



## ILIAD MEDIA GROUP HOLDINGS INC.

### ANNUAL EEO PUBLIC FILE REPORT

(June 1, 2023 – May 31, 2024)

The purpose of this EEO Public File Report (the “Report”) is to comply with Section 73.2080 (C) (6) of the FCC’s 2002 EEO Rule. The Report is required to be placed in the public inspection files of the stations and on the station’s websites (if applicable). Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations and: KSRV-FM, KSRV-HD2, KKOO-AM, KQBL-FM, KQBL HD2, KQBL HD3, KWYD-FM, & KZMG-FM.

The information contained in the EEO Public File Report covers the period from June 1, 2023, to May 31, 2024. The FCC’s 2002 EEO Rule Requires that this EEO Public File Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including if applicable, organizations entitled to notification pursuant to Section 73.2080 (c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person, telephone number, fax number and email address (if applicable).
3. The recruitment source that referred the hire for each full-time vacancy during the applicable period.
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

Sections 1, 2 and 3 provide the required information. Please note that the numbers listed on Section 2 under the column entitled “Full-Time Positions for which this Source Was Utilized” refer to the number of full-time job positions listed on Section 1. As required by Section 73.2080 of the Commission’s Rules, the station has participated in recruitment activities to ensure broad outreach. A list and brief description of the initiatives undertaken is described in Section 3.

## FULL-TIME VACANCIES AND CONTACT LISTS

Boise Director of Sales 11/03/2023 – 11/20/2023.

Name of Organization	Address/Phone	Website	Interviewed	Hired	Posted
Idaho Department of Labor	Online Only	<a href="https://idahoworks.gov/ada/r/employer">https://idahoworks.gov/ada/r/employer</a>			11/3/2023
Referral					
Personally delived to Office	5660 E Franklin Rd. Ste 200 Nampa, ID 83687				
Iliad Media Group Website	Online Only	<a href="https://www.iliadmediagroup.com/">https://www.iliadmediagroup.com/</a>			
Indeed	Online Only	<a href="https://www.indeed.com/">https://www.indeed.com/</a>	6	1	11/9/2023
LinkedIn	Online Only				

This report does not include any *“Entitled sources.”*

**Grand Total Number of Applicants Interviewed: 7**

# **OUTREACH INITIATIVES UNDERTAKEN PURSUANT TO SECTION C.F.R. Section 73.2080**

## **OUTREACH INITIATIVES**

**#1**

**Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.**

**Activity:** Workplace Harassment Certification (US – Manager – 60 minute)

**Date of Activity:** 04/03/2024 - 04/30/2024

**Attendee(s):** Management personnel

**Host:** Ataraxis PEO – Mineral: HR and Compliance Services & Platform

**Brief Description:** Our management personnel completed online training through the online platform Mineral HR. The training provided information regarding the current discrimination and harassment laws and regulations, how to prevent a hostile work environment, and how to identify and address discrimination and harassment. The training was interactive including different scenarios and questions throughout the presentation to test the knowledge of the participant. The seventeen members of the management personnel received a certificate of achievement upon completion of the course.

## OUTREACH INITIATIVES

#2

**Training programs that enable station personnel to acquire skills to qualify them for higher level positions.**

**Activity:** Broadcast Technologist Certification

**Date of Activity:** 06/12/2023 - 06/16/2023

**Attendee(s):** Assistant Chief Engineer

**Host:** The Society of Broadcast Engineers (SBE)

**Brief Description:** Our Assistant Chief Engineer attended a five-day course in Hoover, Alabama to become a Certified Broadcast Technologist. This certification program introduces the participants to electronic fundamentals, FCC rules pertaining to operating tolerances, and safety.

## OUTREACH INITIATIVES

#3

**Training programs that enable station personnel to acquire skills to qualify them for higher level positions.**

**Activity:** Radio Mercury Awards Webinar – How to write and produce radio creative that works.

**Date of Activity:** 03/20/2024

**Attendee(s):** Office Assistant

**Host:** The Radio Advertising Bureau (RAB)

**Brief Description:** Our Office Assistant attended a live presentation online featuring award winning writers and producers who shared information on how to improve client's creative.

## OUTREACH INITIATIVES

#4

### **Mentoring program for station personnel.**

**Activity:** Sales mentorship

**Date of Activity:** 09/14/2023 – 12/04/2023

**Attendee(s):** Account Executive

**Host:** Iliad Media Group

**Brief Description:** A manager selected an Account Executive from the Sales Department worked with this employee for 30 minutes once a week to provide guidance on the following topics:

- Module 1 Understanding radio commercials
- Module 2 Pricing Inventory
- Module 3 Inventory Management through pricing
- Module 4 Inventory Management through scheduling
- Module 5 Managing Daily weekly inventory loads.
- Module 6 Maximizing Opportunities

## OUTREACH INITIATIVES

#5

### **Mentoring program for station personnel.**

**Activity:** Promotions and Communications Committee mentorship

**Date of Activity:** 01/08/24 – Current

**Attendee(s):** Promotions Coordinator

**Host:** Iliad Media Group

**Brief Description:** A manager has been mentoring our Promotions Coordinator for 30 minutes once a week to provide guidance on the following topics:

- Attitudes and Behaviors necessary to lead.
- Separating from your peers when moving to a management role.
- Firm and Fair doctrine
- Recapping crucial conversations
- Knowing the difference between "friend" and "leader"
- How to have productive conversations with preparation
- How to follow up after a one-on-one meeting

## OUTREACH INITIATIVES

#6

**Participate in events/programs sponsored by or on behalf of community organizations related to careers in broadcasting.**

**Activity:** Guest speaker at Boise Bench Lions Club

**Date of Activity:** 07/26/2023

**Attendee(s):** KKOO AM On-air Talent KJ Mac

**Host:** Boise Bench Lions Club

**Brief Description:** KJ Mac spoke to the community members who attended about the Treasure Valley Broadcasting industry and his 46-year career in radio broadcasting.



## OUTREACH INITIATIVES

#7

**Participate in other activities reasonably calculated to disseminate information about careers in broadcasting.**

**Activity:** On-Air and Programming job shadowing

**Date of Activity:** 10/04/2023

**Attendee(s):** High School student from Idaho Arts Charter School

**Host:** KWYD FM On-Air host and Program Director Isaiah Twitty

**Brief Description:** The student received a walkthrough of the day-to-day operations and job requirements of an On-Air host and Program Director. Information was shared on how to start a career path in broadcasting and the opportunities within the industry.

## OUTREACH INITIATIVES

**#8**

### **Participate in a job or career fair.**

**Activity:** Idaho Job & Career Fair

**Date of Activity:** 11/06/2023

**Attendee(s):** Iliad Media Group staff

**Host:** IBL Events

**Brief Description:** Iliad Media Group participated in this event at the Nampa Civic Center by setting up a booth to make available job applications and share information about our organization.

## OUTREACH INITIATIVES

#9

**Participate in other activities reasonably calculated to disseminate information about careers in broadcasting.**

**Activity:** On-Air and Programming job shadowing

**Date of Activity:** 03/07/2024

**Attendee(s):** High School student from Union High School

**Host:** KWYD FM On-Air host and Program Assistant Sarah Vaira

**Brief Description:** The student received a description of the organization, the radio stations within the cluster, and the role of each employee. The host provided a detailed explanation of the on-air process and allowed the student to join her for an on-air segment. The host discussed the opportunities within the broadcasting industry.

## OUTREACH INITIATIVES

**#10**

### **Participate in a job or career fair.**

**Activity:** Idaho Job & Career Fair

**Date of Activity:** 04/18/2024

**Attendee(s):** Iliad Media Group staff

**Host:** IBL Events

**Brief Description:** Iliad Media Group participated in this event at The Center at Canyon County Fairgrounds by setting up a booth to make available job applications and share information about our organization.

## OUTREACH INITIATIVES

**#11**

**Sponsor events/programs for or on behalf of community organizations related to careers in broadcasting.**

**Activity:** Studio tour

**Date of Activity:** 03/17/2024

**Attendee(s):** Youth group from the Nampa 7<sup>th</sup> Ward

**Host:** Iliad Media Group VP of Operations James Garner

**Brief Description:** The host provided a studio tour in which he took the opportunity to explain how to operate a radio station, including all the different technologies, licenses, and staff needed. The youth group received information on the requirements to begin a broadcasting career.