

Annual EEO Report
KCGL-FM, KCWB-FM, KKLX-FM, KODI-AM, KTAG-FM, KVGL-FM, KWOR-AM, KZMQ-AM,
KZMQ-FM
June 1, 2023 - May 31, 2024

This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): KCGL-FM, KCWB-FM, KKLX-FM, KODI-AM, KTAG-FM, KVGL-FM, KWOR-AM, KZMQ-AM, KZMQ-FM and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning June 1, 2023 to and including May 31, 2024.

The FCC’s EEO Rule requires that this 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 EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree 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.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer.

Covering the Period beginning June 1, 2023 to and including May 31, 2024.

Station(s) Comprising Station Employment Unit: KCGL-FM, KCWB-FM, KKLX-FM, KODI-AM, KTAG-FM, KVGL-FM, KWOR-AM, KZMQ-AM, KZMQ-FM

Section 1: Vacancy Information

Full time positions hired	Filled by recruitment source	RS Used
Marketing Consultant	4	1,2,3,4,5
Marketing Consultant	1	1,2,3,4,5

Total Number of Persons Interviewed During Applicable Period: 3

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Section 2: Recruitment source information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized	Source Entitled to Vacancy Notification ? (Yes/No)
1	Indeed Careers https://www.indeed.com/jobs Susan Patrick susan@pattcom.com 307-578-5000 Manual Posting	1	All Marketing Positions	N
2	HIRE WYO 551 Running W Dr Gillette, Wyoming 82718 https://hire.wyo.gov/home Email: dws-hire@wyo.gov Manual Posting	0	All Marketing Positions	N
3	Big Horn Basin Media (on-air, general openings ad) 1949 Mountain View Dr Cody, WY 82414 307-578-5000 Susan Patrick Radio Posting	0	All positions (perpetual general openings ad),	N
4	Big Horn Basin Media (on-air, focused marketing ad) 1949 Mountain View Dr Cody, WY 82414 307-578-5000 Susan Patrick Radio Posting	1	all marketing positions (targeted marketing sales ad)	N
5	Big Horn Basin Media Walk-In	1	Open to all applicants/positions	N

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by Employment Group

June 12-16, 2023 – Participation in Job Fair

Wyoming Association of Broadcasters Virtual Job Fair. Submitted jobs that we may have open or accepting resumes to keep on file to the NASBA jobs board at www.careerpage.org. This is a week long event where people can go and apply virtually. We run ads supporting the job fair all week on each of our radio stations.

June 15, 2023 - Participation in Community Education about opportunities in Broadcasting

Our goal was to open the studios to the public with a chamber of commerce mixer for the public to come and learn the behind the scenes of what goes on to produce a live show and engage in dialog with industry professionals. Members from both sales and on-air personalities participated in presentations and Q & A. Those in attendance from station: Terry Michael, on air; Vic Wright, on air; Kathy Paxton, Senior Marketing Consultant; Samantha Vinot, Sales, Connie Harvey, Sales.

August 8, 2023 - Participation in Community Education about opportunities in Broadcasting

We sponsored a booth at the Chamber of Commerce Mega Mixer where we held a presentation and a Q&A session of what each department does at Basin Radio Network. Hosted over 100 guests to our booth. Provided applications and promoted working in sales. Those in attendance from the station were: Tim Harper, General Manager; Colton Debias, Sports Director; Kathy Paxton, Senior Marketing Consultant; Samantha Vinot, Sales, Connie Harvey, Sales

October 1, 2023 – Established a training program to enable personnel to advance within our company.

Established a training program for station personnel in sales that would like to advance their career here at Basin Radio Network. Each program sessions will go for 2 months and will be opened to all account executives who would like to advance within the company. Topics to be included are: how to increase sales; how to write effective scripts; How to succeed at “cold calls”; how to prospect; how to produce a radio spot; how to understand logs; and more as the program grows. This will help account executives that desire to be a Senior Marketing Consultant or go into production.

December 11-15, 2023 – Participation in Job Fair

Wyoming Association of Broadcasters Virtual Job Fair. Submitted jobs that we may have open or accepting resumes to keep on file to the NASBA jobs board at www.careerpage.org. This is a week long event where people can go and apply virtually. We run ads supporting the job fair all week on each of our radio stations.