

# MBC GRAND BROADCASTING, INC.

KNZZ, KJYE, KMGJ, KMOZ-FM, KTMM  
Grand Junction, Colorado;  
KSTR-FM, Montrose, Colorado; and  
KGLN, Glenwood Springs, Colorado

Inserted in Public File and on [www.gjradio.com](http://www.gjradio.com)  
November 23, 2009

## EEO PUBLIC FILE REPORT 2009

### A. Full-Time Vacancies Filled From January through November, 2009

6 Full time jobs were filled. Details on the jobs and the date the jobs were filled are found on the following pages.

### B. Recruitment/Referral Sources

For these 6 full time jobs, the following pages list the source, contact person, address, telephone number for which we sought candidates for the various jobs, and the specific source from which referred each person hired.

# EEO Full Time Job Vacancy Summary Form

## A. Full-Time Vacancy Filled

Job Title: **Engineers #1 and #2**

Date Filled: **July 20 and August 10, 2009**

## B. Recruitment/Referral Sources

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred persons interviewed for the position, and which source(s) referred the person hired for the position.

Source	Contact Person	Address	Tel #:	Referred Person Intervwd?	Referred Person Hired?
KNZZ, KJYE, KTMM, KMGJ, KMOZ, KSTR, KGLN anctmt	Robert St. John	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100		
Posted at Station	Jim TerLouw	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2112	1	1
www.western-slopehelpwanted.com	Jim TerLouw	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100		
Daily Sentinel	Classified Representative	734 S. 7th Street, Grand Junction, CO 81501	242-1313		
<a href="http://www.gjsentinal.com">www.gjsentinal.com</a>	Classified Representative	734 S. 7th Street, Grand Junction, CO 81501	242-1313		
Grand Junction Free Press	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
<a href="http://www.gjfreepress.com">www.gjfreepress.com</a>	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
Career Page—Nat'l Alliance of State Broadctrs. Assocs.	Marilyn Hogan	Colorado Broadcasters Association, Box 2369, Breckenridge, CO 80424	970-547-1388		
Ohio Center for Broadcasting	Gary James	<a href="mailto:Placement.Denver@beonair.com">Placement.Denver@beonair.com</a>	Internet	1	
All Access.com	Internet application	<a href="http://www.allaccess.com">www.allaccess.com</a>	Internet	1	
Radio On Line	Internet application	<a href="http://www.radio-online.com">www.radio-online.com</a>	Internet		
Intellitec College	Pam Crater	772 Horizon Drive, Grand Junction, CO 81506	245-8101		
Society of Broadcast Engineers	Internet application	<a href="http://www.sbe.org">www.sbe.org</a>	Internet	4	1

\*\*Stations are encouraged to retain the names of interviewees for purposes of responding to a potential FCC audit or third-party complaint.

- Documentation that job vacancy information was widely disseminated (dates of on-air announcements, dated copies of all advertisements, community and Internet postings, etc).
- Documentation that job vacancy information was provided to requesting organizations (dated letters, e-mails, faxes, etc.).

# EEO Full Time Job Vacancy Summary Form

## A. Full-Time Vacancy Filled

Job Title: Marketing Consultants #1, #2 #3 and #4.

Dates Filled: March 25 & 27, April 5 and August 10, 2009

## B. Recruitment/Referral Sources

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred persons interviewed for the position, and which source(s) referred the person hired for the position.

Source	Contact Person	Address	Tel #:	Referred Person Intervwd?	Referred Person Hired?
KNZZ, KJYE, KTMM, KMGJ, KMOZ, KSTR, KGLN anctmt	Robert St. John	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100	5	2
Posted at Station	Jim TerLouw	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2112	1	
<a href="http://www.gjradio.com">www.gjradio.com</a>	Vicki Felmlee, TCS Mktg.	178 Glory View Drive, Grand Junction, CO 81503	245-8474		
<a href="http://www.western-slopehelpwanted.com">www.western-slopehelpwanted.com</a>	Jim TerLouw	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100		
Daily Sentinel	Classified Representative	734 S. 7th Street, Grand Junction, CO 81501	242-1313	3	1
<a href="http://www.gjsentinel.com">www.gjsentinel.com</a>	Classified Representative	734 S. 7th Street, Grand Junction, CO 81501	242-1313		
Mesa Cty. Workforce Ctr.	Internet Application	2897 North Avenue, Grand Junction, CO 81501	Internet		
<a href="http://www.mesaworkforce.org">www.mesaworkforce.org</a>	Internet Application	Internet application	Internet		
Mesa State Advising and Career Center	Internet Application	1319 North 12th St, Lowell Heiny Hall, Room 127, Grand Junction, CO 81501	248-1177		
<a href="http://www.mesastate.edu">www.mesastate.edu</a>	Internet application	Internet application	Internet		
Grand Junction Chamber of Commerce	Shari K. Brokenicky	360 Grand Avenue, Grand Junction, 81501	242-3214		
Career Page—Nat'l Alliance of State Broadctrs. Assocs.	Marilyn Hogan	Colorado Broadcasters Association, Box 2369, Breckenridge, CO 80424	970-547-1388		
Ohio Ctr. for Broadcasting	Gary James	<a href="mailto:Placement.Denver@beonair.com">Placement.Denver@beonair.com</a>	Internet		
Grand Junction Free Press	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
<a href="http://www.gjfreepress.com">www.gjfreepress.com</a>	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656	1	
Glenwood Post	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
<a href="http://www.postindependent.com">www.postindependent.com</a>	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656	1	1
Rifle Citizen Telegram, Carbondale Jrnl	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
<a href="http://www.allaccess.com">www.allaccess.com</a>	Internet Application				
<a href="http://www.radio-online.com">www.radio-online.com</a>	Internet Application				
Career Connection Job Fair	Diane Kull	1319 North 12th St, Lowell Heiny Hall, Room 127, Grand Junction, CO 81501	248-1177	10	

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- Documentation that job vacancy information was provided to requesting organizations (dated letters, e-mails, faxes, etc.).

# EEO Full Time Job Vacancy Summary Form

## A. Full-Time Vacancy Filled

Job Title: Promotions and Marketing Director

Date Filled: March 25 & 27, April 5 and August 10, 2009

## B. Recruitment/Referral Sources

List all recruitment sources used to seek candidates, clearly indicating which source(s) referred persons interviewed for the position, and which source(s) referred the person hired for the position.

Source	Contact Person	Address	Tel #:	Referred Person Intervwd?	Referred Person Hired?
KNZZ, KJYE, KTMM, KMGJ, KMOZ, KSTR, KGLN anctmt	Robert St. John	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100		
Posted at Station	Jim TerLouw	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2112		
<a href="http://www.gjradio.com">www.gjradio.com</a>	Vicki Felmlee, TCS Mktg.	178 Glory View Drive, Grand Junction, CO 81503	245-8474		
<a href="http://www.western-slopehelpwanted.com">www.western-slopehelpwanted.com</a>	Jim TerLouw	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100		
Daily Sentinel	<p>This job hire was done under exigent circumstances.</p> <p>When the tenured promotion director gave us two weeks notice, we were in a lurch. One of the biggest promotions, Rock Jam, was coming up in 4 weeks. The Rock Jam promotion involved many rock artists, our whole staff, and dozens of Rock Jam personnel.</p> <p>We did have a former employee (who had left to finish her college education) who was familiar with our company and who had done significant work in our promotion department.</p> <p>The replacement has been a life-long resident of Grand Junction, very knowledgeable of the local community and familiar with MBC's Grand procedures. The new promotion director could only train with the old promotion director for one week, to get up to speed on dozens of promotions before leaving.</p> <p>Because of the critical timing of events, the enormity of the promotion, and the short training time, we decided to move ahead with an immediate hiring.</p> <p>Jim TerLouw, MBC Grand General Manager</p>				
<a href="http://www.gjsentinal.com">www.gjsentinal.com</a>					
Mesa Cty. Workforce C					
<a href="http://Www.mesaworkforce.com">Www.mesaworkforce.com</a>					
Mesa State Advising a Career Center					
<a href="http://Www.mesastate.edu">Www.mesastate.edu</a>					
Grand Junction Chamk Commerce					
Career Page—Nat'l All of State Broadctrs. As					
Ohio Ctr. for Broadcasting	Gary James	<a href="mailto:Placement.Denver@beonair.com">Placement.Denver@beonair.com</a>	Internet		
Grand Junction Free Press	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
<a href="http://Www.gjfreepress.com">Www.gjfreepress.com</a>	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
Glenwood Post	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
<a href="http://www.postindependent.com">www.postindependent.com</a>	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
Rifle Citizen Telegram, Carbondale Jrnl	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
<a href="http://Www.allaccess.com">Www.allaccess.com</a>	Internet Application				
<a href="http://Www.radio-online.com">Www.radio-online.com</a>	Internet Application				
Career Connection Job Fair	Diane Kull	1319 North 12th St, Lowell Heiny Hall, Room 127, Grand Junction, CO 81501	248-1177		

\*\*Stations are encouraged to retain the names of interviewees for purposes of responding to a potential FCC audit or third-party complaint.

- Documentation that job vacancy information was widely disseminated (dates of on-air announcements, dated copies of all advertisements, community and Internet postings, etc).
- Documentation that job vacancy information was provided to requesting organizations (dated letters, e-mails, faxes, etc.).

# EEO PUBLIC FILE REPORT 2009

**C. Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year:**  
28

**D. Total Number of Interviewees for All Full-Time Vacancies Filled During the Past Year Per Recruitment/Referral Sources:**

Source	Contact Person	Address	Tel #:		#of Interviewees Referred
KNZZ, KJYE, KTMM, KMGJ, KMOZ KSTR announcem'ts	Robert St. John	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100		5
Posted at Station	Jim TerLouw	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2112		2
<a href="http://www.gjradio.com">www.gjradio.com</a>	Vicki Felmlee, TCS Mktg.	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100		
<a href="http://www.western-slopehelpwanted.com">www.western-slopehelpwanted.com</a>	Jim TerLouw	1360 E. Sherwood Drive, Grand Junction, CO 81501	254-2100		
Daily Sentinel	Classified Representative	734 S. 7th Street, Grand Junction, CO 81501	242-1313		3
<a href="http://www.gjsentinal.com">www.gjsentinal.com</a>	Classified Representative	734 S. 7th Street, Grand Junction, CO 81501	242-1313		
Mesa Cty. Workforce Ctr.	Internet Application	2897 North Avenue, Grand Junction, CO 81501	Internet		
<a href="http://www.mesaworkforce.org">www.mesaworkforce.org</a>	Internet Application	Internet application	Internet		
Mesa State Advising and Career Center	Millie Moland	1319 North 12th St, Lowell Heiny Hall, Room 127, Grand Junction, CO 81501	248-1177		
<a href="http://www.mesastate.edu">www.mesastate.edu</a>	Internet application	Internet application	Internet		
Grand Junction Chamber of Commerce	Shari K. Brokenicky	360 Grand Avenue, Grand Junction, 81501	242-3214		
Career Page—Nat'l Alliance of State Broadctrs. Assocs.	Marilyn Hogan	Colorado Broadcasters Association, Box 2369, Breckenridge, CO 80424	970-547-1388		
Ohio Ctr. for Broadcasting	Gary James	<a href="mailto:Placement.Denver@beonair.com">Placement.Denver@beonair.com</a>	Internet		1
Grand Junction Free Press	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		
<a href="http://www.gjfreepress.com">www.gjfreepress.com</a>	Classified Representative	145 N. 4th Street, Grand Junction, CO 81501	683-5656		1
Delta Independent	Classified Representative	401 Meeker St., Box 809, Delta, CO 81416	874-4421		
<a href="http://www.deltacountyindependent.com">www.deltacountyindependent.com</a>	Classified Representative	401 Meeker St., Box 809, Delta, CO 81416	874-4421		
Montrose Daily Press	Classified Representative	535 S. First Street, Montrose, CO 81401	249-3444		
<a href="http://www.montrosepress.com">www.montrosepress.com</a>	Classified Representative	535 S. First Street, Montrose, CO 81401	249-3444		
Glenwood Post	Classified Representative	2014 Grand Avenue, Glenwood Springs, CO 81601	970 945-9937		
<a href="http://www.postindependent.com">www.postindependent.com</a>	Classified Representative	2014 Grand Avenue, Glenwood Springs, CO 81601	970 945-9937		1
All Access.com	Internet application	<a href="http://www.allaccess.com">www.allaccess.com</a>	Internet		
Radio On Line	Internet application	<a href="http://www.radio-online.com">www.radio-online.com</a>	Internet		1
Society of Broadcast Eng.	Internet application	<a href="http://www.sbe.org">www.sbe.org</a>	Internet		4
Intellitec College	Pam Crater	772 Horizon Drive, Grand Junction, CO 81506	245-8101		
Career Connection Job Fair	Diane Kull	1319 North 12th St, Lowell Heiny Hall, Room 127, Grand Junction, CO 81501	248-1177		10

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## EEO PUBLIC FILE REPORT 2009

### E. Outreach Activities #3 — Attached is a list and brief description of all outreach activities performed during the past year.

#### Host at least one job fair.

MBC Grand Broadcasting worked closely with Mesa State College Advising and Career Center, at 1100 North Avenue, Grand Junction, CO, to co-host the Career Connections in Mesa County, 9:00 am to 3:00 pm on , March 26, 2009, in Saunders Fieldhouse on the Mesa State College Campus.

Starting on January 7, 2009, all 7 MBC Grand Radio stations ran hundreds of 30-second announcements asking those interested in exhibiting at the Career Connections Job Fair, to do so immediately.

General Manager Jim TerLouw represented the stations and consulted with Mesa State College official Millie R. Moland (Career Development Specialist, Advising and Career Center), David Porfirio of the Mesa County Workforce Center (via phone), and Daily Sentinel Classified Manager Lori Henrickson. MBC Grand agreed to donate up to \$2,000 and also became host of the Luncheon for participants. The group worked on the content of the 32-page Career Guide, problems with parking, food concerns at the luncheon, proper dress of participants, and advertising rates for employers. All materials relating to employers will use the KNZZ logo.

In one calendar year, the job fair situation had reversed. Getting employers to participate would be the major concern and we would likely be overwhelmed with applicants. For 2009, we were originally hoping for 75 employers. Jobs that still went begging were health care practitioners, for hospitals and clinics. There was still a need for personal services representatives, maintenance, building and grounds and transportation personnel. This year, we needed to be concerned about the quality of applicants. More skilled people would apply. The market would be far more competitive than a year ago, and applicants needed to be prepared to compete for a job! Radio station emphasized this point. For employers, the quality of application would be superior. Employers would have more choices and could be more selective.  
3/4/09.

The Career Connections Job Fair on Thursday, March 26, 2009 was a success. Last year 1,090 people attended — this year 1,610. Last year there were 98 employers represented, with a waiting list of 15. This year there were 62 employers. One comment from a participant said this was the best fair in the county, and probably in the state. MBC Grand ran two campaigns (one from January 7 to February 22 for attracting exhibitors with a spot value of over \$35,000, and one from March 4th through March 27th to attract attendees with a spot value of over \$14,000.

MBC Grand Broadcasting also participated in the Fair. General Manager Jim TerLouw, General Sales Manager Dave Beck, Operations Manager Robert St. John, and Promotion Director Kristin Van Scoyk talked with students and potential employees during the event.

## EEO PUBLIC FILE REPORT 2009

E. Outreach Activities #5— Attached is a list and brief description of all outreach activities performed during the past year. Continued ...

Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment –

### Promotions and Marketing

MBC Grand's Promotions and Marketing Department serves all six of our radio stations and offers internships to qualified students interested in pursuing a career in broadcast promotion. Interns learn the day-to-day inner workings of a radio station to drive ratings and increase revenue share. First priority for MBC Grand's internships is given to college juniors and seniors earning academic credit.

From August 20th until November 29th, our intern was Hannah Elliott, who worked about 15 hours per week.

Some of the assignments for interns included:

1. Assist with various station promotions from conceptual stage to fruition.
2. Work promotional events, including setups and staffing
3. Help brainstorm promotion ideas that serve the radio stations and clients
4. Assist with updating the station web site, processing prizes, and notifying winners.
5. Preparing contest, event-related and departmental documents, such as prize sheets.
6. Solicit and prepare promotional items and prizes for on-air contests and event giveaways.
7. Respond to listener inquiries and provide assistance and information to station contest winners.
8. Write and schedule promotional announcements
9. Carry out special projects.

## EEO PUBLIC FILE REPORT 2009

E. Outreach Activities #4— Attached is a list and brief description of all outreach activities performed during the past year. Continued ...

Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment –

### Sports News and Production Internship

The KTMM Sports Department serves all seven of our radio stations and offers internships to qualified students interested in pursuing a career in broadcast sports new and production. Interns are placed on KNZZ, KJYE, KMOZ-FM, KMGJ, KTMM, KSTR-FM and KGLN Sports programs and in the KTMM Sports department where they are exposed to all aspects of local radio sports. Interns gain knowledge in the production of sports programs and the implementation of sports coverage. First priority for KTMM Sports internships is given to college juniors and seniors earning academic credit. All interns are evaluated on 28 general work characteristics and technical skills.

From October 1st through November 30th, our intern was Baker Geist.

Some of the assignments for interns included:

1. Production and editing of sportscasts for radio, including writing voicing and research.
2. Working with a recognized sports director with years of experience.
3. Learning how to avoid legal pitfalls when writing sports stories and shadowing news professionals.
4. Providing topical and investigative research for on going sports stories.
5. Gathering sports stories as they happen, including coverage of baseball, football and basketball games, interviews with high school and college sports players and coaches and reporting on game highlights and scores on MBC Grand's various stations.
6. Learning how to set up remote broadcasting equipment (both over-the-air and internet), and announce high school and college sporting events.
6. Familiarization with the latest of computerized newsroom equipment including such editing software as News Boss and Adobe Audition.
7. Learning good phone manners, ability to work under deadline pressure, and how to evaluate the relative importance of current events and public figures.
8. Answering telephones, making beat checks, checking sources by performing internet researches, back-timing sportscasts, editing digital audio, writing leads to sound bites, learning basic editing skills, and acquiring basic broadcast writing techniques.