



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

Station: KTMF

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. Local Sales Manager	Indeed	12/16/2019	2	1,2,5,6,10
2. Master Control Operator	Internal Promotion	1/26/2020	3	1-11
3. Master Control Operator	Indeed	1/27/2020	3	1-11
4. Master Control Operator	Craigs List	2/24/2020	3	1-11
5. Multi Media Journalist	KTMF Website	3/4/2020	4	1-11
6. Sales Assistant	Indeed	3/30/2020	4	1-10
7. Sports Reporter	TV jobs	6/1/2020	7	1-11
8. Sales Assistant	Indeed	7/15/2020	3	1-9
9. Account Executive	KTMF Website	8/3/2020	3	1-11
10. News Prod/Promotion Mgr	Internal Promotion	8/23/2020	3	1-11
11. Weather Anchor	Direct Outreach Candidate	9/1/2020	1	Exigent
12. News Prod/Promotion Tech	KTMF Website	10/12/2020	3	1-11
13. News Prod/Promotion Tech	Internal Promotion	10/14/2020	6	1-11
14. Multi Media Journalist	KTMF Website	11/30/2020	4	1-3,5-9,11
Total Number of Persons Interviewed During Applicable Period:			49	



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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 Promotion/Walk in	Tom Ciprari 2200 Stephens Ave, Missoula MT 59801 (406) 542-8900	8	4
2	Company Websites	Tom Ciprari (406) 542-8900 www.abcfxmontana.com www.kulr8.com www.khq.com	11	4
3	Montana State University	MSU Career Services 177 Strand Union Building, Bozeman MT (406) 994-4353 careers@montana.edu	0	
4	Montana Broadcasters Association	Montana Broadcasters Association 3914 Rainbow Bend Dr., Bonner MT 59823	0	
5	NASBA -Career page	https://www.careerpage.org/jobseekers.php	0	
6	TV Jobs	Mark Holloway P.O. Box 4116 Oceanside, CA 92052-4116 (800) 374-0119 admin@tvjobs.com	0	1
7	University of Montana	Career Services Lommasson 154, Missoula MT 59812-2088 (406) 243-2022 careers@umontana.edu	0	
8	Craigslist	Craig Newmark PO Box 225159, San Francisco CA 94122-5159 Phone: 415-566-9844 website: www.craigslist.org	3	1
9	Indeed	Indeed.com 6433 Champion Grandview Way, bldg1, Austin TX 78750	20	4
10	Medialine	Mark Shilstone P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	0	
11	Reel Media	Reel Media Group Jenny Truong- Content Producer & Job Catalyst Phone: (212) 764-7171 jenny@reelmediagroup.tv	0	
12	You Tube	https://www.youtube.com San Bruno, CA	7	
Total interviews for all full time vacancies filled:			49	14

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.
Internship Program	The station sponsors an internship program that provides opportunities for college students considering the industry to become familiar with television and broadcasting careers. Due to COVID-19 there were none during this reporting year.
Tours	KTMF gave one station tour in which the broadcasting industry was explained including job opportunities and the requirements needed for the jobs.
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.
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 Station Manager attended a webinar hosted by the Montana Broadcasters Association in January 2020. The webinar focused on political advertising rules and regulations.
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	The Station Manager, Local Sales Manager and sales team participated in a TVB Webinar in November 2020, which focused on TV sales during COVID-19, Digital Sales, posting political samples for commercial ads for businesses and research features for multiple client categories.
Training	The Station Manager is participating in the NAB Leadership Training Program for senior level broadcast executives starting September 2020. The program is an MBA-style program to provide the fundamentals of purchasing, owning and running successful radio and television stations. It teaches the broadcast business and how to understand broadcast operations at the highest level.