



Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080©(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment unit that is comprised of KULR (Billings, MT) and is required to be placed in the public inspection files of the station and posted on their website, if they have a website.

The information contained in this Report covers the time period beginning December 1, 2020 to and including November 30, 2021 (the “Applicable Period”).

The FCC’s 2002 Report 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 vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to section 73.2080©(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 hiree 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©(2) of the FCC rules.

Appendices 1, 2 and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under 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 hiree accepted the job offer and completed station paperwork. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by web face-time interviews.



2021 EEO Public File Report Form
Reporting Period: 12/01/20 - 11/30/21

Station: KULR
Section I: Vacancy Information

Full Time Positions Filled by Job Title:	Recruitment Source of Hiree:	Date Position Filled	Total # of Interviewees from all Sources for this position:	Recruitment Sources Notified for each position (from Section II Recruitment Source)
1. Online Content Producer	Indeed	12/7/2020	6	1-13
2. Digital Producer/Photographer	Internal Promotion	12/14/2020	4	1-12
3. News Producer	U. of Colorado	3/16/2021	5	1-12,14,15,18
4. Newscast Director	Linkedin	6/8/2021	9	1-12,17,18
5. Sports Anchor/Director	Internal Promotion	6/13/2021	1	Promotion
6. Multimedia Journalist	YouTube	6/18/2021	12	1-12,14,16,17,18
7. Sports Anchor/Reporter	Internal Promotion	7/25/2021	1	Promotion
8. Receptionist	Internal Promotion	8/23/2021	3	1-7,10-13
9. Account Executive	Indeed	8/16/2021	3	1-6,8-12,19-21
10. News Director	Personal Referral	6/15/2021	7	1,2,9,12,17,19-21
Total Number of Persons Interviewed During Applicable Period:			51	



2021 EEO Public File Report Form
Reporting Period: 12/01/20 - 11/30/21

Station: KULR

Section II: Total Number of Interviews Generated Per Recruitment Source

	Recruitment Source	Contact Information	# of Interviewees Per Source This Period (if any).	Full Time Positions For Which This Source Was Utilized
1	Internal Posting/Employee Referral Walk-in	Becky Hillier 2045 Overland Avenue, Billings MT 59102 (406) 656-8000	10	5
2	Company Websites	Becky Hillier www.montanarightnow.com www.khq.com	4	
3	Bureau of Indian Affairs	Federal Building 316 N 26th Street, Billings MT 59101 Fax (406) 247-7902	0	
4	Job Service	Job Service 2121 B Rosebud Drive, Billings MT 59102 Fax (406) 652-0444	0	
5	YMCA Women's Center	YMCA Women's Center 909 Wyoming Avenue, Billings MT 59102 Fax (406) 245-7867	0	
6	Montana State University - Bozeman	Job Placement Office Bozeman MT 59717 Fax (406) 994-5488	0	
7	Rocky Mountain College	Job Placement Office 1511 Poly Drive, Billings MT 59102 Fax (406) 259-9751	0	
8	University of Montana - Missoula	Career Services Lodge 148, Missoula MT 59801 Fax (406) 243-5866	0	
9	TV Jobs	Mark Holloway P.O. Box 4116 Oceanside, CA 92052-4116 (800) 374-0119 admin@tvjobs.com	0	
10	Job Connection	Job Connection 2070 Overland Ave, Billings MT 59102 Fax (406) 245-6768	0	
11	Montana State University - Billings	Job Placement Office 1500 N 30th Street, Billings MT 59101 Fax (406) 657-2189	0	
12	Indeed.com	indeed.com 6433 Champion Grandview Way, bldg1, Austin TX 78750	22	2
13	Facebook	Becky Hillier 2045 Overland Avenue, Billings MT 59102	1	
14	University Colorado	Career Services 2249 Willard Loop Dr, Boulder, CO 80305 Phone: 303-492-6541 https://www.colorado.edu/hr/hr-service-center	1	1
15	University Georgia	Human Resources UGA 215 S. Jackson Street Athens, Georgia, 30602 706-542-2222	1	
16	YouTube	www.youtube.com San Bruno, CA	5	1
17	LinkedIn	www.linkedin.com	5	1
18	Washington State University Communications Dept.	WSU - Communications Dept. Pullman WA 99164-1061 Email: communications@wsu.edu	2	
19	Montana Broadcasters Association	Montana Broadcasters Association 3914 Rainbow Bend Dr., Bonner MT 59823	0	



2021 EEO Public File Report Form
Reporting Period: 12/01/20 - 11/30/21

Station: KULR

Section II: Total Number of Interviews Generated Per Recruitment Source

	Recruitment Source	Contact Information	# of Interviewees Per Source This Period (if any).	Full Time Positions For Which This Source Was Utilized
20	Medialine	Mark Shilstone P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	0	
21	NASBA -Career page	https://www.careerpage.org/jobseekers.php	0	
Total interviews for all full time vacancies filled:			51	10

Note: * Indicates sources that have requested notification of job openings.



2021 EEO Public File Report Form
Reporting Period: 12/01/20 - 11/30/21

Station: KULR

Section III : Outreach Activities

Activity	Description
Job Fair	Participated in the University of Idaho Virtual Career Fair on March 3, 2021. The Director of Recruitment (DOR) spoke with several students individually about careers and internship possibilities at Cowles Montana Media Company stations and KHQ, Incorporated stations. The DOR also spoke with the students about their careers, their goals, and broadcast journalism.
Job Fair	The Director of Recruitment (DOR) and News Director attended the University of Montana School of Journalism Job & Internship Fair on March 19, 2021. The DOR and News Director interviewed students about their interests in journalism and the job opportunities at Cowles Montana Media Company.
Job Fair	Two representatives of the Company attended the University of Montana School Career & Involvement Fair on March 31, 2021. The representatives conducted virtual interviews with students where they discussed current openings and opportunities at Cowles Montana Media Company.
Job Fair	Participated in the Spring 2021 Virtual Newhouse Recruiting Event sponsored by Syracuse University on April 29, 2021. The Director of Recruitment (DOR) met with students individually and discussed their education and career aspirations. The DOR shared with the students about our legacy, employment opportunities and internship possibilities at Cowles Montana Media Company stations and KHQ, Incorporated stations.
Job Fair	KHQ-TV sponsored, planned and participated in the KHQ/Worksource Spokane Virtual Job Fair on September 14, 2021. Station representatives met with people virtually regarding current and future job opportunities and education requirements for the different positions primarily in the news, sales and business departments with Cowles Montana Media Company stations and KHQ, Incorporated stations. Candidate resumes were collected and distributed to the various hiring managers.
Job Fair	The Director of Recruitment (DOR) participated in the Internship and Virtual Job Fair at Whitworth College on September 16, 2021. The DOR met with students to discuss the job and internship opportunities available at Cowles Montana Media Company stations and KHQ, Incorporated stations.
Job Fair	Participated in the Fall 2021 Virtual Newhouse Recruiting Event sponsored by Syracuse University on October 1, 2021. The DOR shared with the students about our history, values, locations, various news operations, employment opportunities and internship possibilities at Cowles Montana Media Company stations and KHQ, Incorporated stations.
Job Fair	The Director of Recruitment (DOR) participated in the University of Missouri Fall 2021 Virtual Career Fair on October 20, 2021. The DOR met with students to discuss the job and internship opportunities available at Cowles Montana Media Company stations and KHQ, Incorporated stations.
Tours	KULR gave one station tour in which the broadcasting industry was explained including job opportunities and the requirements needed for the jobs.
Mentoring Program	The Director of Recruitment and Training and the Director of Content and Marketing work with most news employees of Cowles Montana Media Company. They work with News Directors, Producers and Multi-Media Journalists for guidance on news story selection and time management, training through critiques, conference calls, personal training visits, and podcasts/training videos.
Mentoring Program	The News Director held multiple training sessions throughout the year. Sessions included handling breaking news, non-traditional interviews, proper lighting, how to communicate, being better story tellers, and where and how to post news stories.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	Station Representatives visited several of the local High Schools. They discussed what is involved in sports productions and positions available with Cowles Montana Media Company for the sports productions.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruitment attended a virtual symposium sponsored by Washington State University. He met virtually with students and discussed internship and job opportunities with KHQ, Inc. and Cowles Montana Media Company.



2021 EEO Public File Report Form
Reporting Period: 12/01/20 - 11/30/21

Station: KULR

Section III : Outreach Activities

Activity	Description
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruitment spoke with the Central News Watch Reporting Class at Central Washington University. They discussed applying for jobs, resume reel productions, and communicating with news directors. The Director of Recruiting spoke with the students about employment opportunities at Cowles Montana Media Company and KHQ, Incorporated stations.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruitment (DOR) spoke with the Communication Ethics Class at Central Washington University. They discussed Cowles Montana Media Company and KHQ, Incorporated's policies regarding comments on social media pages, conflicts of interest, confidentiality, and privacy of information/sources. The DOR also spoke with the students about employment opportunities at Cowles Montana Media Company and KHQ, Incorporated stations.
Training	The Meteorologist attended severe weather training presented by the Billings National Weather Service in May 2021. The training included how to find storm reports, fire weather and flood potential.
Training	The General Sales Manager participated in training provided by The Center for Sales Strategy in February 2021. The training covered: How strong onboarding can improve employee retention and increase individuals time and achieve success.
Training	The Sales Staff attended a 2 day sales retreat for all of Cowles Montana Media Company that included training on broadcast sales strategies (prospecting, number of calls, listening and identifying advertiser needs), building proposals, sales opportunities- recognizing and identifying them, as well as team building and practice on formal presentations.
Training	The Statewide Content Director attended a virtual seminar in June 2021 for Investigative Reporters & Editors. The seminar covered different ways to present investigative reporting, how to report on racial sensitive issues, data collecting and video presentation.
Training	The Station Manager, Local Sales Manager and Sales team attended the Fall Sales Clinic & Manning Society Induction in September 2021 remotely. Training focused on how best to sell during a pandemic, client lists and manageability, how many calls to make per week, strategies of making calls and problem solving.
Training	The General Sales Manager and Sales Team participated in multiple webinars throughout the year. Topics included how to use simple advertising, advertiser positioning, the changing environment, the challenges and opportunities of the future and tips to simplify your sales pitch.