# Sandhill Media Group LLC

**KUPI FM-KQPI FM, KQEO FM, KSNA FM, KSPZ AM, KAOX FM- KUPY FM**

**Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KUPI FM Rexburg ID. KSPZ AM Ammon ID. KQEO FM Idaho Falls, ID. KSNA FM Idaho Falls, ID. KQPI FM Aberdeen, ID. KUPY FM Sugar City ID. KAOX Shelley, ID. and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the period beginning**June 1, 2021**to and including **May 31, 2022** *(*the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations 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 and telephone number.
3. The recruitment source that referred the hires 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 have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 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 Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hire accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

***Sandhill Media Radio Group LLC***

**Appendix 1**

Annual EEO Public File Report Form

Covering the period from **June 1, 2021 to May 31, 2022**

Stations Comprising Station Employment Unit: **KUPI FM-KQPI FM, KQEO FM, KSNA FM, KSPZ AM, KAOX FM- KUPY FM**

Section 1: Vacancy Information

|  |  |  |  |
| --- | --- | --- | --- |
| Full-time Positions Filled by Job Title | Recruitment Source of Hire | | Total Number of Interviewees from All Sources for This Position |
| Account Executive T.H. | Media Associate Referral | | 10 |
| Systems Administrator R.B. | Handshake.com as an Intern | | 21 |
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Total Number of Persons Interviewed During Applicable Period: 3

*Sandhill Media Group LLC*

**Appendix 2**

Annual EEO Public File Report Form

Covering the Period from **June 1, 2021 to May 31, 2022**

Stations Comprising Station Employment Unit: **KUPI FM-KQPI FM, KQEO FM, KSNA FM, KSPZ AM, KAOX FM- KUPY FM**

Section 2: Recruitment Source Information

|  |  |  |  |
| --- | --- | --- | --- |
|  | Recruitment Source (Name, Address, Telephone Number, Contact Person Email Address) | Total # of Interviewees This Source Has Provided During This Period (if any) | Full-Time Positions for Which This Source Was Utilized |
| 1 | Radio Advertisements  854 Lindsay Blvd  Idaho Falls, 83402 | 0 | 0 |
| 2 | BYU-Idaho CBC Internships & Career Services  Lane Muranaka  269 Smith Building,  Rexburg, Idaho 83440  208 496-2784 [muranakal@byui.edu](mailto:muranakal@byui.edu) | 0 | 0 |
| 3 | Post Register Newspaper  522-1800 | 0 | 0 |
| 4 | Idaho State Journal  Judy Wallace  [thall@journalnet.com](mailto:thall@journalnet.com) Tina Hall | 0 | 0 |
| 5 | Idaho State University Career Center  Contact Troy Kase  921So. 8th Ave, Stop 8108  Pocatello, Idaho 83209-8108  208 282-2380 | 0 | 0 |
| 6 | Boise State Career Center  Vickie Coale  1910 University Drive, Boise ID 83725  208 426-1747 | 0 | 0 |
| 7 | Shoshone Bannock Employment Program  Johanna Whiteplume 208-478-3982  [jwhiteplume@sbtribes.com](mailto:jwhiteplume@sbtribes.com) | 0 | 0 |
| 8 | SouthernIdahoHelpWanted.com | 0 | 0 |
| 9 | East Idaho Broadcasters Job Fair | 0 | 0 |
| 10 | Idaho Migrant Council (Spanish)  Gayle Hernandez  350 G Street  Idaho Falls, Idaho 83202 | 0 | 0 |
| 11 | Job Service  Connie Gardner  150 Shoup Ave Suite 13  Idaho Falls, Idaho 83405 | 0 | 0 |
| 12 | LDS Employment Service  Scott Brizzee  837 Park Ave  Idaho Falls, Idaho 83401  208 523-4880 | 0 | 0 |
| 13 | ZipRecruiter.com | 0 | 0 |
| 14 | Media Associate Referral T.H. | 1 | 1 |
| 15 | Handshake.com R.B. | 21 | 1 |
| 16 | CareerBuilder.com | 0 | 0 |
| 17 | ALLACCESS.COM  Joel Denver  28955 Pacific Coast Hiway #210-5 Malibu CA 90265 Phone: 310-457-6616 | 0 | 0 |
| 18 | Idaho Department of Labor 1515 E Lincoln Rd Idaho Falls ID 83401  208-557-2500 | 1 | 0 |
| 19 | ApplicantPro.com website | 0 | 0 |
| 20 | KUPI, KQEO, KSNA, KAOX, KSNA Website | 0 | 0 |
| 21 | Sandhill Media Group Website  SandhillRadio.com | 0 | 0 |
| 22 | College of Eastern Idaho  1600 South 25th East Idaho Falls, ID 83404  [jmeldrum@eitc.edu](mailto:jmeldrum@eitc.edu) Jason Meldrum 524-3000 | 0 | 0 |
| 23 | NAACP Pocatello Branch  Michael Pettaway  PO Box 4192 Pocatello ID 83205 |  |  |
| 24 | College of Southern Idaho  Merry Olson  315 Falls Avenue  PO Box 1238 Twin Falls, ID 83301 | 0 | 0 |
| 25 | Utah State University  Maleah Christensen  4305 Olde Main Hill, Logan UT 84322-4305  534-797-7777 | 0 | 0 |
| 26 | BYU Idaho Communications Department  Brian Howard or John Thompson  Spori 229 Rexburg ID 83440  208-496-3691 | 0 | 0 |
| 27 | Indeed.com | 8 | 0 |
| 28 | Cache Valley Radio Group  810 West 200 North Logan, UT 84321  435-752-1390 [eric@cvradio.com](mailto:eric@cvradio.com) Eric Frandsen | 0 | 0 |
| 29 | Unique & Exceptional Talent | 0 | 0 |
| 30 | National Jobs Board for State Broadcasters Assn’s  CareerPage.org access code **3Sdg54.** | 0 | 0 |
|  |  |  |  |

*Sandhill Media Group LLC*

**Appendix 3**

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by

**Broadcaster Sponsored Job Fair & Hiring Event: September 30, 2021**

Sandhill Media Group in conjunction with NPG of Idaho TV Group sponsored a Job Fair and Hiring event on **Sept 30, 2021** We (Radio & TV) hosted a no cost to employers job fair at the Shilo Inn Convention Center. We had 79 local employers participate.

**Additional Career Fairs we attended** During this reporting period we attended the Idaho Marketing Career Fair at BYU-I Rexburg ID **June 18th 2021**, the Idaho Mini Career Fair at BYU-I **October 7, 2021,** the Idaho STEM Fair **October 14. 2021** at BYU-I and the Shoshone-Bannock Vocational Rehabilitation Job Fair **October 27, 2021** at Fort Hall Idaho. **May 11, 2022** BYU-I Mini Career Fair Primarily, to introduce students or anyone interested in a career in the broadcast industry.

## **Recruitment Sources for Full Time Positions**

Sandhill Media Group (SMG) will send letters and emails to select recruitment sources listed in appendix 2 of this report describing the positions available and a request for resumes when full time positions become available. Additionally, SMG places recruitment ads on our own radio stations to run job opening announcements, we also place the job openings on our Facebook, social media pages and station group websites.

**Sales Training:**

All members of the Sandhill Media Group Sales Staff engage in quarterly training sessions to review techniques and industry trends by training consultant Matthew Burgoyne. New sales representatives can advance from a base salary to a commission income after 90 days, upon completion of training session and performance. “RAB Online Training Academy,” and/or according to the Director of Sales discretion. Josh Elmore Director of Sales meets weekly with each account executive for training and coaching.

**On-Air Staff**

All on-air announcers and support staff meet weekly (Thursdays 10am) with William Kezele the Operations Manager for training coordination and direction.

**Career Advancement and Promotions**

During this reporting period our announcer R.S. was promoted to Music Director, he was tutored and given this position to oversee the music library for four separate stations in our group. Also see Interns Hired from Part-time to Full-time below.

**EEO Equal Employment Opportunity Statement**

Each employee at Sandhill Media Group has been given an EEO Employment Opportunity Statement that they have read signed and dated to confirm that they understand the policy. The most recent was read, signed, and dated on or about January 20 to January 24, 2022. There have been no incidents to report during this reporting period.

**EEO Recruitment Outreach Meeting & Training**

We met on May 23, 2022 Those in attendance were Jim Burgoyne C.O.O. Josh Elmore Dir. Of Sales, Will Kezele Operations Manager, David Pruitt Digital Director and Intern Manager and Keith Walker NSM and Trainer. We discussed what needs to be done to make sure our recruitment efforts comply with equal opportunities for candidates and current employees. We discussed the case of an intern that is hired as a part-time employee then offered full-time employment, recruitment outreach is not necessary if they were found through our intern outreach program.

We discussed the need to make sure females and minorities are notified on all available positions. We discussed the fact that full time employees hired for six months or less and part-time employee recruitment outreach is not necessary. We discussed that our outreach for new employees can now be done via social media sources, so long as, it covers the community. All other selected sources should also be used.

**Internships at Sandhill Media Group**

**This Reporting Period;** We have had **21** interns. (Initials and start dates are for internal use so we can keep track and count the interns in only one reporting period) L.L. July 21 / R.T. Dec 21 / H.B. July 21 / H. G. July 21 / T. P. July 21 / J. B. Sept 21 / C. M. Sept 21 /

L.J. Sept 21 / Z. R. Dec 21 / L. H. Dec 21 / R.B. Mar 22 / M.S. Apr 22 / J. P. Apr 22 / M.A. Apr 22 / C.M. Apr 22 / C.F. Apr 22 / S.C. Apr-July 22 / H.A. Apr-July 22 / J.K.Apr-July 22 / V.F.Apr-July 22 / C.T. Apr-July 22

Each Internship is 8 weeks. Outreach for internships we’ve used has been ZipRecruiter, Indeed.com & Handshake.com We’ve had the best results with Handshake.com

**Interns Hired from Part-time to Full-time**

Sandhill Media has offered full time hours to two part-time employees R.T .and R.B. during this reporting period. A third intern L.H.is working part-time

Outreach was done before they were interns.

This internship program is open to high school or college age students who are currently enrolled in school. Each potential intern must have an interest in Business, Journalism, Broadcast Related Skills, IT or RF Engineering or Graphics & Design, Social Media and Sports