

**IMPACT RADIO GROUP**  
**ANNUAL EEO PUBLIC FILE REPORT**  
**(June 1, 2017 – May 31, 2018)**

**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>, 2018)**

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, 2017 to May 31, 2018. 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

## Field Engineer 07/28/17 – 08/28/17

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		28-Jul
Idaho State Broadcasters Association	Online only		<a href="http://www.idahobroadcasters.org/">http://www.idahobroadcasters.org/</a>			28-Jul
Idaho Department of Labor	317 W. Main St. Boise, ID 83735 208-332-3570		<a href="http://idahoworks.gov">idahoworks.gov</a>			28-Jul
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>			28-Jul
Boise State University	1173 University Drive Boise, ID 83725 208-426-1747		<a href="https://app.ioinhandshake.com/login">https://app.ioinhandshake.com/login</a>			31-Jul
BoiseHelpWanted.com	Online only		<a href="http://www.BoiseHelpWanted.com/employer/">www.BoiseHelpWanted.com/employer/</a>			28-Jul
LDS Employment Resource Services	Patrick Hugh McLane 50 E. North Temple St, Salt Lake City, UT 84150		<a href="https://www.idsjobs.org/">https://www.idsjobs.org/</a>			28-Jul
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>			28-Jul
Commission of Hispanic Affairs	5460 W. Franklin Rd. Boise, ID 83705		<a href="http://icha.idaho.gov/">http://icha.idaho.gov/</a>			28-Jul
Referral				1	1	
Craigslist.com (boise)	Online Only		<a href="http://boise.craigslist.org/">http://boise.craigslist.org/</a>			31-Jul
American Broadcasting School	Online Only					28-Jul

# FULL-TIME VACANCIES AND CONTACT LISTS

## Admin Assistant 02/28/18-03/28/18

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>			28-Feb
Idaho State Broadcasters Association	Online only		<a href="http://www.idahobroadcasters.org/">http://www.idahobroadcasters.org/</a>			28-Feb
Idaho Department of Labor	317 W. Main St. Boise, ID 83735 208-332-3570		<a href="http://idahoworks.gov">idahoworks.gov</a>		1	28-Feb
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>			28-Feb
Boise State University	1173 University Drive Boise, ID 83725 208-426-1747		<a href="https://app.joinhandshake.com/login">https://app.joinhandshake.com/login</a>			Feb-18
BoiseHelpWanted.com	Online only		<a href="http://www.BoiseHelpWanted.com/employer/">www.BoiseHelpWanted.com/employer/</a>		1	28-Feb
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>			28-Feb
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>			28-Feb
Hire Heroes USA, Mission 43 Initiative	208-424-2635 984-789-7633		<a href="http://www.hireheroesusa.org/Idaho/">www.hireheroesusa.org/Idaho/</a>			28-Feb
Commission of Hispanic Affairs	5460 W. Franklin Rd. Boise, ID 83705		<a href="http://icha.idaho.gov/">http://icha.idaho.gov/</a>			28-Feb
Referral						
Craigslist.com (boise)	Online Only		<a href="http://boise.craigslist.org/">http://boise.craigslist.org/</a>		4	28-Feb
American Broadcasting School	Online Only					28-Feb
Personally delivered to Office	5660 E Franklin Rd Suite 200 Nampa, Idaho 83687		<a href="mailto:jobs@impactradiogroup.com">jobs@impactradiogroup.com</a>			

**Grand Total Number of Applicants Interviewed: 7**

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

## OUTREACH INITIATIVES

#1

**Activity:** Management Personnel Training on EEO  
**Date of Activity:** March 21, 2018  
**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:** 06/09/17

**Host:** Joey Jenkins

**Brief Description:** Nampa HS student graduate job shadowed KQBL-HD2 (ESPN) 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:** 06/23/17

**Host:** Joey Jenkins

**Brief Description:** Boise State student job shadowed KQBL-HD2 (ESPN) 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

#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 becomes available. We hope to have the problem of having too many skilled employees. Program contains paid subscriptions available to all employees. As well as an internal shared training library with access by all 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:** 06/05/17

**Host:** James Garner

**Brief Description:** Nampa HS student job shadowed Production Director. Learned operations of the company, including programming, traffic, sales, and production. Spent time discussing how the production and automation systems work together. Worked with the production software, Adobe Audition, and demonstrated various tips and tricks for how to produce quality audio commercials and elements. Shown how to produce a complete commercial from beginning to end. Was 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:** 07/12/17

**Host:** Vijay Das

**Brief Description:** Vijay Das of KWYD-FM gave Youth Group from a local Meridian church a tour 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:** **Training provided to help employees qualify for higher positions**

**Date of Activity:** 10/02/17-10/06/17

**Brief Description:** Employee sent to Alabama Broadcasters Association training. This training is designed to help new comers and those interested in broadcast engineering obtain an understanding of the technical side of Radio Broadcasting. It covers everything from basic electronics to the transmit antenna along with FCC rules and basic engineering duties. Employee received a certification as an SBE Certified Broadcast Technologist.

## OUTREACH INITIATIVES

#9

**Activity:** **Training provided to help employees qualify for higher positions**

**Date of Activity:** 09/07/17

**Brief Description:** Employee received Sales online training through the Radio Association of Broadcasters and obtained a certificate on Radio Marketing Professional Program for Radio Sales. This training is designed to help new comers and those interested in broadcast radio sales obtain an understanding of the technical side of radio marketing.

## 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:** 11/20/17

**Host:** KJ Mac

**Brief Description:** One attendee from Vocational Rehabilitation in Boise job shadowed KJ Mac from KKOO-AM and learned about Voice tracking, scheduling music, and working on promotion for KOOL. The attendee 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:** Ongoing

**Brief Description:** Quarterly Facebook posts on each individual station Facebook page and Company's Facebook page to inform organizations who provide information regarding opening positions that they can be added to Impact Radio Group job posting distribution list.

## 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:** 06/01/17-04/30/18

**Host:** KJ Mac

**Brief Description:** Emmett HS student job shadowed KKOO-AM Program Director KJ Mac. Learned operations of the company, including Programming, Promotions, and Production. 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:** 01/01/18-01/31/18

**Host:** Vijay Das

**Brief Description:** College of Western Idaho – CWI student job shadowed Vijay Das from KWYD-FM every Tuesday in the month of January 2018. Learned operations of the company, including Programming, Promotions, and Production. Was informed as to the skills required to obtain a career in radio.



## 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:** 04/01/18-07/31/18

**Host:** Vijay Das

**Brief Description:** College of Western Idaho – CWI student job shadowed Vijay Das from KWYD-FM every Monday and Wednesday. Learned operations of the company, including Programming, Promotions, and Production. Was informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#15**

**Activity:** **Training provided to help employees qualify for higher positions**

**Date of Activity:** 04/08/18-04/12/18

**Brief Description:** Employee sent to National Association of Broadcasters convention in Las Vegas. Employee learned about new products in the radio industry. Went to sessions on how to optimize HD radio, audio transport and AoIP.

## 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:** 05/4/18

**Brief Description:** Employees attended the one day advanced Microsoft Excel seminar.

## OUTREACH INITIATIVES

**#18**

**Activity:** **Training provided to help employees qualify for higher positions**

**Date of Activity:** 06/01/17-02/28/18

**Brief Description:** Sales staff and Sales management received each a membership that allowed them to access live and online training provided by Terry L. Hansen & University. Each member was able to access numerous training, coaching and consulting resources monthly and on-demand.

## 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:** 05/01/18-current

**Host:** Vijay Das

**Brief Description:** College of Western Idaho – CWI student job shadows Vijay Das from KWYD-FM three times a week. The student learns about the operations of the company, including Programming, Promotions, and Production. The student is also informed as to the skills required to obtain a career in radio.

## OUTREACH INITIATIVES

**#20**

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

**Date of Activity:** 06/01/17-12/21/17

**Host:** Vijay Das

**Brief Description:** College of Western Idaho – CWI student job shadowed Vijay Das from KWYD-FM two times a week. The student learned about the operations of the company, including Programming, Promotions, and Production. The student was also informed as to the skills required to obtain a career in radio.