

KSIR-AM KPMX-FM KPRB-FM KRFD-FM KCGC-FM KRJN-FM

Northeast Colorado Broadcasting, LLC

Equal Employment Opportunity Public File Report

December 1, 2015 – November 30, 2016

Job Title: Account Representative

Recruitment Sources: Radio Ads, Word of Mouth, Newspaper Ads, Community College, Jobs

Website(Monster, Craigslist), Facebook, Twitter, Workforce Center (Logan and Morgan Counties), Job Fair

Total Number of Persons Interviewed: 5

Number of Interviewees referred by: Radio Ads – 2, Jobs Website (Monster/Indeed) - 1, Word of Mouth - 2

In an effort to comply with the FCC requirement that radio stations widely disseminate information about job openings and engage in activities that inform citizens of broadcasting jobs and the skills it takes to hold these jobs, we do the following:

-Broadcast live at two County Fairs (August 2016) where we have extensive contact with the public and talk about job opportunities when we have openings and, more often, when members of the public seek us out to learn about broadcasting. This also provides the public with the opportunity to observe some of the skills necessary to be in the broadcasting industry.

- When requested our staff speaks to various civic, religious and school groups about broadcasting opportunities (Farm Director with Ag organizations; Toastmasters)

- GM/owner participated in Career Day at the Middle School and at Lincoln High (Alternative High School) (April 2016)

- GM and Sales Manager participated in Career Fair (April 2016 - Sterling)

- Program Director participated in career days at elementary and high school level

- Job shadow and career day activities bring students into our station; we have opportunities for local elementary through high school students in our station as well as interns from the Colorado Media School. (Homeschool group May 2016) (Kindergarten tours May 2016) (Two high school production assistants)

- Colorado Ag Days – extensive contact with many people from our community who often express an interest in broadcasting jobs, especially as it related to agriculture. (Farm Director)

- Colorado Farm Show – we continually are looking for people who can contribute to our coverage of agriculture. This particular event reaches the entire state of Colorado, especially the western edge of our listening area. We actively recruit those who might contribute a different set of ideas or come from a different background for our agriculture programming. (January 2016 - Farm Director, Sales Manager, Account Representatives)

-Northeast Colorado Broadcasting has established a program for high school and junior college students who are interested in a career in broadcasting. These students are often hired as part time employees, while others participate for school credit. (Two high school production assistants; two junior college board operators)

- All employees are encouraged to participate in training that will enhance their individual skills. The sales staff frequently receives training from an outside source; the news, sports and farm staff have opportunities to attend conferences and webinars and all have access to relevant magazines and professional associations to enhance their skills. Further, each staff member is cross-trained within the organization which gives them additional marketable skills.

- These programs also includes training on equal employment opportunity issues.

- Partner with the local workforce center and other local organizations in job fairs and job awareness activities. (Job Fair, April 27, 2016, Sterling, Colorado, Office Manager/Owner, Sales Manager)
- We utilize the local employment service to help advertise job openings; participate in the local organization that is dedicated to bridging the gap between the Hispanic and White populations; use one of the best tools a small town and small station has – word of mouth – to reach potential job candidates; and participate in a variety of community events that reach different segments of the community, i.e., festivals, religious fund raisers, awards banquets, etc. that keep us visible. Because we generally have very few vacancies and live in an area with a comparatively low number of unemployed persons, continued visibility is key to reaching our community.
- We use Facebook, Twitter and all social media that we use to disseminate job openings. As our social media friends “like” and disseminate the job opening on their social media feeds our reach is extended into populations that we may not have direct access to.

Recruitment Sources:

Fort Morgan Times

Brush News Tribune

Sterling Journal Advocate

329 Main Fort Morgan

970-867-7448

Workforce Center Fort Morgan/Sterling

Tony Anderson 411 Main St., Suite 200 Fort Morgan [970-867-9401](tel:970-867-9401)

Morgan Community College

Dan Marler 920 Barlow Road Fort Morgan [1-800-622-0216](tel:1-800-622-0216)

Northeastern Junior College 100 College Ave. Sterling, CO 80751 970-521-6608

Northeast Colorado Broadcasting Radio Stations

Northeast Colorado Broadcasting Radio Station Websites, Facebook Pages, Twitter Feeds

Relevant Industry Groups: Colorado Corn, 127 22nd Street Greeley, CO 80631 Phone: (970) 351-8201; CSU College of Ag Career Center, 1101 Campus Delivery, Fort Collins, CO 80523