

2017 Annual EEO Public File Report

Licensee: McKenzie River Broadcasting Company, Inc ("MRB")

Period Covered: October 1, 2016 through September 30, 2017

Stations in Employment Unit:

- KKNU (FM), Springfield-Eugene Oregon (FIN 40887)
- KMGE (FM), Eugene, Oregon (FIN 40885)
- KEUG (FM), Veneta, Oregon (FIN 60358)
- KEQB (FM), Coburg, Oregon (FIN 63205)

Total Number of interviewees: 27 (19 different persons of whom eight (8) were interviewed for two positions)

Full Time Positions Filled			
	Job Title	Recruitment Source of Hiree	Total Number of Interviewees
1.	RECEPTIONIST	Craig's List	4
2.	VICE PRESIDENT, PROGRAMMING	Internal Promotion	9
3.	PROGRAM DIRECTOR, KMGE FM & KEUG FM	Internal Promotion	9
4.	SALES PERSON	Raquel Hecht, Immigration Attorney	5
Recruitment Sources*			
	Recruitment Sources*	Total Number of Interviewees	Full-time Positions for Which Source Utilized
1.	MRB's Own Stations-On Air (KKNU FM, KMGE FM, KEUG FM, and KEQB FM). (KEQB FM is a Spanish language formatted station).	3	2
2.	MRB's Own Stations-Web Sites (KKNU FM, KMGE FM, and KEUG FM). (KEQB FM had no website).	0	1

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Recruitment Sources*	Recruitment Sources*	Total Number of Interviewees	Full-time Positions for Which Source Utilized
3.	Staff Referrals	2	2
4.	Eugene Register Guard (Newspaper)	1	1
5.	Craig's List	2 (1 Hired)	1
6.	Raquel Hecht, Immigration Lawyer	1 (Hired)	2
7.	MRB Management Outreach, Direct	6	2
8.	MRB Management Outreach to Seek Referrals	6	3
9.	MRB Applicants for Internal Promotion	2 (Both Hired)	2
10.	AllAccess.com (Radio Industry Job Listing Website)	4	2
11.	Radio Insight (https://radioinsight.com) (Radio Industry Job Listing Website)	0	2
Total		27*	4

•Eight persons were interviewed for two separate positions. They are here counted as two interviewees. These persons were in recruitment categories #7, 8, and 9 above (respectively 3, 3, and 2 different persons).

* There were no "organizations entitled to notification".

RECRUITMENT INITIATIVES:

Internships (Two)

The first internship took place in April 2017. The intern was a college junior.

The second internship took place in July 2017. The intern was a high school junior.

Internships (Continued)

Both internships were structured to supply the intern with relevant information in all areas of MRB's broadcast operations including sales, programming, and commercial production. MRB personnel who participated for both internships were: Bill Barrett, Tim Fox, and Tracy Berry (KKNV Morning Show personalities), Melissa Harrison (Traffic), Brenda Buck (Accounts Receivables), Liz Kelly and Mary Reilly (KMGE Morning Show personalities), Jim Davis (Vice President, Programming), Bruce Soderholm (Production Manager), Steve Brown (Program Director KMGE FM and KEUG FM), Erin Weigandt (Promotions Director), Dave Wiles (Sales Manager), Danielle Uhlhorn (Account Executive), Pat Macy (Midday air talent, KKNV) and John Tilson (President). In addition, the second intern met with Michelle Tsalapinas (Office Manager).

Scholarships (Three)

MRB management participated actively in the award of three Eugene Area Stations ("EARS") Scholarships awarded in August 2017. The scholarship program is designed to assist students interested in pursuing a career in broadcasting. These scholarships totaling \$8,000 were awarded to two college bound high school recent graduates, and one student already in college.

MRB's involvement included a leadership role by MRB President John Tilson in successfully advocating for, planning for, and implementing these scholarships. Mr. Tilson was the EARS Treasurer during the entire 2016/2017 EEO reporting year and was a member of the five person scholarship committee which reviewed applications. EARS sells announcements at steep discounts to non-profit organizations pursuant to its Non Commercial Sustaining Announcements ("NCSA") Program. Cash received by EARS from this source enabled the financing of the Scholarship Program. The Unit stations, along with other EARS members, ran schedules in support of this program.