

## **IMPACT RADIO GROUP**

### **ANNUAL EEO PUBLIC FILE REPORT**

**(June 1, 2016 – May 31, 2017)**

**SINCE THIS STATION (KKOO-AM) IS PART OF A LARGER EMPLOYMENT GROUP LOCATED IN IDAHO, THIS REPORT WAS PLACED IN THE STATION'S PUBLIC FILE ON THE IDAHO ANNUAL EEO PUBLIC FILE REPORTING DEADLINE (May 31<sup>st</sup>, 2017)**

The purpose of this EEO Public File Report (the "Report") is to comply with Section 73.2080 (C) (6) of the FCC's 2002 EEO Rule. The Report is required to be placed in the public inspection files of the stations and on station's websites (if applicable). Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations and: KSRV-FM, KKOO-AM, KQBL-FM, KQBL HD2 (FORMERLY KNFL-AM), KQBL HD3, KWYD-FM, & KZMG-FM.

The information contained in the EEO Public File Report covers the period from June 1, 2016 to May 31, 2017. The FCC's 2002 EEO Rule Requires that this EEO Public File Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080 (c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable);
3. The recruitment source that referred the hire 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.

Sections 1, 2 and 3 provide the required information. Please note that the numbers listed on Section 2 under the column entitled "Full-Time Positions for which this Source Was Utilized" refer to the number of the full-time job positions listed on Section 1. As required by Section 73.2080 of the Commission's Rules, the station has participated in recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section 3.

# FULL-TIME VACANCIES AND CONTACT LISTS

## Chief Engineer 10/12/16 – 11/12/16

Name of Organization	Address/Phone	Email/Contact	Website	Interviewed	Hired	Posted
AllAccess	Online Only		<a href="http://www.allaccess.com/">http://www.allaccess.com/</a>	1		12-Oct
Idaho State Broadcasters Association	Online only		<a href="http://www.idahobroadcasters.org/">http://www.idahobroadcasters.org/</a>			12-Oct
Idaho Department of Labor	317 W. Main St. Boise, ID 83735 208-332-3570		<a href="http://idahoworks.gov">idahoworks.gov</a>			12-Oct
University of Idaho - Vandal Career Connection	PO Box 442534 Moscow ID 83844 208-885-6111		<a href="http://www.uidaho.edu/financial-aid/student-jobs/for-employers/post-job-opening">http://www.uidaho.edu/financial-aid/student-jobs/for-employers/post-job-opening</a>			12-Oct
Boise State University	1173 University Drive Boise, ID 83725 208-426-1747		<a href="https://boisestate-csm.symlicity.com/employers/">https://boisestate-csm.symlicity.com/employers/</a>			
BoiseHelpWanted.com	Online only		<a href="http://www.BoiseHelpWanted.com/employer/">www.BoiseHelpWanted.com/employer/</a>			12-Oct
LDS Employment Resource Services	Patrick Hugh McLane 50 E. North Temple St, Salt Lake City, UT 84150		<a href="https://www.ldsjobs.org/">https://www.ldsjobs.org/</a>			12-Oct
College of Western Idaho CWI	2407 Caldwell Blvd. Nampa, Idaho 83651 208-562-3000		<a href="https://cwidaho-csm.symlicity.com/employers/index.php">https://cwidaho-csm.symlicity.com/employers/index.php</a>			12-Oct
Commission of Hispanic Affairs	5460 W. Franklin Rd. Boise, ID 83705		<a href="http://icha.idaho.gov/">http://icha.idaho.gov/</a>			12-Oct
Referral						
Craigslist.com (boise)	Online Only		<a href="http://boise.craigslist.org/">http://boise.craigslist.org/</a>	1		12-Oct
American Broadcasting School	Online Only					12-Oct
Referral				1	1	12-Oct

# FULL-TIME VACANCIES AND CONTACT LISTS

## ESPN Host 9/14/16 – 10/14/16

Name of Organization	Address/Phone	Email/Contact	Website	Interviewed	Hired	Posted
AllAccess	Online Only		<a href="http://www.allaccess.com/">http://www.allaccess.com/</a>	4		14-Sep
Idaho State Broadcasters Association	Online only		<a href="http://www.idahobroadcasters.org/">http://www.idahobroadcasters.org/</a>			14-Sep
Idaho Department of Labor	317 W. Main St. Boise, ID 83735 208-332-3570		<a href="http://idahoworks.gov">idahoworks.gov</a>			14-Sep
University of Idaho - Vandal Career Connection	PO Box 442534 Moscow ID 83844 208-885-6111		<a href="http://www.uidaho.edu/financial-aid/student-jobs/for-employers/post-job-opening">http://www.uidaho.edu/financial-aid/student-jobs/for-employers/post-job-opening</a>			14-Sep
Boise State University	1173 University Drive Boise, ID 83725 208-426-1747		<a href="https://boisestate-csm.symplicity.com/employers/">https://boisestate-csm.symplicity.com/employers/</a>			
BoiseHelpWanted.com	Online only		<a href="http://www.BoiseHelpWanted.com/employer/">www.BoiseHelpWanted.com/employer/</a>			14-Sep
LDS Employment Resource Services	Patrick Hugh McLane 50 E. North Temple St, Salt Lake City, UT 84150		<a href="https://www.ldsjobs.org/">https://www.ldsjobs.org/</a>			14-Sep
College of Western Idaho CWI	2407 Caldwell Blvd. Nampa, Idaho 83651 208-562-3000		<a href="https://cwidaho-csm.symplicity.com/employers/index.php">https://cwidaho-csm.symplicity.com/employers/index.php</a>			14-Sep
Commission of Hispanic Affairs	5460 W. Franklin Rd. Boise, ID 83705		<a href="http://icha.idaho.gov/">http://icha.idaho.gov/</a>			14-Sep
Referral				3		
Craigslist.com (boise)	Online Only		<a href="http://boise.craigslist.org/">http://boise.craigslist.org/</a>	2		14-Sep
STAA			staatalent.com	3	1	14-Sep

# FULL-TIME VACANCIES AND CONTACT LISTS

## Account Executive 7/26/16 – 10/26/16

Name of Organization	Address/Phone	Email/Contact	Website	Interviewed	Hired	Posted
AllAccess	Online Only		<a href="http://www.allaccess.com/">http://www.allaccess.com/</a>			Posted
Idaho State Broadcasters Association	Online only		<a href="http://www.idahobroadcasters.org/">http://www.idahobroadcasters.org/</a>			Posted
Idaho Department of Labor	317 W. Main St. Boise, ID 83735		<a href="http://idahoworks.gov">idahoworks.gov</a>			Posted
	208-332-3570					
University of Idaho - Vandal Career Connection	PO Box 442534 Moscow ID 83844		<a href="http://www.uidaho.edu/financial-aid/student-jobs/for-employers/post-job-opening">http://www.uidaho.edu/financial-aid/student-jobs/for-employers/post-job-opening</a>			Posted
	208-885-6111					
Boise State University	1173 University Drive Boise, ID 83725		<a href="https://boisestate-csm.symplicity.com/employers/">https://boisestate-csm.symplicity.com/employers/</a>			Can't Post
	208-426-1747					
BoiseHelpWanted.com	Online only		<a href="http://www.BoiseHelpWanted.com/employer/">www.BoiseHelpWanted.com/employer/</a>			Posted
LDS Employment Resource Services	Patrick Hugh McLane 50 E. North Temple St, Salt Lake City, UT 84150		<a href="https://www.ldsjobs.org/">https://www.ldsjobs.org/</a>			Posted
College of Western Idaho CWI	2407 Caldwell Blvd. Nampa, Idaho 83651		<a href="https://cwidaho-csm.symplicity.com/employers/index.php">https://cwidaho-csm.symplicity.com/employers/index.php</a>			Posted
	208-562-3000					
Commission of Hispanic Affairs	5460 W. Franklin Rd. Boise, ID		<a href="http://icha.idaho.gov/">http://icha.idaho.gov/</a>			Posted
	83705					
Referral						
Media Staffing			<a href="http://Mediastaffing.com">Mediastaffing.com</a>			
			Media Staffing interviewed all candidates from all locations		1	Posted

# FULL-TIME VACANCIES AND CONTACT LISTS

## Account Executive 1/18/17 – Current

Name of Organization	Address/Phone	Email/Contact	Website	Interviewed	Hired	Posted
AllAccess	Online Only		<a href="http://www.allaccess.com/">http://www.allaccess.com/</a>			18-Jan
Idaho State Broadcasters Association	Online only		<a href="http://www.idahobroadcasters.org/">http://www.idahobroadcasters.org/</a>			18-Jan
Idaho Department of Labor	317 W. Main St. Boise, ID 83735 208-332-3570		<a href="http://idahoworks.gov">idahoworks.gov</a>			18-Jan
University of Idaho - Vandal Career Connection	PO Box 442534 Moscow ID 83844 208-885-6111		<a href="http://www.uidaho.edu/financial-aid/student-jobs/for-employers/post-job-opening">http://www.uidaho.edu/financial-aid/student-jobs/for-employers/post-job-opening</a>			18-Jan
Boise State University	1173 University Drive Boise, ID 83725 208-426-1747		<a href="https://boisestate-csm.symlicity.com/employers/">https://boisestate-csm.symlicity.com/employers/</a>			
BoiseHelpWanted.com	Online only		<a href="http://www.BoiseHelpWanted.com/employer/">www.BoiseHelpWanted.com/employer/</a>			18-Jan
LDS Employment Resource Services	Patrick Hugh McLane 50 E. North Temple St, Salt Lake City, UT 84150		<a href="https://www.ldsjobs.org/">https://www.ldsjobs.org/</a>			18-Jan
College of Western Idaho CWI	2407 Caldwell Blvd. Nampa, Idaho 83651 208-562-3000		<a href="https://cwidaho-csm.symlicity.com/employers/index.php">https://cwidaho-csm.symlicity.com/employers/index.php</a>			18-Jan
Commission of Hispanic Affairs	5460 W. Franklin Rd. Boise, ID 83705		<a href="http://icha.idaho.gov/">http://icha.idaho.gov/</a>			18-Jan
Referral						
Craigslist.com (boise)	Online Only		<a href="http://boise.craigslist.org/">http://boise.craigslist.org/</a>			18-Jan
American Broadcasting School	Online Only					18-Jan
Media Staffing			<a href="http://Mediastaffing.com">Mediastaffing.com</a> Media Staffing interviewed all candidates from all locations		2	Posted

**Grand Total Number of Applicants Interviewed:**

**63**

# OUTREACH INITIATIVES UNDERTAKEN PURSUANT TO SECTION 73.2080(c)(2)

## OUTREACH INITIATIVES

#1

**Activity:** Management Personnel Training on EEO  
**Date of Activity:** May 16, 2017  
**Employees:** All employees in Managerial Positions  
**Host:** Impact Radio Group  
**Brief Description:** Management received a comprehensive training program in EEO which covered State, Federal and FCC laws and regulations in regards to EEO, Harassment, Hiring, Termination, and Discrimination.

## OUTREACH INITIATIVES

#2

**Activity:** Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

**Date of Activity:** 12/8/16

**Host:** Joey Jenkins

**Brief Description:** HS student from Ontario, OR job shadowed KNFL-AM team. Learned phone screening, requirements for program director and on air host positions, and observed a typical day in radio. Was informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

#3

**Activity:** **Mentoring Program for Employees**

**Brief Description:** Our Managers select one employee to Mentor in order to “Train their Replacement.” A formal agreement is signed in each case. Many times this has led to a promotion and higher pay. This has created a culture where all employees are “Training their Replacements.”



## OUTREACH INITIATIVES

#4

**Activity:** Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

**Date of Activity:** Sept 2016 – Dec 2016

**Employees:** Vijay Das of KWYD-FM

**Brief Description:** Taught 3 different students from Union High School (at various intervals) skills in production, phone screening, show prep, and blogging for the website. They shadowed promotional events for the stations for experience in events coordination and marketing. Were informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

#5

**Activity:**

**Training program to help employees qualify for higher positions**

**Brief Description:**

Impact Radio Group has a training program in Programming, Sales, and the Business Department to support the professional growth of our employees. Many of the trainees have been promoted into management or will be very competitive when a position opens up. We hope to have the problem of having too many skilled employees.

## OUTREACH INITIATIVES

**#6**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **Sept 2016 – Dec 2016**

**Brief Description:** Vijay Das of KQYD-FM gave two students from the Boise State Radio program guidance on how to structure a radio show, gather show prep, and explained the different roles and aspects of radio that are available beside being an on air personality. Were informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

#7

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **Sept 2016 – Oct 2016**

**Brief Description:** Vijay Das of KKYD-FM gave students from Union High School, Meridian High School, as well as various Wild 101 listeners, tours of the radio facility and quick descriptions of the jobs available in radio. Were informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#8**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **2017 January**

**Brief Description:** Ran recruitment ads and promos on all stations informing listeners of available positions at Impact Radio.

## OUTREACH INITIATIVES

**#9**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **02/24/17 - Current**

**Brief Description:** One student from Union High School job shadows Booker from KZMG FM once a week to learn how studio equipment works and record bits to be played back on air. The student is informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#10**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **02/24/17**

**Brief Description:** One student from Union High School job shadowed Booker from KZMG FM and learned about Show Prep and other Radio related duties. The student was informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#11**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **03/13/17**

**Brief Description:** On air personalities Curtis Booker from KZMG FM and Vijay Das from KWYD FM spoke at Career day at Union High School. The students were informed as to the skills required to obtain a career in radio.



## OUTREACH INITIATIVES

**#12**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **04/22/17**

**Brief Description:** Mountain View High School student job shadowed ESPN team. Observed a typical day in radio and learned about the automation equipment. Was informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#13**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **04/22/17**

**Brief Description:** Brenda Mee from KQBL FM gave a presentation to 30+ Idaho and national rodeo ambassador's and their parents and coaches about how to work with the media. Included preparation and presentation and how to build confidence and stay on topic and answer questions. Also included vocal training and how to speak properly on a microphone.

## OUTREACH INITIATIVES

**#14**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **04/28/17**

**Brief Description:** Brenda Mee from KQBL FM gave a tour to 4-H high school students from the Ada County Youth 4-H youth Development Program. Coached them on how to speak on the microphone and present the information for their upcoming 4-H Benefit Dinner. The students recorded an interview that was later played back on the air. Were informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#15**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **04/28/17**

**Brief Description:** Brenda Mee from KQBL FM gave a tour to 4-H high school students from the Ada County Youth 4-H youth Development Program. Coached them on how to speak on the microphone and present the information for their upcoming 4-H Benefit Dinner. The students recorded an interview that was later played back on the air. Were informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#16**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **Ongoing**

**Brief Description:** On air and Promotional staff provides applications and information about the requirements to obtain a job in Radio at various Community Events. Often, job applications are available upon request.

## OUTREACH INITIATIVES

**#17**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **3/10/17**

**Brief Description:** ESPN Boise staff had a high school student from Mountain View come shadow their show in studio for all 4 hours of The Drive. They gave him a tour of the studio, the station, and also answered questions about the broadcasting industry and pursuing a career in sports radio. Was informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#18**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **3/23/17**

**Brief Description:** ESPN staff had a Weiser High School student come shadow their afternoon show when they were live on remote. They showed him about the remote set up with equipment, while also showing him how they produce a show on a live remote. He was also able to listen in during the live show, and hear the interaction between the hosts and the board operator. They also answered questions about the broadcasting industry and pursuing a career in sports radio.

## OUTREACH INITIATIVES

**#19**

**Activity:** **Disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

**Date of Activity:** **May 2017**

**Brief Description:** Facebook posts on KQBL-FM, KZMG-FM and KWYD-FM pages announcing hiring of seasonal part time help in promotions.