

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 rowan.conrad@umontana.edu , denise.dowling@mso.umt.edu , gus.chambers@umontana.edu , ray.ekness@mso.umt.edu	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 mlsajsweb@mt.gov	3

	Recruitment Source	Total # Interviewees This Source
17	RTNDA rtnda@rtnda.org	
18	Other Bonten stations	
19	Magid jquarderer@magid.com	
20	Flathead Valley CC dackroyd@fvcc.edu jlegate@fvcc.edu	
21	Salish Kootenai College frank_tyro@skc.edu roy_bigcrane@skc.edu	
22	Blackfeet Community College rtailfeathers@bfcc.org	
23	CA Chicano News Media Assoc ccnmaininfo@ccnma.org	
24	Nat'l Assoc of Hispanic Journalists nahj@nahj.org	
25	National Gay & Lesbian Journalists info@nlgja.org	
26	Mississippi State University careers@careers.msstate.edu	
27	Iowa State University online@iastate.edu	
28	Media Coaching Service	
29	AR&D Talent Dynamics talentdynamics.com	
30	Don Fitzpatrick Associates Tvspy.com	
31	Craigslist.com www.craigslist.com	
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 naja.com , jharjo@ou.edu	
34	Asian American Journalists Assoc postl@aja.org	
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.

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Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Recruitment Sources Used see list – Section 2
1	Reporter	11	4,5,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,32,33,34,42
2	Receptionist	7	3,4,5,7
3			
4			
5			
6			
7			
8			

Total Number of Persons Interviewed During Applicable Period: 9

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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	
5	Internal job posting	
6	KECI/KCFW On Air recruiting	
7	Montana Standard 25 W Granite St, Butte MT Mtstandard.com	5
8	Referrals	
9	Montana Broadcasters mtbroadcasters.org	
10	MediaLine mark@medialine.com	
11	TV Jobs.com markch@tvjobs.com	4
12	University of Montana rowan.conrad@umontana.edu , denise.dowling@mso.umt.edu , gus.chambers@umontana.edu , ray.ekness@mso.umt.edu	
13	Montana State University jbailey@aoce.msstate.edu	
14	Carroll College careers@carroll.edu	
15	Montana Tech careerservices@mtech.edu	
16	Missoula Job Service	

	Recruitment Source	Total # Interviewees This Source
	mlsajsweb@mt.gov	
17	RTNDA rtnda@rtnda.org	
18	Other Bonten stations	
19	Magid jquarderer@magid.com	
20	Flathead Valley CC dackroyd@fvcc.edu jlegate@fvcc.edu	
21	Salish Kootenai College frank_tyro@skc.edu roy_bigcrane@skc.edu	
22	Blackfeet Community College rtailfeathers@bfcc.org	
23	CA Chicano News Media Assoc ccnmaininfo@ccnma.org	
24	Nat'l Assoc of Hispanic Journalists nahj@nahj.org	
25	National Gay & Lesbian Journalists info@nlgja.org	
26	Mississippi State University careers@careers.msstate.edu	
27	Iowa State University online@iastate.edu	
28	Media Coaching Service	
29	AR&D Talent Dynamics talentdynamics.com	
30	Don Fitzpatrick Associates Tvspy.com	
31	Craigslist.com www.craigslist.com	
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 naja.com , jharjo@ou.edu	
34	Asian American Journalists Assoc postl@aja.org	
35	Missoula YWCA	

	Recruitment Source	Total # Interviewees This Source
	1130 W Broadway St, Missoula MT 59802 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	
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Section 3: Outreach Initiatives

On March 16 and 17, 2009, KTVM participated in the job shadow program for students of Mt. Ellis Academy. On March 16, 3 students shadowed a commercial producer while he was tagging commercials and went out with him to shoot some b-roll for news that day. When they got back, news production walked them through the steps that they do to get the news ready. We then set up a mock cast so that each student rotated through being an anchor, floor-director and technical director. On March 17, 2 students shadowed a commercial producer as he worked on a commercial spot. Then they were showed how news production edits video and builds graphics for the show. They each got a turn building keyslides for the 6pm news and they each worked with a news producer as he showed them how to edit vo's. A director also stepped them through the processes that he goes through as a director.

On May 6, 2009 The 8am Leadership Group from the Chamber of Commerce came to the station and brought international journalists from around the world. They got a presentation from News Director, Andy Kemp and Account Executive Devon Doers on producing news in small markets in the U.S.

On October 6, 2009, the entire sales staff attended a sales seminar featuring Mark Levy sponsored by the Montana Broadcasters Association in Billings, MT. During the seminar, Mr. Levy instructed staff on new sales skills that could qualify them to compete for higher level positions.

On October 9, 2009 KTVM hosted the 5th grade class from Manhattan Christian School. They were given a tour of the station and a brief lecture from News Director Andy Kemp. The students were given an assignment prior to the event to write a news story about one of their classmates. While at the station, the students presented their assignments to Mr. Kemp and were given pointers and advice about their stories.

On November 19, 2009 a journalism student from Bozeman Senior High School job-shadowed reporter/anchor Kendra Eaglin for the day. She learned about news gathering, editing, and field production.

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