

ANNUAL EEO PUBLIC FILE REPORT

For the Period Beginning June 1, 2022 and Ending May 31, 2023

This Report is Not Required if Unit Has Fewer Than Five Full-Time Employees.

This report consists of:

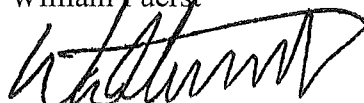
Part 1: Station Information

Part 2: Recruitment sources/interviewees for each full-time vacancy

Part 3: Recruitment Initiatives

Preparer: William Fuerst

Signature:



Title: General Manager

Date: May 31, 2023

Telephone: (208) 523-3722

This report, which usually covers the prior 12-month period, is to be placed in each station's public file and web site every year on the anniversary of the due date of the station's renewal application.

PART 1

This report covers the following employment units:

<u>CALL SIGN</u>	<u>AM/FM</u>	<u>FACILITY ID#</u>	<u>COMMUNITY OF LICENSE</u>	<u>STATE</u>	<u>LMA</u>
KLCE	FM	71772	Blackfoot	ID	No
KCVI	FM	71785	Blackfoot	ID	No
KNBL	AM	71775	Idaho Falls	ID	No
KTHK	FM	33447	Idaho Falls	ID	No
KFTZ	FM	18116	Idaho Falls	ID	No
KEII	AM	71780	Blackfoot	ID	No

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this report.

A total of 6 full-time vacancies were filled by the employment unit.

A total number 20 of persons were interviewed for all the full-time vacancies.

EEO Public File Report

Employment Unit Covered:

KLCE(FM), KFTZ(FM), KCVI(FM), KTHK(FM), KNBL(AM), KEII(AM)

Reporting Period

June 1, 2022 – May 31, 2023

Full time vacancies filled during reporting period and recruitment/referral sources used to seek candidates for each vacancy:

<u>Job Title of FT Vacancy</u>	<u>Date Filled</u>	<u>Hire Source</u>	<u>Recruitment Source</u>
Front Desk/Traffic Assistant	June 22, 2022	Indeed	See recruitment source list below.
Chief Engineer	September 19, 2022	Indeed	See recruitment source list below.
Marketing Consultant	October 20, 2022	Indeed	See recruitment source list below
Program Director KTHK	November 1, 2022	Our Station Website	See recruitment source list below.
Marketing Consultant	February 20, 2023	Indeed	See recruitment source list below.
Sales Assistant	February 20, 2023	Indeed	See recruitment source list below.

Total Number of Interviewees for Full-Time Vacancies Filled During Reporting Period Per Recruitment Sources

Recruitment Source	Number of Interviewees
All Access.com	2
Indeed.com	15
LinkedIn.com	2
Riverbend Communications radio station websites	1

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 1

Activity: Firth Middle School

Date: September 14, 2022

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Firth Middle School

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Firth Middle School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 2

Activity: Roberts Elementary

Date: October 17, 2022

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Roberts Elementary

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Roberts Elementary School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

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SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 3

Activity: Holy Spirit Catholic School

Date: November 16, 2022

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Holy Spirit Catholic School

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Holy Spirit Catholic School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

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SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 4

Activity: Temple View Elementary School

Date: December 13, 2022

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Temple View Elementary School

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Temple View Elementary School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

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SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 5

Activity: Ririe High School Broadcasting I class visit

Date: January 10, 2023

Preparer: Andrea Smith

Host/Sponsor of Activity: Riverbend Communications/Ririe High School

Participating Station Personnel: Josh Bristol - Program Director KLCE, Jade Clapp - Operations Manager, Viktor Wilt - Music Director, Justin Pierce – Program Director KTHK

Description of activity and scope of station participation:

The Broadcasting I class from Ririe High School visited the studio to learn about the radio industry. Our staff taught them about advertising, audio production, roles of company staff, purposes of equipment, and how the studio works.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 6

Activity: Hillview Elementary School

Date: January 19, 2023

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Hillview Elementary School

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Hillview Elementary School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

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SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 7

Activity: Ridgecrest Elementary School

Date: February 6, 2023

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Ridgecrest Elementary School

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Ridgecrest Elementary School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

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SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 8

Activity: Discovery Elementary School

Date: March 9, 2023

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Discovery Elementary School

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Discovery Elementary School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 9

Activity: Idaho Falls School District 91 Career Fair

Date: April 3, 2023

Preparer: Andrea Smith

Host/Sponsor of Activity: Idaho Falls School District 91

Participating Station Personnel: Viktor Wilt - Music Director, Katie Eldredge - On Air Host KTHK, Justin Pierce – Program Director KTHK, Josh Bristol – Program Director KLCE

Description of activity and scope of station participation:

This was a large career exploration fair hosted by the Idaho Falls School District for high school students to meet and discuss career options and choices. Our staff participated in both the morning and afternoon sessions.

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SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 10

Activity: The CSUF Radio-Audio Certification Program – Making It On Radio Conference

Date: April 18, 2023

Preparer: Josh Bristol

Host/Sponsor of Activity: California State University - Fullerton

Participating Station Personnel: Brenden Peach – On Air Host KCVI, Josh Bristol – Program Director KLCE/KFTZ

Description of activity and scope of station participation:

Brenden Peach and Josh Bristol were guest lecturers on a video conference held at California State University – Fullerton to discuss jobs in the radio industry. They shared insights about how to get into the business, discussed station formats and processes for making music decisions and schedules, shared audio airchecks and how they produce promos and imaging, and answered student questions. They also discussed what they look for in hiring new broadcasters and how the hiring process works.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 11

Activity: Roberts Elementary School

Date: April 23, 2023

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Roberts Elementary School

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Roberts Elementary School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

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SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 12

Activity: College of Eastern Idaho Digital Media Program visit

Date: April 26, 2023

Preparer: Andrea Smith

Host/Sponsor of Activity: Riverbend Communications/College of Eastern Idaho

Participating Station Personnel: Josh Bristol, Program Director KLCE and KFTZ

Description of activity and scope of station participation:

Josh Bristol spoke as part of an advisory committee at the College of Eastern Idaho where he talked about what broadcasters look for when hiring new employees, including web design, graphic design, marketing, journalism, and creative broadcasting fields.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 13

Activity: Summit Hills Elementary

Date: May 5, 2023

Preparer: Justin Pierce

Host/Sponsor of Activity: Riverbend Communications/Summit Hills Elementary School

Participating Station Personnel: Justin Pierce – Program Director KTHK, Russell Storms – Assistant to Operations Manager

Description of activity and scope of station participation:

Justin Pierce and Russell Storms visited Summit Hills Elementary School to talk to students about radio and read to them. This is part of the Hawk Book Club for Kids.

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SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 14

Activity: American Heritage Charter School

Date: May 16, 2023

Preparer: Andrea Smith

Host/Sponsor of Activity: Riverbend Communications/American Heritage Charter School

Participating Station Personnel: Jade Clapp – Operations Manager, Josh Bristol – Program Director
KLCE/KFTZ, Viktor Wilt – Music Director, Jay Miller – V.P. of Sales

Description of activity and scope of station participation:

Our staff hosted high school and middle school students from American Heritage Charter School to teach them about radio jobs and how radio production works. They learned about how to choose content, how ratings work, radio production equipment, and advertising/sales. They also toured our studios.

PART 3

SUPPLEMENTAL RECRUITMENT INITIATIVES

ACTIVITY 15

Activity: Hire East Idaho website - hireeastidaho.com

Date: June 1, 2022 – May 31, 2023

Preparer: Andrea Smith

Host/Sponsor of Activity: Riverbend Communications

Participating Station Personnel: Bill Fuerst, GM and Jay Miller, VP of Sales

Description of activity and scope of station participation:

Riverbend Communications created and hosts a job recruitment website for the free use of all businesses in the region, including other broadcasters, as a hiring tool. The Riverbend Communications radio stations support this effort through on-air announcements for the site. Riverbend Communications monitors the job listings and confirms that they are for true local companies from our region and that content meets suitable requirements.

Outreach List and Recruitment Sources

All Access Music Group	allaccess.com 28955 Pacific Coast Hwy., Ste. 210-5 Malibu Coast Hwy., CA 90265	(310) 457-6616
Boise State University	handshake.com career@boisestate.edu	(208) 426-1747
BYU Idaho Career Placement & Internships	handshake.com careernavigator@byui.edu	(208) 496-2831
HireEastIdaho.com	hireeastidaho.com	no phone # available
Idaho State University	handshake.com careers@isu.edu 921 S. 8 th Stop 8108 Pocatello, ID 83209921 S. 8 th Stop 8108 Pocatello, ID 83209	(208) 282-2380
Idaho Department of Labor / Job Service of Idaho Falls	Kimberley Johnson kimberley.johnson@labor.idaho.gov	(208) 557-2500
iHireBroadcasting	41 E. All Saints Street, Frederick, MD 21701	(866) 238-0161
Indeed.com	Karen Ellis, Representative	(650) 528-2423
LinkedIn.com	LinkedIn.com	no phone # available
Riverbend Communications	Radio ads on our stations	(208) 523-3722

Riverbend Communications	Job postings on our station websites klce.com 1055thehawk.com z103.fm kbear.fm cannonball101.com	(208) 523-3722
SBE Jobs Online	Society of Broadcast Engineers The Assoc. for Multimedia Technology Professionals 9102 N. Meridian Street, Suite 150 Indianapolis, IN 46260	(317) 846-900
SimplyHired	2711 Centerville Road, Suite 400 Wilmington, DE 19808	(408) 400-4700
University of Idaho	handshake.com <u>info@uidaho.edu</u>	(208) 885-6111
Utah State University	handshake.com <u>careerdesigncenter@usu.edu</u>	(435)-797-7777