that have requested notification of job openings.



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Section III : Outreach Activities

Activity	Description
Job Fair	Participated in the Fuse Career Fair sponsored by four local Universities at the Spokane Convention Center. Eastern Washington University, Gonzaga University, Washington State University and Whitworth University hosted the event in February 2020. Station representatives discussed employment and internship possibilities at all of the Cowles Montana Media Company stations and KHQ, Incorporated stations. Job descriptions and applications were distributed. Managers were available to talk about job openings in the various markets and details on education needed for each job. Several internships were established from this career fair.
Job Fair	Participated in the Spring 2020 University of Idaho Career Fair on February 5, 2020. Station representatives discussed employment and internship possibilities at all of the Cowles Montana Media Company stations and KHQ, Incorporated stations. Job descriptions and applications were distributed. Discussed job openings in the various markets and details on education needed for each job.
Job Fair	Director of Recruitment (DOR) participated in the Arizona State University Virtual Career Fair in May 2020. DOR discussed employment and internship possibilities at all of the Cowles Montana Media Company stations and KHQ, Incorporated stations. Discussed job openings in the various markets and details on education needed for each job.
Mentoring Program	The Director of Recruitment and Training and the Director of Content and Marketing work with most news employees of Cowles Montana Media Company. They work with News Directors, Producers and Multi-Media Journalists for guidance on news story selection and time management, training through critiques, conference calls, personal training visits, and podcasts/training videos.
Mentoring Program	The News Director held multiple training sessions throughout the year. Sessions included handling breaking news, non-traditional interviews, proper lighting, how to communicate, being better story tellers, and where and how to post news stories.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruiting and a station news anchor spoke with a Journalism Class at Central Washington University. They presented a virtual learning on Proper Interview Techniques for a news story. They discussed the preparation, research and the typical progression of a news story interview. The students asked questions about the news profession and the different types of jobs available.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruiting and two station digital producers participated in a Social Media and Engagement session at the University of Montana. They discussed the best practices for digital and social media, the different digital positions available within our newsrooms and the important qualities needed for the digital/web producers.
Training	The News team participated in a webinar training hosted by Poynter Broadcast remotely in August 2020. The webinar presented an alternative way of writing news stories in an effective, succinct and conversational style that will connect with viewers.
Training	The Station Manager, Local Sales Manager and Sales team attended the Fall Sales Clinic & Manning Society Induction in September 2020 remotely. Training focused on how best to sell during a pandemic, client lists and manageability, how many calls to make per week, strategy of making calls and problem solving.
Training	The Station Manager and Local Sales Manager attended the virtual NAB - Small Market Television Exchange conference in October 2020. The presentations covered the state of media sales, successful campaigns and round tables with industry buyers on what to look for in key business categories.
Training	An Engineer participated in the Certification Program provided by the Society of Broadcast Engineers 2020 and became certified. The courses provided standards of professional competence in the practice of broadcast engineering and related technologies.
Training	The General Sales Manager and Sales Team participated in multiple webinars throughout the year. Topics included how to use simple advertising, advertiser positioning, the changing environment, the challenges and opportunities of the future and tips to simplify your sales pitch.
Training	The General Sales Manager and Sales team have been attending webinar trainings in November for Affinity X. This program will assist with digital presentations, creatives and campaigns for the sales team.