



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

Station: KWYB

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. Sports Reporter	KWYB Website	5/1/2020	7	1-9
2. Multi Media Journalist WUM	Referral	6/1/2020	8	1-9
3. Creative Services	KWYB Website	9/8/2020	4	1-3,9
4. Multi Media Journalist	YouTube	9/21/2020	4	1-9
5. Multi Media Journalist	YouTube	10/19/2020	4	1-9

Total Number of Persons Interviewed During Applicable Period: **27**



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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	Keith Teske 3200 Old Havre Highway, Black Eagle MT 59414	4	1
2	Company Website	Cassidy Belus (406) 542-8900 www.abcfoxmontana.com www.kulr8.com www.khq.com	12	2
3	Media Line	Mark Shilstone Box 51909, Pacific Grove CA (800) 237-8073 mark@medialine.com	0	
4	Montana State University	Montana State University 177 Strand Union Building, Bozeman MT (406) 994-4353 careers@montana.edu	0	
5	University of Montana	Career Services Lommasson 154, Missoula MT 59812-2088 (406) 243-2022 careers@umontana.edu	0	
6	Montana Broadcasters Association	Montana Broadcasters Association 3914 Rainbow Bend Dr., Bonner MT 59823 (406) 244-4622 www.mtbroadcasters.org	0	
7	TV Jobs	Mark Holloway P.O. Box 4116 Oceanside, CA 92052-4116 (800) 374-0119 admin@tvjobs.com	1	
8	Craigslist	Craig Newmark PO Box 225159, San Francisco CA 94122-5159 Phone: 415-566-9844 website: www.craigslist.org	0	
9	Indeed	Indeed.com 1-800-475-4361	3	
10	YouTube	www.youtube.com San Bruno, CA	7	2
Total interviews for all full time vacancies filled:			27	5

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.
Internship Program	The station sponsors an internship program that provides opportunities for college students considering the industry to become familiar with television and broadcasting careers. During the reporting year KWYB had 1 intern and hired that person for a full-time position.
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 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, 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 attended 3 webinar trainings through out the year covering various subjects including sales tactics, digital programs, advertising messages during the COVID Crisis and Local Broadcast Sales Website training.
Training	The Local Sales Manager and Sales team attended the 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 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.