

**EEO PUBLIC FILE REPORT**  
**CCR- Tri-Cities IV, LLC**  
**KONA-AM, KONA-FM, KZHR-FM**  
**10/1/19 - 9/30/20**

**Section 1. Vacancy List**

<b>Job Title</b>	<b>All Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>Number of Interviewees Referred by Each RS</b>	<b>RS that Referred the hiree</b>
<i>News Reporter</i>	3, 4, 5, 6	3 - 3 interviews 6 - 1 interview 4 - 1 interview	6
<i>General Manager</i>	2	2 - 6 interviews	2
<i>Account Executive</i>	6	6 - 1 interview	6
<i>Account Executive</i>	6	6 - 1 interview	6
<i>Account Executive</i>	6	6 - 1 interview	6
<i>Account Executive</i>	6	6 - 1 interview	6
<i>Account Executive</i>	6	6 - 1 interview	6

**Section 2. Recruitment Source List**

<b>RS Number</b>	<b>RS Information</b>	<b>RS Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviews Referred by RS over 12-month period</b>
1	CCR on air EEO Announcements	No	0
2	Media Staffing Network (staffing agency)	No	6
3	All Access	No	3
4	Linkedin	No	1
5	Twitter	No	0
6	Walk in/Word of Mouth/Referral	No	6
<b>Total Number of Interviews over 12-month period: 16</b>			

**Section 3. Recruitment Initiatives**

<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
<p>Use of training/mentoring program designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>CCM implemented an accounting/traffic system with broader accessibility for the CCM staff. CCM offers web based training for staff desiring to elevate their knowledge in various technical aspects of the business. Ideally, these new skill sets will qualify staff for higher level positions.</p>
<p>Participation in other programs designed to promote outreach.</p>	<p>CCM has developed a program in conjunction with the Tri Tech Skill Center, in which CCM staff interact with the Communications Program and talk about the skill sets required for careers in radio communications.</p>
<p>Participation in other activities reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcast.</p>	<p>In conjunction with Cherry Creek Media corporate directive, CCM Tri-Cities has proactively implemented a program for cold calling clients, associates of the stations and community leaders, to seek referrals for the open positions. The premise is that local contacts have specific knowledge on viable candidates, broadening our searches while narrowing our targets to candidates with established skills.</p>