



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 KWYB (Butte/Bozeman, MT) and is required to be placed in the public inspection files of the station and posted on their website.

The information contained in this Report covers the time period beginning December 1, 2024 to and including November 30, 2025 (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 they were interviewed in person, over the telephone or by e-mail.

KWYB
EEO PUBLIC FILE REPORT
December 1, 2024 - November 30, 2025

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Reporter	4-5, 7-11, 13, 15-18, 20, 22, 24, 26, 32-33	13
Sports Anchor/Reporter	1-7, 9-12, 14-16, 18-33	12

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Arizona State University 1151 S. Forest Ave Tempe, Arizona Boldie Jin Manual Posting	N	0
2	Brigham Young University Idaho 525 S. Ctr. Rexburg, Idaho Hanna Montana Manual Posting	N	0
3	California Baptist University 3739 Adams St. Riverside , California Monica Willow Manual Posting	N	0
4	Carrol College 1601 N. Benton Ave. Helena, Montana 59625 Phone : 406-447-4300 Url : https://app.joinhandshake.com/login Carrol Singer Manual Posting	N	0
5	Central Washington University 400 East University Way Ellensburg, Washington 98926 Phone : 509-963-1055 Url : https://cwu-csm.sympliicity.com/employers/index.ph Cindy Lou Manual Posting	N	0
6	Chapman University 1 University Dr. Orange, California Phone : 4064474300 Carrol Singer Manual Posting	N	0
7	Eastern Washington University 526 5th St. Cheney, Washington 99004 Phone : 509-359-6200 Url : https://online.ewu.edu/online/degrees Stern Gerry Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Employee Referral	N	1
9	Gonzaga University 502 East Boone Ave Spokane, Washington 99258 Phone : 509-313-4237 Url : https://gonzaga-csm.symplicity.com/employers/?sign Katherine Brackmann Manual Posting	N	0
10	Idaho State University 921 S. 8th Avenue Pocatello, Idaho 83209 Phone : 208-282-3685 Url : https://app.joinhandshake.com/login Career Placement Manual Posting	N	0
11	Indeed 6433 Champion Grandview Way Bldg 1 Austin, Texas 78750 Phone : 512-459-5300 Url : http://www.indeed.com Job Board Manual Posting	N	0
12	Internal Transfer/Promotion	N	3
13	Internship Program	N	1
14	Michigan State University 220 Trowbridge Rd. East Lansing, Michigan Kim Kowalksi Manual Posting	N	0
15	Montana Broadcasters Association 30 West 14th Street Suite 301 Helena, Montana 59601 Phone : 406-244-4622 Url : http://www.mtbroadcasters.org Career Assistance Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Montana State University Bozeman 437 Culbertson Hall Bozeman, Montana 59717 Phone : 406-994-0211 Url : https://app.joinhandshake.com/login Career Placement Manual Posting	N	0
17	National Alliance of State Broadcasters 2333 Wisconsin St. NE Albuquerque, New Mexico 87110 Phone : 505-881-4444 Url : https://www.careerpage.org/ Namoie Watts Manual Posting	N	0
18	NonStop Local Website KHQ- KNDO- KNDU- Cowles Montana Media- Vista Cowles Career Page 1201 W. Sprague Ave Spokane, Washington 99201 Phone : 509-448-3245 Url : https://nonstoplocal.com/employment Jennifer Bruna Manual Posting	N	0
19	Oregon State University 1500 SW Jefferson Ave Corvallis, Oregon Elizabeth Simmons Manual Posting	N	0
20	Rocky Mountain College 1511 Poly Dr. Billings, Montana 59102 Phone : 406-259-9751 Url : https://rocky-mountain-csm.symplicity.com/employer Bob Smith Manual Posting	N	0
21	Syracuse University 303 University PL Syracuse, New York Melissa Figueroa Manual Posting	N	0

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December 1, 2024 - November 30, 2025

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	TV Jobs PO BOX 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : https://www.tvjobs.com Sharon Roe Manual Posting	N	0
23	University of Arkansas 1125 W. Maple St. Fayetteville, Arkansas Missy Marter Manual Posting	N	0
24	University of Colorado Bolder 2249 Willard Loop Dr. Boulder, Colorado 80305 Phone : 303-492-6541 Url : https://app.joinhandshake.com/login Career Placement Manual Posting	N	0
25	University of Missouri W007 Locust St. Columbia, Missouri Matthew Arri Manual Posting	N	0
26	University of Montana 32 Campus Drive Missoula, Montana 59812 Phone : 406-243-0211 Url : https://app.joinhandshake.com/login Career Placement Manual Posting	N	0
27	University of North Texas 1501 W. Chesnut Ave. Denton, Texas Monty Job Manual Posting	N	0
28	University of Oklahoma 825 NE 10th St Oklahoma City, Oklahoma Moera Money Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
29	University of Oregon 1585 E. 13th Ave Eugene, Oregon Idue Sha Manual Posting	N	0
30	University of Washington 1959 NE Pacific St. Seattle , Washington Phone : 5099907880 Kennedy Reagen Manual Posting	N	0
31	Western Washington University 516 High St. Bellingham, Washington Wyonna Bell Manual Posting	N	0
32	Whitworth University 300 West Hawthorne Rd. Spokane, Washington 99218 Phone : 509-777-3272 Url : https://app.joinhandshake.com/login Koritz Kay Manual Posting	N	0
33	www.mediagignow.com 625 West Adams St. Suite 20-110 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			5



2025 EEO Public File Report Form

Reporting Period: 12/01/24 - 11/30/25

Station: KWYB

Section III : Outreach Activities

Activity	Description
Job Fair	The Director of Recruitment and HR Generalist participated in the Washington State University Career Expo, February 11, 2025. They spoke with about 40 students individually about careers and internship possibilities and current job openings at all of the Cowles owned stations. They also talked about typical requirements for the available jobs and the benefits of an internship in the Broadcast news industry.
Job Fair	The Director of Recruitment and HR Generalist participated in the University of Idaho Career Fair on February 12, 2025. They spoke with students and alumni about our family owned Company, what we do and where we operate across Eastern Washington, North Idaho and Montana. They spoke about careers and the internship programs including the requirements and how to apply for an internship. They also discussed current and future job opportunities across all station locations for all of the Cowles owned stations.
Job Fair	The Station Manager, News Director and Director of Recruitment attended the University of Montana School of Journalism and Internship fair on March 7th, 2025. They spoke with students and faculty on opportunities within all of the Cowles owned stations. They provided information on internships and current job openings including Reporters and Producers along with other job opportunities available.
Job Fair	The Director of Recruitment and HR Generalist participated in the KHQ/ Nonstop Local/Work Source 2025 Spokane County Career Expo on April 24, 2025. They spoke with job seekers about careers and internship possibilities at all of the Cowles owned stations. They also talked about careers in media and journalism, the paths and typical education for the various positions and entry level positions at all locations.
Job Fair	The Director of Recruitment and Director of Training attended the University of Idaho Fall Career Fair on October 8, 2025. They spoke with about 60 students covering internship program requirements and current job openings at all of the Cowles owned stations. They also discussed typical requirements for the available jobs and the benefits of an internship in the Broadcast news industry.
Job Fair	The Director of Recruitment, Director of Training and Executive News Director participated at the College Broadcasters Inc National Student Media Convention on October 24-25, 2025. They spoke with many students about skills needed to get a job in TV Broadcasting and the benefits of an internship while in college. They had one on one's with 10 students about job openings and internships available across the Cowles owned stations and how to apply.
Scholarship Fund	Cowles Montana Media Company maintains the Kalee Scolatti Memorial Scholarship Fund with the University of Montana directed at students interning and desiring to pursue a career in broadcasting.
Scholarship Fund	Cowles Montana Media Company continues the support of Ecology Project International Scholarship education program by sponsoring a Native American Montana student to participate in their ecology course training in Yellowstone National Park in June 2025.
Mentoring Program	The Director of Training (DOT) works with newly hired reporters and producers across the Cowles Broadcast markets, including Cowles Montana Media Company stations KFBB TV and KHBB TV. The position focuses on helping new journalists adjust to working in the professional newsroom environment, providing guidance on story development, newsroom workflow, and professional expectations. The DOT also participates in team meetings to discuss how to effectively implement the station's brand and content filters, ensuring story selection and framing align with organizational priorities. Training is delivered through critiques, one-on-one coaching, team discussions, and ongoing support.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruitment and the Director of Training participated in The Murrow Symposium Coaching Sessions, sponsored by WSU's Murrow Center for Student Success on March 31-April 2, 2025. They each had 6 Coaching Sessions with graduating students from WSU's journalism Murrow College that sought advice on resumes, news reels, and what steps they should take to get a job pending graduation.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruitment and Director of Training participated in three virtual career fairs in which they hosted workshops about internships in a news station and the benefits for students in any major. They also had separate one on ones with students about current and future job opportunities and internships at all locations for the Cowles owned stations. These were with the University of Colorado Boulder Virtual Career Fair on March 12, 2025 and the University of North Texas Virtual Career Fair on April 10, 2025, and the Fall 2025 Syracuse University Virtual Communications and Journalism Fair on October 17, 2025.



2025 EEO Public File Report Form
Reporting Period: 12/01/24 - 11/30/25

Station: KWYB
Section III : Outreach Activities

Activity	Description
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	NonStop Local's Sports Anchor Ben Wineman participated as a panelist for two different sessions at the University of Montana Journalism Day on April 17th for Montana High School students representing broadcast journalists on one panel talking about challenges and rewards in their careers. He also sat on a panel sponsored by The Montana Newspaper Association and answered questions about his job in journalism as well. The purpose of the Journalism Day was to stimulate interest in the journalism profession.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruitment (DOR), Director of Training (DOT), a Montana News Anchor and former Weather Anchor visited the Washington State University Murrow College on November 5, 2025. It was Cowles Media Day and there was a table set up at the Murrow (journalism) building so students could talk to Cowles about internships, job opportunities, and skills needed for jobs in TV news. Cowles representatives spoke to a group of 30 students about how to get their first job out of college and took questions. They also met one on one with approximately 50 student to answer questions and go over specifics of job descriptions, etc.
Training	The Cowles Montana Media managers have access to the "Manager Corner" a dedicated section on the Employee Resources online site tailored to the management team providing valuable resources, guides, and tools to assist in day-to-day management tasks. Topics include, Effective interviewing techniques, interviewing do's and don'ts, Interviews-What Not to Ask and includes an Interview Question Bank, Interviewing and the ADA training module, Documentation Training as a Manager and Company Practices and Standards, Performance Evaluation Training and various others.
Training	Novice to Ninja is a series of Digital / Social Media Training being conducted by Cowles and hosted by KHQ's General Sales Manager Eric Jordan. Each Friday Eric hosts educational seminars on social media, digital usage and sales for an hour. The series discusses the latest developments and opportunities for engagement and client relationship and improvements in marketing by understanding and utilizing social media and digital capabilities.
Training	The Director of Training attended a two day study session March 5th and 6th, 2025 from the University of Missouri focusing on a 4 day work week in a broadcast news environment. This session provided valuable insight into emerging workplace models, their impact on employee well-being, and organizational effectiveness. The training explored case studies, data-driven outcomes, and strategies for adapting workflows in a broadcast newsroom environment. Participation was important to ensure our station remains informed about evolving workplace practices, with the goal of supporting a fair, inclusive, and productive environment for all employees. Cowles Montana Media Company initiated 4 day work weeks for Reporters in fall of 2025 as a test for implementing this across all Cowles stations.
Training	Cowles Managers participated in a Cowles Corporate Culture & Community Mental Health Event on May 9, 2025. The topic was creating a Mentally Healthy Culture at Work. Managers participated in a panel discussion on the importance of being aware and supporting others at work. The Company followed up for all employees by adding podcasts on embracing different ways of thinking and working as well as preparing for the next generation of employees.
Training	The Cowles Montana Media Company Marketing team and others have been receiving weekly Digital Marketing Training from February from the Digital Sales team. The teams meet weekly reviewing digital marketing basics like keywords, SEO, Search, Display, Video, Social, Email, Reputation management and other topics related to digital marketing today.
Training	Cowles Company, owner of Cowles Montana Media Company provides online training resources and a quarterly solutions newsletter resource for managers aimed at bolstering leadership and human resource practices. Highlight examples include strategies for making Mental Health a top priority; getting to know your EAP program and the services provided including making the most of the EAP's counseling and support services and guidance on managing performance issues with empathy and effectiveness.
Training	The Director of Sales, Station Manager and local sales team attended the 2025 Montana Broadcasters Association Sales Clinic and Manning Awards, on September 9, 2025 in Helena. The keynote speaker David Rich presented "How to Click with Everyone Every time". He emphasized the importance of communication techniques and styles and he shared the why's and how's to create and sustain quality relations.