

# Annual EEO Public File Report Form

Covering the Period from **November 27, 2008** to **November 30, 2009**

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

## Section 1: Vacancy Information

### Full-time Positions

	Full-time Positions Filled by Job Title	Recruitment Source of Hire	Recruitment Sources Used see list – Section 2
1	Master Control Operator	1	1,4,5,8,16
2	Master Control Operator	1	1,4,5,8,16
3	Director/Photog	11	4,5,10,11,12,16,24,34,42
4	Local Sales Assistant	8	1,4,5,8,42
5	Account Manager	6	4,5,6,42
6	Reporter	11	4,5,10 - 25,42
7	Meteorologist	4	4,5,10 - 25,42
8	Account Manager	4	4,5,6,42
9	Sports Reporter	11	4,5,10 - 25,42
10	Reporter	11	4,5,10 - 25,42
11	Director of Engineering	41	4,5,18,40 - 42
12	Sports Anchor/Reporter	4	4,5,10 - 25,42
13			
14			
15			
16			
17			
18			
19			

Total Number of Persons Interviewed During Applicable Period: 30

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### Section 2: Recruitment Source Information

	Recruitment Source	Total # Interviewees This Source
1	The Missoulian newspaper PO Box 8029, Missoula MT 59807	5
2	Daily Interlaken newspaper PO Box 7610, Kalispell MT 59904	
3	Bozeman Daily Chronicle PO Box 1190, Bozeman MT 59771	
4	KECI/KCFW/KTVM websites	3
5	Internal job posting	
6	KECI/KCFW On Air recruiting	2
7	Montana Standard 25 W Granite St, Butte MT Mtstandard.com	
8	Referrals	
9	Montana Broadcasters mtbroadcasters.org	
10	MediaLine mark@medialine.com	
11	TV Jobs.com markch@tvjobs.com	13
12	University of Montana <a href="mailto:rowan.conrad@umontana.edu">rowan.conrad@umontana.edu</a> , <a href="mailto:denise.dowling@mso.umt.edu">denise.dowling@mso.umt.edu</a> , <a href="mailto:gus.chambers@umontana.edu">gus.chambers@umontana.edu</a> , <a href="mailto:ray.ekness@mso.umt.edu">ray.ekness@mso.umt.edu</a>	2
13	Montana State University jbailey@aoce.msstate.edu	
14	Carroll College careers@carroll.edu	
15	Montana Tech careerservices@mtech.edu	
16	Missoula Job Service <a href="mailto:mlsajsweb@mt.gov">mlsajsweb@mt.gov</a>	3

	Recruitment Source	Total # Interviewees This Source
17	RTNDA <a href="mailto:rtnda@rtnda.org">rtnda@rtnda.org</a>	
18	Other Bonten stations	
19	Magid <a href="mailto:jquarderer@magid.com">jquarderer@magid.com</a>	
20	Flathead Valley CC <a href="mailto:dackroyd@fvcc.edu">dackroyd@fvcc.edu</a> <a href="mailto:jlegate@fvcc.edu">jlegate@fvcc.edu</a>	
21	Salish Kootenai College <a href="mailto:frank_tyro@skc.edu">frank_tyro@skc.edu</a> <a href="mailto:roy_bigcrane@skc.edu">roy_bigcrane@skc.edu</a>	
22	Blackfeet Community College <a href="mailto:rtailfeathers@bfcc.org">rtailfeathers@bfcc.org</a>	
23	CA Chicano News Media Assoc <a href="mailto:ccnmaininfo@ccnma.org">ccnmaininfo@ccnma.org</a>	
24	Nat'l Assoc of Hispanic Journalists <a href="mailto:nahj@nahj.org">nahj@nahj.org</a>	
25	National Gay & Lesbian Journalists <a href="mailto:info@nlgja.org">info@nlgja.org</a>	
26	Mississippi State University <a href="mailto:careers@careers.msstate.edu">careers@careers.msstate.edu</a>	
27	Iowa State University <a href="mailto:online@iastate.edu">online@iastate.edu</a>	
28	Media Coaching Service	
29	AR&D Talent Dynamics <a href="http://talentdynamics.com">talentdynamics.com</a>	
30	Don Fitzpatrick Associates <a href="http://Tvspy.com">Tvspy.com</a>	
31	Craigslist.com <a href="http://www.craigslist.com">www.craigslist.com</a>	
32	Nat'l Assoc of Black Journalists University of Maryland Services Bldg Room 147, 8701 A Adelphia Rd. Adelphia MD 20783	
33	Native American Journalists Assoc <a href="http://naja.com">naja.com</a> , <a href="mailto:jharjo@ou.edu">jharjo@ou.edu</a>	
34	Asian American Journalists Assoc <a href="mailto:postl@aja.org">postl@aja.org</a>	
35	Missoula YWCA 1130 W Broadway St, Missoula MT 59802	

	Recruitment Source	Total # Interviewees This Source
	406.543.6691	
36	American Association of University Women info@aauw.org	
37	NewBay Media LLC PO Box 1214, Falls Church, VA 22041	
38	NAB jearnhar@nab.org	
39	Job Fair @ Kalispell Center Mall	
40	Monster.com	1
41	TV Technology magazine	1
42	Bonten Media website	

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

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

On March 26 2009 participated the Kalispell Center Mall job fair with a booth staffed by the Station Manager and an Account Manager. Information was provided about jobs in broadcasting and employment applications were available to interested parties.

During the reporting period KECI had three interns through the University of Montana's Department of Radio-Television, School of Journalism internship program. Two worked with the commercial production department and one worked with the newsroom.

On October 8, 2009 the entire sales staff attended a sales seminar featuring Mark Levy sponsored by the Montana Broadcasters Association in Missoula, MT. During the seminar, Mr. Levy instructed staff on new sales skills that could qualify them to compete for higher level positions.

Between October 13 and October 15, 2009, the station's news director and producers participated in a workshop presented by station's Director of News Operations and a representative of Frank Magid & Associates. The training provided producers with new skills that could qualify them to compete for higher level positions.

On February 20, 2009 – the Chief Meteorologist was a panelist for the Big Sky High School Diversity Week and discussed his career in broadcasting in front of 150 students.

On March 23, 2009 The news director assisted a student from Corvallis High School with a documentary for her journalism class.

On April 7, 2009 KCFW hosted a high school student interested in broadcasting. She spent the day with a news producer and aobserved the workings of the newsroom.

On-going – Station tours to different organizations that explain the technical and the news side of the business. Recent tours have been for Cubs Scouts, Boy Scouts and Girl Scouts earning a communications badge; a tour for Youth

Leadership, United Way Leaders of Tomorrow, both high school groups and a junior high school group. Tours were briefed on all departments at the stations, given information on education needed for various broadcast careers.

The station periodically broadcasts a 30 second PSA produced by the Montana Broadcaster Association promoting careers in broadcasting.