

# **EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with the Federal Communications Commission’s (“FCC”) Equal Employment Opportunity (“EEO”) rules as set forth in 47 CFR § 73.2080(c)(6) (as extended to LPTV stations pursuant to 47 CFR § 74.780). This Report has been prepared on behalf of K34QB-D’s Employment Unit that is comprised of low-power television station K34QB-D, Vail, Colorado (the “Station”), licensed to Deerfield Media (Vail), Inc. (“Licensee”). This Report is required to be placed in the Station’s records and made available to an FCC inspector upon request.

The information contained in this Report covers the time period beginning when Licensee acquired the Station on May 26, 2021 through and including November 30, 2021 (the “Applicable Period”).

The FCC’s EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment resource(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree 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 in under column three of Appendix 1, titled “Recruitment Sources Used to Fill Vacancies,” refer to the Source Numbers for those sources as defined in Appendix 2.

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.

# Appendix 1: Vacancy Information

Reporting Period: May 26, 2021 to November 30, 2021

Station(s) in Station Employment Unit: K34QB-D, Vail, Colorado

	<b>Full-time Vacancies Filled by Job Title</b>	<b>Recruitment Sources Used to Fill Vacancies</b>	<b>Recruitment Source of Hiree</b>
	On-Air Host/Producer	1,2,3,4,5,6,7	2
	Executive Assistant	1,2,3,4,5,6,7	1
	Sales Manager	1,2,3,4,5,6,7	4
	Production Manager	1,2,3,4,5,6,7	6
	Sports Director	1,2,3,4,5,6,7	4
	Studio Supervisor	1,2,3,4,5,6,7	5

Total Number of Persons Interviewed During Applicable Period: [23]

## Appendix 2: Recruitment Source Information

**Reporting Period: May 26, 2021 to November 30, 2021**

Station(s) in Station Employment Unit: K34QB-D, Vail, Colorado

Total Number of Persons Interviewed During Applicable Period: 23

An asterisk (\*) indicates sources that are entitled to vacancy notification.

Source Number	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Number of Interviewees Referred by Source During Reporting Period
1.	<b>Indeed.com</b>	
2.	<b>KKCH</b> <b>Always Mountain Time, LLC</b> <b>182 Avon Rd</b> <b>Avon, CO 81620</b> <b>Contact: Krista Bendetti</b> <b>303-915-3161</b>	
3.	<b>KSKE</b> <b>Always Mountain Time, LLC</b> <b>182 Avon Rd</b> <b>Avon, CO 81620</b> <b>Contact: Krista Bendetti</b> <b>303-915-3161</b>	
4.	<b>KZYR</b> <b>275 Main Street</b> <b>Edwards, CO 81632</b> <b>Contact: Steve Leigh</b> <b>970-926-7625</b>	
5.	<b>Vail Resorts</b> <b>Contact: Phil Metz</b> <b>303-910-6507</b>	
6.	<b>Deerfieldmediaproductions.com</b> <b>Parkcity.tv</b> <b>Tv8vail.com</b> <b>Company website postings - social media</b> <b>blasts</b>	

7.	<b>Vail Daily Classified Advertising Press Release</b>	
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## Appendix 3: Recruitment Initiatives

Reporting Period: May 26, 2021 to November 30, 2021

Station(s) in Station Employment Unit: K34QB-D, Vail, Colorado

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Option)</b>	<b>Brief Description of Activity</b>	<b>Number of Station Participants</b>	<b>Station Participant Title(s)</b>
1.	<b>11-28-21</b>	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;	<b>Colorado State Broadcasters Association EEO Presentations</b>	<b>1</b>	<b>Vice President/ General Manager</b>
2.	<b>Nov 2021</b>	Participation in other activities reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	<b>Equal Opportunity Employment on-air spot, including available positions. Broadcasted and promoted on social media</b>	<b>2</b>	<b>General Manager, Social Media Manager</b>
3.	<b>May 2021</b>	Participation in other activities reasonably calculated to further the goal of disseminating information as to employment	<b>Radio interviews to discuss open positions at the new TV Station</b>	<b>1</b>	<b>General Manager</b>

		opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.			
4.					

### Menu Options

Stations must engage in at least four (if the station employment unit has more than ten full-time employees and is not located in a smaller market) or two (if it has five to ten full-time employees and/or is located entirely in a smaller market) of the following initiatives during each two-year period beginning with the date stations in the station employment unit are required to file renewal applications, or the second, fourth or sixth anniversaries of that date.

- (i) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;
- (ii) Hosting of at least one job fair;
- (iii) Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
- (iv) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
- (v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
- (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);
- (vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
- (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
- (ix) Establishment of a mentoring program for station personnel;
- (x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
- (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;

- (xii) Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
- (xiii) Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
- (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
- (xv) Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
- (xvi) Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.