



2020 EEO Public File Report Form
Reporting Period: 12/01/19 - 11/30/20

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. Multi Media Journalist	Internal Promotion	1/6/2020	3	1-5, 7
2. Technical Director	Referral	2/6/2020	1	1,2,6,7
3. Multi Media Journalist	YouTube	10/12/2020	3	1-7
Total Number of Persons Interviewed During Applicable Period:			7	



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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	Cassidy Belus (406) 542-8900 www.abcfoxmontana.com www.kulr8.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	0	
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	0	
8	YouTube.com	www.youtube.com San Bruno, CA	5	1
Total interviews for all full time vacancies filled:			7	3

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 Fuse Career Fair sponsored by four local Universities at the Spokane Convention Center. Eastern Washington University, Gonzaga University, Washington State University and Whitworth University hosted the event in February 2020. Station representatives discussed employment and internship possibilities at all of the Cowles Montana Media Company stations and KHQ, Incorporated stations. Job descriptions and applications were distributed. Managers were available to talk about job openings in the various markets and details on education needed for each job. Several internships were established from this career fair.
Job Fair	Participated in the Spring 2020 University of Idaho Career Fair on February 5, 2020. Station representatives discussed employment and internship possibilities at all of the Cowles Montana Media Company stations and KHQ, Incorporated stations. Job descriptions and applications were distributed. Discussed job openings in the various markets and details on education needed for each job.
Job Fair	Director of Recruitment (DOR) participated in the Arizona State University Virtual Career Fair in May 2020. DOR discussed employment and internship possibilities at all of the Cowles Montana Media Company stations and KHQ, Incorporated stations. Discussed job openings in the various markets and details on education needed for each job.
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 Recruiting and a station news anchor spoke with a Journalism Class at Central Washington University. They presented a virtual learning on Proper Interview Techniques for a news story. They discussed the preparation, research and the typical progression of a news story interview. The students asked questions about the news profession and the different types of jobs available.
Events Sponsored by Educational Institutions related to Career Opportunities in Broadcasting	The Director of Recruiting and two station digital producers participated in a Social Media and Engagement session at the University of Montana. They discussed the best practices for digital and social media, the different digital positions available within our newsrooms and the important qualities needed for the digital/web producers.
Training	The Station Manager, Local Sales Manager and Sales team attended the MBA Fall Sales Clinic & Manning Society Induction in September 2020 remotely. Training focused on how best to sell during a pandemic, client lists and manageability, how many calls to make per week, strategy of making calls, and problem solving.
Training	The Statewide Content Director attended a virtual seminar in September, 2020 for Investigative Reporters & Editors. The seminar covered story idea brain storms, how to edit video when you lack video, covering transgender stories and things to Not say in a story that can be unintentionally offensive.
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 positioning advertiser messages, maximizing results during the COVID crisis, and how simple messages on TV can be effective.
Training	The Station Manager, Local Sales Manager, and sales team attended the virtual NAB - Small Market Television Exchange conference in October 2020. The presentations covered the state of media sales along with presentations of successful campaigns and round tables with industry buyers on what to look for in key business categories.
Training	The Local Sales Manager and Sales team have been attending webinar trainings in November for Affinity X. This program will assist with digital presentations, creatives and campaigns for the sales team.