

**2021:**

**ANNUAL EEO PUBLIC FILE REPORT**

Licensee: Zolo Broadcasting LLC (a/k/a TDS Broadcasting LLC)

Period Covered: October 1, 2020 through September 30, 2021 Full- and Low-Power TV

Stations in Employment Unit:

KOHD, Bend, Oregon (Facility ID No. 166534)

KBNZ-LD, Bend, Oregon (Facility ID No. 35384)

Total Number of Persons Interviewed: 44

*Candidates interviewed is defined as any candidate that is interviewed via phone, videoconference or in person.*

[Zolo Media/KOHD Website](#)

[KOHD EEO Public File Reports](#)

| Req ID     | Job Title                             | # of Full-Time Vacancies Filled | Sources Used to Fill Vacancy | Date Filled | # of Interviews | Hire Source            |
|------------|---------------------------------------|---------------------------------|------------------------------|-------------|-----------------|------------------------|
| 2021-16583 | Assistant News Director               | 1                               | 1                            | 02/14/2021  | 1               | 1 (Internal Promotion) |
| 2021-17517 | Digital Media Specialist              | 1                               | 1                            | 09/26/2021  | 1               | 1 (Internal Promotion) |
| 2020-16261 | Master Control Operator               | 1                               | 1-10                         | 12/28/2020  | 3               | 2 (Employee Referral)  |
| 2021-16673 | Master Control Operator (Part Time)   | 1                               | 1-9                          | 03/22/2021  | 4               | 2 (Employee Referral)  |
| 2020-16333 | Meteorologist                         | 1                               | 1-9                          | 02/15/2021  | 4               | 2 (Employee Referral)  |
| 2020-16391 | Video Production Technician (Morning) | 1                               | 1-9                          | 02/14/2021  | 3               | 1 (Internal Promotion) |
| 2020-16115 | Motion Graphic Designer               | 1                               | 1-10                         | 12/16/2020  | 3               | 5 (Indeed)             |
| 2020-16341 | Motion Graphics Designer              | 1                               | 1-9                          | 02/15/2021  | 1               | 3 (Company Website)    |
| 2020-16332 | Anchor-News                           | 1                               | 1-9                          | 02/15/2021  | 5               | 2 (Employee Referral)  |
| 2020-16340 | News Producer                         | 1                               | 1                            | 02/14/2021  | 2               | 1 (Internal Promotion) |
| 2021-16547 | News Producer                         | 1                               | 1-9                          | 02/22/2021  | 1               | 3 (Company Website)    |
| 2020-16397 | Reporter                              | 1                               | 1                            | 01/17/2021  | 1               | 1 (Internal Promotion) |
| 2021-17003 | Reporter                              | 1                               | 1-9                          | 08/02/2021  | 2               | 5 (Indeed)             |
| 2021-16882 | Sales Assistant                       | 1                               | 1-9                          | 07/06/2021  | 1               | 2 (Employee Referral)  |

|            |                             |   |      |            |   |   |
|------------|-----------------------------|---|------|------------|---|---|
| 2021-17187 | Sales Support Lead          | 2 | 1-9  | 07/06/2021 | 2 | 1 (Internal Promotion)<br>2 (Employee Referral) |
| 2020-16113 | Video Production Technician | 1 | 1-9  | 02/15/2021 | 6 | 5 (Indeed)                                      |
| 2020-15922 | Weekend Anchor              | 1 | 1-10 | 11/30/2020 | 4 | 2 (Employee Referral)                           |

| Recruitment Sources |  |   |   |  |   |
|---------------------|--|---|---|--|---|
| Source Number       | Source Name  | Contact Information   | Source Entitled to Vacancy Notification? (Yes/No) | # of Interviewees Referred by Source Over Reporting Period | # of Hires Referred by Source Over Reporting Period |
| 1                   | Internal Promotion                                       | Not Applicable - Current employees have access  | N   | 10   | 6   |
| 2                   | Employee Referral  | Not Applicable - Referrals  | N   | 12   | 7   |
| 3                   | Company Website  | <a href="http://www.tdstelecom.com/careers">www.tdstelecom.com/careers</a>                            | N   | 6  | 2   |
| 4                   | Local JobNetwork (Circa & DiversityJobs.com)             | David Cheyne - <a href="mailto:david.cheyne@localjobnetwork.com">david.cheyne@localjobnetwork.com</a> | N   | 0  | 0   |
| 5                   | Indeed   | Olivia Gold – <a href="mailto:ogold@indeed.com">ogold@indeed.com</a>                                  | N   | 12   | 3   |
| 6                   | Social Media   | Not Applicable - Message about open positions and push readers to Company Website                     | N   | 0  | 0   |
| 7                   | Glassdoor (Now merged with Indeed)                       | Sam Cook – <a href="mailto:sam.cook@glassdoor.com">sam.cook@glassdoor.com</a>                         | N   | 0  | 0   |
| 8                   | Google   | Not Applicable – Automatically scrapes jobs   | N   | 0  | 0   |
| 9                   | LinkedIn   | Nicole McBean– <a href="mailto:nmcbean@linkedin.com">nmcbean@linkedin.com</a>                         | N   | 3  | 0   |
| 10                  | ZipRecruiter (Partnership discontinued as of 11/13/2020) | Adam Ulibarri – <a href="mailto:adam@ziprecruiter.com">adam@ziprecruiter.com</a>                      | N   | 1  | 0   |

## **Recruitment Initiatives**

### **Internship Program**

TDS Broadcasting LLC has a college-level internship program. Three (3) interns have been hired into the program during the reporting period.

The internship opportunities were News Production Interns. These interns gained valuable on-the-job experience with video production. Specifically, preparing video segments for news casts, capturing stories and operating both cameras and field equipment.

One of the interns was successfully converted to a full-time, benefited position with TDS Broadcasting during the reporting period.

### **Job Postings**

TDS Telecommunications, LLC, and by extension, TDS Broadcasting LLC, partners with Local Job Network (now Circa) to post all of our external job postings on State and local Employment Service Delivery Systems (ESDS) where the job openings occur. In Deschutes County, all jobs are cross-posted on the Worksource Oregon Employment Department.

In an effort to reach a more diverse candidate pool, TDS Broadcasting LLC also partners with DiversityJobs.com, which cross-posts our job postings to the following diversity sites: VeteranJobs.net, AfricanAmericanHires.com, AsianHires.com, WeHireWomen.com, AllHispanicJobs.com, LatinoJobs.org, AllLGBTJobs.com, DisabilityJobs.net, NativeJobs.org and OverFiftyJobs.com.

To gain more reach within the broadcasting industry, 9 positions were also posted to TVJobs.com during this time period.

### **Training Program**

Station personnel are encouraged to apply to the TDS Telecom University program, which is a program with the intent to invest in employees currently in hourly non-exempt through exempt salary grades (1-4) who display the aspiration, ability, agility, attitude and engagement to be our next generation of leaders. This should be viewed as a tremendous opportunity for those selected, as well as a motivator for those not selected to position themselves as a potential candidate for future "classes" through outstanding performance and engagement. In 2020 and moving forward, TDS extended our TDS Telecom University program to include all locations, which allows entry to mid-level employees the opportunity to cross-train in other areas of the organization, thus developing their skills to become future business leaders and promote within the company. Currently there are 20 students from across the country participating in the TDS Telecom University program.

## Training of Management

In 2021, TDS Telecommunications LLC, and by extension TDS Broadcasting LLC, implemented an Unconscious Bias Training that is available to all team members. First selected to participate were business unit leaders, with intent to deliver this training to any interested team members over the coming year. This training is to help individuals better identify bias, cultivate connection, and understand the impact that bias may have on their decisions and interactions. Participants also learned how bias may impact the hiring process and were provided with tools and resources to minimize the impact of bias.

The following station leader attended the Unconscious Bias Training between October 1<sup>st</sup>, 2020 and September 30<sup>th</sup>, 2021:

| Leader       | Title                      |
|--------------|----------------------------|
| Shawn Wilcox | General Manager-Zolo Media |