

## Annual EEO Public File Report Form

Covering the Period from **November 28, 2016** to **November 30, 2017**

Station(s) Comprising Station Employment Unit: **KECI/KCFW**

### Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hire	Recruitment Sources Used see list – Section 2
1	KECI Reporter	4	4
2	KECI Producer	4	1,4,6,10
3	KECI Producer	10	1,4,6,7,10
4	KECI Reporter	10	1,4,5,6,7,10,17
5	KCFW Reporter	10	1,4,5,6,7,10,17
6	KECI - Promotions Producer	4	4,6,10,15
7	KECI – AM Anchor/Reporter	4	1,4,6,7,10
8	KECI – AM Anchor/Reporter	7	1,4,6,7,10
9	KECI - Producer	7	1,4,6,7,10,12
10	KECI - Reporter	4	1,4,6,10,12
11	KECI - WE Anchor/Reporter	6	4,6
12	KCFW - Reporter	4	1,4,6,10,12
13	KECI - WE Meteorologist/Reporter	1	1,4,6,10
14	KECI - Producer	1	1,4,6,10,12
15	KECI - Producer	1	1,4,6,10,12
16	KECI - Receptionist/Admin	15	4,6,11,15
17	KECI - Director	4	4
18	KECI - Reporter	10	1,4,6,10
19	KCFW - Reporter	1	1,4,6,10
20	KECI - Reporter	5	1,4,5,6,7,10
21	KECI – WE Sports Reporter	4	1,4,6,10
22	KECI – AM Director	15	4,6,10,15
23	KECI – News Operations Manager	1	1,4,6,18,19



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### Section 2: Recruitment Source Information

	Recruitment Source	Total # Interviewees This Source
1	Indeed.com	46
2	Daily Interlaken newspaper PO Box 7610, Kalispell MT 59904	
3	Bozeman Daily Chronicle PO Box 1190, Bozeman MT 59771	
4	Internal job posting	17
5	Unsolicited / Call in	3
6	KECI/KCFW/KTVM websites	1
7	Referrals	5
8	Montana Broadcasters mtbroadcasters.org	
9	Linked In	1
10	TV Jobs.com markch@tvjobs.com	26
11	Missoula Job Service – state job site <a href="https://jobs.mt.gov">https://jobs.mt.gov</a>	1
12	Bonten Media website	
13	Other Bonten stations	
14	University of Montana – Job Board	
15	Craigslist.com	6
16	Montana State University jbailey@aoce.msstate.edu	
17	University of Montana – Job Fair	4
18	Sinclair Broadcast Group Website	
19	Career Builder	1
20	Glass Door	
21		
22		

During the reporting period, no local organization requested notification of all full-time vacancies.

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### **Section 3: Outreach Initiatives**

During the reporting period several key station personnel including the News Director and News Content Manager manned a booth at the University of Montana Journalism Job Fair held on the campus of the University of Montana. They will represent the stations of NBC Montana, KECI, KTVM and KCFW discussion job opportunities in local news operations. The job fair was held on March 10<sup>th</sup> 2017

During the reporting period our AM News Anchor will attend, representing the stations of NBC Montana, KECI, KTVM and KCFW, the K. William Harvey Career Fair on May 10<sup>th</sup> 2017 in Ronan, MT. The fair is directed at young girls looking at career paths and opportunities in broadcast and other industries.

During the reporting period the News Director met with Kevin Tompkins, U of M Journalism professor, where they talked about the long running relationship between the station and the university and the students who have and are working at the station and the opportunities both PT and FT to start a career.

During the reporting period several key personnel of KTVM, representing all the stations of NBC Montana including the Assistant News Director, the KTVM Office Supervisor and local AE manned a booth at the Bozeman Job Service Job Fair. Employment opportunities at our Bozeman studio as well as other studio locations in Montana were discussed. The job fair was held on April 12<sup>th</sup> 2017

Ongoing – Weekly

Sales Training Program: Program designed to give AEs a better understanding of the fundamental building blocks of a successful sales operation. With higher level AEs, more in depth training is used to groom for management. Topics trained are as follows: Prospecting, qualifying, needs analysis, uncovering and developing client budgets, proposal development, presenting, closing, servicing, up-selling, understanding Nielsen, using Nielsen as a research tool, selling

comprehensive marketing solutions (Web, TV, etc), Matrix training, OSI training, Ad Connections training, and Webscan training.

News Training Program: Company has contracted with Smith Geiger News Consulting to provide to the news employees of all stations periodic evaluation, and training sessions throughout the year. The consultants also review talent tapes and provide critiques, comments and suggestions. All of these sessions are aimed at improving skills and techniques that would qualify them to compete for higher level positions, both in-house and at other stations.

Ongoing - The Company hired Kurlan and Associates, to provide regularly scheduled sales training sessions to enable our sales staff to work to their fullest potential and develop skills necessary to advance their careers. Most sessions are on-line but there are two on site visits each year. Topics presented include but are not limited to "Key Account Management", "New and Convergent Media", "Negotiating Skills" and "Business Development". Noll also maintains a website for the use of their clients that our sales staff has access to for training at any time.

Ongoing – The Company has contracted with Lakana (IB), a web-site provider to provide training about New Media to our sales staff. IB maintains a web-site available to our staff which provides training materials accessible at any time.

Ongoing – The station web manager participates in a monthly webinar series provided by IB which provides training on best practices including but not limited to "Headline Writing", "Storytelling", and "Avoiding Libel". The web manager provides training to all new news employees and any current news employee as needed.