

Sandhill Media Group LLC

KUPI FM-KQPI FM, KQEO FM, KSNA FM, KSPZ AM, KAOX FM- KUPY FM

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: KUPI FM Rexburg ID. KSPZ AM Ammon ID. KQEO FM Idaho Falls, ID. KSNA FM Idaho Falls, ID. KQPI FM Aberdeen, ID. KUPY FM Sugar City ID. KAOX Shelley, ID. 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 period beginning **June 1, 2024** to and including **May 31, 2025** (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations 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 and telephone number.
3. The recruitment source that referred the hires 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.

Appendices 1, 2 and 3 have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hire accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Sandhill Media Radio Group LLC

Appendix 1

Annual EEO Public File Report Form

Covering the period from **June 1, 2024 to May 31, 2025**

Stations Comprising Station Employment Unit:

KUPI FM-KQPI FM, KQEO FM, KSNA FM, KSPZ AM, KAOX FM- KUPY FM

Section 1: Vacancy Information

<u>Full-time Positions Filled by Job Title</u>	<u>Recruitment Source of Hire</u>	<u>Total Number of Interviewees from All Sources for This Position</u>
Account Executive Steven Bagley . hired 3/31/2025	Indeed.com	4
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Total Number of Persons Interviewed During Applicable Period: 4

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Appendix 2

Annual EEO Public File Report Form

Covering the Period from **June 1, 2024 to May 31, 2025**

Stations Comprising Station Employment Unit:

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Section 2: Recruitment Source Information

	<u>Recruitment Source (Name, Address, Telephone Number, Contact Person Email Address)</u>	<u>Total # of Interviewees This Source Has Provided During This Period (if any)</u>	<u>Full-Time Positions for Which This Source Was Utilized</u>
1	Radio Advertisements 854 Lindsay Blvd Idaho Falls, 83402	0	0
2	BYU-Idaho CBC Internships & Career Services Lane Muranaka 269 Smith Building, Rexburg, Idaho 83440 208 496-2784 muranakal@byui.edu	0	0
3	Linked In	0	0
4	Idaho State Journal Judy Wallace thall@journalnet.com Tina Hall	0	0
5	Idaho State University Career Center Contact Troy Kase 921So. 8 th Ave, Stop 8108 Pocatello, Idaho 83209-8108 208 282-2380	0	0
6	Boise State Career Center Vickie Coale 1910 University Drive, Boise ID 83725 208 426-1747	0	0

7	Shoshone Bannock Employment Program Johanna Whiteplume 208-478-3982 jwhiteplume@sbtribes.com	0	0
8	SouthernIdahoHelpWanted.com	0	0
9	East Idaho Broadcasters Job Fair	0	0
10	Idaho Migrant Council (Spanish) Gayle Hernandez 350 G Street Idaho Falls, Idaho 83202	0	0
11	Job Service Connie Gardner 150 Shoup Ave Suite 13 Idaho Falls, Idaho 83405	0	0
12	LDS Employment Service Scott Brizzee 837 Park Ave Idaho Falls, Idaho 83401 208 523-4880	0	0
13	ZipRecruiter.com	0	0
14	Media Associate Referral	0	0
15	Handshake.com	0	0
16	CareerBuilder.com	0	0
17	ALLACCESS.COM Joel Denver 28955 Pacific Coast Hiway #210-5 Malibu CA 90265 Phone: 310-457-6616	0	0
18	Idaho Department of Labor 1515 E Lincoln Rd Idaho Falls ID 83401 208-557-2500	0	0
19	ApplicantPro.com website	0	0
20	KUPI, KQEO, KSNA, KAOX, KSNA Website	0	0
21	Sandhill Media Group Website SandhillRadio.com	0	0
22	College of Eastern Idaho 1600 South 25 th East Idaho Falls, ID 83404 jmeldrum@eitc.edu Jason Meldrum 524-3000	0	0

23	NAACP Pocatello Branch Michael Pettaway PO Box 4192 Pocatello ID 83205	0	0
24	College of Southern Idaho Merry Olson 315 Falls Avenue PO Box 1238 Twin Falls, ID 83301	0	0
25	Utah State University Maleah Christensen 4305 Olde Main Hill, Logan UT 84322-4305 534-797-7777	0	0
26	BYU Idaho Communications Department Brian Howard or John Thompson Spori 229 Rexburg ID 83440 208-496-3691	0	0
27	Indeed.com	4	4
28	Cache Valley Radio Group 810 West 200 North Logan, UT 84321 435-752-1390 eric@cvradio.com Eric Frandsen	0	0
29	Unique & Exceptional Talent	0	0
30	National Jobs Board for State Broadcasters Assn's CareerPage.org access code 3Sdg54.	0	0

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Appendix 3

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Covering the Period from **June 1, 2024 to May 31, 2025**

Stations Comprising Station Employment Unit:

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

Job & Career Fairs / Hiring Events we attended

During this reporting period we attended the BYU-Idaho Career Fair on **October 17, 2024**

Primarily, to introduce students or anyone interested in a career in the broadcast industry and to recruit interns for our 12 week internship program directed by David Pruitt

Recruitment Sources for Full Time Positions

Sandhill Media Group (SMG) will send letters and emails to select recruitment sources listed in appendix 2 of this report describing the positions available and a request for resumes when full-time positions become available. Additionally, SMG places recruitment ads on our own radio stations to run job opening announcements, we also place the job openings on our Facebook, social media pages and station group websites.

Sales Training:

Josh Elmore Director of Sales meets weekly with each account executive for training and coaching. These meetings typically take place on a Monday

New sales representatives can advance from a base salary to a commission income after 90 days, upon completion of their training sessions and performance. "RAB Online Training Academy," and/or according to the Director of Sales discretion.

New account executives also receive digital marketing training.

On-Air Staff

All on-air announcers and support staff meet weekly (Thursdays 10am) with William Kezele the Operations Manager for training coordination and direction. Jim Burgoyne C.O.O. is also in these meetings and reinforces Sandhill Media Group's direction for a strong broadcast company.

Engineering & Information Technology/ IT

Station Engineers & Information Technology personnel meet weekly or as needed, with Sandhill Media Group C.O.O. Jim Burgoyne and Operations Manager Will Kezele for training coordination and direction.

Career Advancement and Promotions

Chelsie Ferguson has been promoted to Business/Traffic and Office Manager

Heather Duncan has advanced in training to be the afternoon talent weekdays 3p-7p on KSNA

EEO Equal Employment Opportunity Statement

Each employee at Sandhill Media Group has been given an EEO Employment Opportunity Statement that they have read, signed, and dated to confirm that they understand the policy. The most recent was read, signed, and dated on or about October 26, 2023. There have been no equal employment incidents to report during this period.

EEO Recruitment Outreach Meeting

We met on May 22, 2025. In attendance were Jim Burgoyne C.O.O. Josh Elmore Director of Sales, Will Kezele Operations Manager, David Pruitt Digital Director and Intern Manager, and Keith Walker National Sales Manager and EEO oversight coordinator. We reviewed and discussed what needs to be done to make sure our recruitment efforts comply with equal opportunities for candidates and current employees. We reviewed and discussed the case of an intern that is hired as a part-time employee then offered full-time employment, recruitment outreach is not necessary, if they were hired through our intern outreach program.

We discussed the need to make sure females and minorities are notified on all available positions. We discussed the fact that full-time employees hired for six months or less and part-time employee recruitment outreach is not necessary. We discussed that our outreach for new employees can now be done via social media sources, so long as it covers the community. All other selected sources could also be used.

Internships at Sandhill Media Group

This Reporting Period; We have had **3** interns. (Initials and start dates are for internal use so we can keep track and count the interns in only one reporting period) C.W. 11/24-2/25
C.L. 1/24-4/25 A.P. 1/25-4/25

Each Internship is 12 weeks. For internship outreach, we've used ZipRecruiter, Indeed.com & Handshake.com Handshake.com has provided 3 interviews during this reporting period

This internship program is open to high school or college age students who are currently enrolled in school. Each potential intern must have an interest in any of these: Business, Journalism, Marketing or Sales, Broadcast Related Skills, Information Technology (IT) or (RF) Engineering, Graphics and Design, Social Media or Sports

Interns Hired from Part-time to Full-time

R.L. has been hired fulltime as an I.T. Engineering specialist, C.L. has been hired part-time as a graphics designer and videographer.