



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 KFBB (Great Falls, MT) and KHBB (Helena, 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: KFBB-TV & KHBB-TV
Section I: Vacancy Information

Full Time Positions Filled by Job Title:	Recruitment Source of Hire:	Date Position Filled	Total # of Interviewees from all Sources for this position:	Recruitment Sources Notified for each position (from Section II Recruitment Source)
1. Photojournalist/MMJ	Walk In	5/10/2021	3	1-5,7,9-13
2. Sport Reporter -GF	YouTube	6/28/2021	4	1-8,10-13
3. MMJ - Helena	YouTube	6/28/2021	5	1-8,10-13
4. Engineering Tech	Referral	7/30/2021	3	1-4,6,7

Total Number of Persons Interviewed During Applicable Period: **15**



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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 / Promotion	Keith Teske 3200 Old Havre Highway, Black Eagle MT 59414 (406) 453-4377	2	2
2	Company Websites	Keith Teske www.montanarightnow.com www.khq.com	0	
3	Montana Broadcasters Association	Montana Broadcasters Association 3914 Rainbow Bend Dr., Bonner MT 59823 (406) 244-4622 www.mtbroadcasters.org	0	
4	TV Jobs	Mark Holloway P.O. Box 4116 Oceanside, CA 92052-4116 (800) 374-0119 admin@tvjobs.com	2	
5	University of Montana - Missoula	Career Services Lommasson 154, Missoula MT 59812-2088 (406) 243-2022 careers@umontana.edu	0	
6	Facebook	Facebook.com - KFBB Page	0	
7	Indeed	Indeed.com 6433 Champion Grandview Way, bldg1, Austin TX 78750	2	
8	YouTube.com	www.youtube.com San Bruno, CA	9	2
9	Carrol College	Career Services 406-447-5532 careers@carroll.edu	0	
10	Eastern WA University	Career Services 114 Showalter Hall, Cheney WA 99004 Phone: 509-359-6365 Email: careers@ewu.edu	0	
11	NSABA-Careerpages	https://www.careerpage.org/jobseekers.php	0	
12	Medialine	Mark Shilstone P.O. Box 51909, Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	0	
13	Whitman College	Reid Campus Center 219 280 Boyer Ave, Walla Walla, WA 99362 (509) 527-5183	0	
Total interviews for all full time vacancies filled:			15	4

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



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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.
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.
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.
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.



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Training	The Local Sales Manager and Sales team attended the Fall Sales Clinic & Manning Society Induction in September 2021 remotely. Training focused on generational marketing, buying habits, work habits and trends, and best practices for reaching each generation.
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 Local Sales Manager and Sales team attended multiple webinars hosted by the MBA for Local Broadcast Sales through out the year. The webinars included providing broadcast and digital magic in today's disenchanting world, relief and hope for local auto dealers, diversity and sensitivity, anti-harassment, making a better offer, being more effective in the communities, selling OTT, listen and learn, branding, evolution of selling, social media metric, delivering data, how to communicate effectively, building broadcast and digital strategies, and how to write a creative spot.
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 Station Manager and Sales Assistant participated in a Political Webinar provided by Montana Association of Broadcasters. The webinar included the political requirements for advertisers and responsibilities of the stations regarding Political Advertising inside and outside of the political windows.