

## Sandhill Media Corporation

810 W. 200 N  
Logan, UT 84321

September 11, 2025

### 2025 EEO Audit Response of KQEO(FM), Idaho Falls, Idaho (Facility ID No. 87926)

Sandhill Media Corporation ("**Sandhill Media**"), licensee of KQEO(FM), Idaho Falls, Idaho (Facility ID No. 87926) ("**KQEO**"), hereby responds to the EEO Audit Letter dated August 8, 2025 (the "**Audit Letter**"). KQEO operates in a station employment unit (the "**Unit**") with the following commonly-owned stations (collectively, the "**Stations**"):

<b><u>Licensee</u></b>	<b><u>Station</u></b>	<b><u>City/State</u></b>	<b><u>Facility ID</u></b>
Sandhill Media Corporation	KUPI-FM	Rexburg, Idaho	64698
Sandhill Media Group, LLC	KQPI(FM)	Aberdeen, Idaho	164125
Sandhill Media Group, LLC	KSNA(FM)	Idaho Falls, Idaho	55237
Sandhill Media Group, LLC	KSPZ(AM)	Ammon, Idaho	55238
Frandsen Media Company, LLC	KAOX(FM)	Shelley, Idaho	31169
Frandsen Media Company, LLC	KUPY(FM)	Sugar City, Idaho	190386

As the Unit has five (5) or more full-time employees, Sandhill Media submits the following statements and documents in response to Section 2(b) of the Audit Letter:

1. **Public File Reports.** Copies of the Unit's two (2) most recent EEO Public File Reports (collectively, the "**EEO Public File Reports**") for the periods covering **June 1, 2023 to May 31, 2024** (the "**First Reporting Period**") and **June 1, 2024 to May 31, 2025** (the "**Second Reporting Period**") and together with the First Reporting Period, the "**Audit Period**") are attached hereto as **Exhibits A** and **B**, respectively.

2. **Website Information.** The websites for the Stations are as follows:

<b><u>Station</u></b>	<b><u>Website</u></b>
KQEO	<a href="https://arrow107.com/">https://arrow107.com/</a>
KUPI-FM and KQPI	<a href="https://99kupi.com/">https://99kupi.com/</a>
KSNA	<a href="https://100myfm.com/">https://100myfm.com/</a>
KSPZ	<a href="https://980thezone.com/">https://980thezone.com/</a>
KAOX and KUPY	<a href="https://newstalk1079.com/">https://newstalk1079.com/</a>

The Unit's most recent EEO Public File Report (i.e., the 2024-2025 EEO Public File Report) has been posted to each Station's website.

3. **Information Regarding Vacancies.** The date of hire for each vacant position filled during the Audit Period is provided in the EEO Public Fille Reports attached hereto as **Exhibits A** and **B**, respectively. Copies of all available communications retained by the Unit announcing the vacancies for the full-time positions filled during the Audit Period are attached hereto as **Exhibit C**.

4. **Total Number of Interviewees and Referral Sources.** The total number of interviewees for each vacancy and the referral source for each interviewee for all the Unit's full-time vacancies filled during the Audit Period are provided in the EEO Public File Reports attached hereto as **Exhibits A** and **B**, respectively.

5. **Documentation of Recruitment Initiatives.** The Unit personnel involved in each recruitment initiative performed during the Audit Period is listed in the EEO Public File Reports attached hereto as **Exhibits A** and **B**. Documentation of the Unit's recruitment initiatives is provided in **Exhibit D** attached hereto.

The Unit's current total number of full-time employees is fifteen (15). The Stations operate in a market with a population of less than 250,000. Therefore, the Unit is required to perform two (2) recruitment initiatives within a two-year period.

6. **Discrimination Complaints.** There are no pending or resolved complaints alleging unlawful discrimination in the employment practices of the Unit during the current license term. There have been no employee complaints filed internally with the Unit or its parent company or externally with any body having competent jurisdiction under federal, state, territorial or local law regarding any bias, sensitivity or any other matters related to race, color, religion, national origin or sex involving the Unit made during the Stations' current license terms. No Unit employee has been reprimanded, reclassified, repositioned, demoted, dismissed or otherwise sanctioned for failing to comply with or affirm policies or programs regarding race, color, religion, national origin or sex.

7. **Policies and Practices Documents.** A copy of the Unit's Equal Employment Opportunity Statement (the "**EEO Statement**"), to which the Unit's employees must agree to abide by upon hiring, is attached hereto as **Exhibit E**.<sup>1</sup> As described in the EEO Statement, improper interference with the ability of the Unit's employees to perform their job duties may result in discipline up to and including discharge.

8. **Race-Based Hiring Databases.** Applicant maintains no race-based databases for hiring purposes. Some organizations listed in the recruitment sources with affinity to certain racial or ethnic groups may have received notices of job openings from the Unit, but in no case were these the sole source used for identifying potential candidates for job openings.

9. **Management's EEO Responsibilities.** The Unit's management is responsible for knowing and complying with the Unit's EEO policies and ensuring that the Unit's hiring supervisors comply with the EEO policies. The Unit's management is informed of EEO requirements by reviewing written materials from various broadcast associations, other industry publications, and the Unit's legal counsel. The fact that the Unit is an EEO employer is posted at each Station and is contained on printed employment applications and other forms.

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<sup>1</sup> The Unit's EEO Statement is also included in its general recruitment outreach notification, which has been provided in **Exhibit D** hereto.

**10. Analysis of EEO Program's Effectiveness.** The Unit periodically reviews its EEO policies and program for compliance and effectiveness. Unit employees involved in hiring attempt to stay abreast of FCC outreach requirements. When the Unit becomes aware of organizations that could refer potential employees to the Stations, they are added to the Unit's list of recruitment sources.

**11. Analysis of Benefits and Promotions.** Sandhill Media strives to comply with all federal, state and/or local laws regarding pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that the Unit provides equal opportunities to all employees and applicants.

Sandhill Media is not party to any union agreements pertaining to the Stations.

**12. Religious Broadcaster.** Sandhill Media is not a religious broadcaster.

**13. Time Brokerage Agreements.** None of the Stations are subject to a time brokerage agreement.

Please address any questions concerning this response to Sandhills Media's counsel, David Oxenford and Keenan Adamchak of Wilkinson Barker Knauer, LLP. Mr. Oxenford can be reached at (202) 383-3337 or [doxenford@wbklaw.com](mailto:doxenford@wbklaw.com), and Mr. Adamchak can be reached at (202) 383-3412 or [kadamchak@wbklaw.com](mailto:kadamchak@wbklaw.com).

I certify that the information and statements herein are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge that the attached exhibits are considered material representations.

By: Marvin Kent Frandsen  
Marvin Kent Frandsen, President  
Sandhill Media Corporation

**Exhibit A**

**First EEO Public File Report**

# ***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, 2023** to and including **May 31, 2024** (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, 2023 to May 31, 2024**

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 D.E. Date hired 10/26/2023	Indeed.com	7

Total Number of Persons Interviewed During Applicable Period: 7

# *Sandhill Media Group LLC*

## Appendix 2

### Annual EEO Public File Report Form

Covering the Period from **June 1, 2023 to May 31, 2024**

Stations Comprising Station Employment Unit:

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

#### 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 <a href="mailto:muranakal@byui.edu">muranakal@byui.edu</a>	0	0
3	Linked In	1	1
4	Idaho State Journal Judy Wallace <a href="mailto:thall@journalnet.com">thall@journalnet.com</a> Tina Hall	0	0
5	Idaho State University Career Center Contact Troy Kase 921 So. 8 <sup>th</sup> 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 <a href="mailto:jwhiteplume@sbtribes.com">jwhiteplume@sbtribes.com</a>	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	1	1
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 <sup>th</sup> East Idaho Falls, ID 83404 <a href="mailto:jmeldrum@eitc.edu">jmeldrum@eitc.edu</a> 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	5	1
28	Cache Valley Radio Group 810 West 200 North Logan, UT 84321 435-752-1390 <a href="mailto:eric@cvradio.com">eric@cvradio.com</a> Eric Frandsen	0	0
29	Unique & Exceptional Talent	0	0
30	National Jobs Board for State Broadcasters Assn's CareerPage.org access code <b>3Sdg54.</b>	0	0

# *Sandhill Media Group LLC*

## **Appendix 3**

### **Annual EEO Public File Report Form**

**Covering the Period from June 1, 2023 to May 31, 2024**

**Stations Comprising Station Employment Unit:**

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

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

#### **Job & Career Fairs / Hiring Events we attended**

During this reporting period we coordinated and held a Broadcaster Sponsored Job Fair on **September 28, 2023** and invited the other Radio & Television broadcasters to attend. It was a successful event. We also attended the BYU-Idaho Career Fair on **October 12, 2023** and again on **February 8, 2024**. A Communications Career Fair was held on February 28 2024 at BYU-Idaho and we attended that one also. 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.

New sales representatives can advance from a base salary to a commission income after 90 days, upon completion of training session 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.

### **Engineer & Information Technology/ IT**

Station Engineers & Information Technology personnel meet weekly 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**

None this reporting period

### **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 incidents to report during this reporting period.

### **EEO Recruitment Outreach Meeting**

We met on May 23, 2024. 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 NSM and EEO 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 found 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 13 interns. (Initials and start dates are for internal use so we can keep track and count the interns in only one reporting period) L.H.7/23, N.S. 7/23, A.N. 9/23, E.H. 11/23, Z.V. 1/24, J.N. 1/24, N.K. 1/24, J.D. 2/24, J.L. 4/24, B.D. 4/24, L.H.4/24 S.N. 4/24, R.L. 4/24

Each Internship is 12 weeks. For internship outreach, we've used ZipRecruiter, Indeed.com & Handshake.com Handshake.com has provided 21 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, Broadcast Related Skills, Information Technology (IT) or (RF) Engineering, Graphics & Design, Social Media or Sports

### **Interns Hired from Part-time to Full-time**

Z.V. has been hired part-time as on-air talent, A.N. has been hired part-time as a graphics designer and R.N. was hired part-time in (RF) engineering support during this reporting period D.E. was hired full-time as an account executive.

**Exhibit B**

**Second EEO Public File Report**

# ***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
.		

Total Number of Persons Interviewed During Applicable Period: 4

# *Sandhill Media Group LLC*

## Appendix 2

### 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 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 <a href="mailto:muranakal@byui.edu">muranakal@byui.edu</a>	0	0
3	Linked In	0	0
4	Idaho State Journal Judy Wallace <a href="mailto:thall@journalnet.com">thall@journalnet.com</a> Tina Hall	0	0
5	Idaho State University Career Center Contact Troy Kase 921 So. 8 <sup>th</sup> 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 <a href="mailto:jwhiteplume@sbtribes.com">jwhiteplume@sbtribes.com</a>	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 <sup>th</sup> East Idaho Falls, ID 83404 <a href="mailto:jmeldrum@eitc.edu">jmeldrum@eitc.edu</a> 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 <a href="mailto:eric@cvradio.com">eric@cvradio.com</a> Eric Frandsen	0	0
29	Unique & Exceptional Talent	0	0
30	National Jobs Board for State Broadcasters Assn's CareerPage.org access code <b>3Sdg54.</b>	0	0

# *Sandhill Media Group LLC*

## **Appendix 3**

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 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.

**Exhibit C**

**Vacancy Announcement Documentation**

[← Back to jobs](#)[Edit job](#)**Account Executive**

SANDHILL MEDIA GROUP LLC – Idaho Falls, ID

Paused

**Candidates**[View public job page](#)

All

33



New

0



Matches

**Performance summary**

Data shown for Aug 1, 2025 – Aug 18, 2025

For more detailed data, visit the [performance report](#).**Application Settings****Application method**

Email

**Require resume**

Yes

**Application updates**

josh@sandhillradio.com

Plus, send an individual email update each time someone applies.

**Candidates contact you (email)**

Yes, at email address provided

**Details**

Posted: October 8, 2024

Views: 1092

Applications received: **45**[Add a candidate](#)**Budget**

Job budget: 37.00 (USD) daily

Cost: 0.00 (USD)

Collapse

[+ Create new](#)[Home](#)[Jobs](#)[Campaigns](#)[Smart Sourcing](#)[Candidates](#)[Interviews](#)[Analytics](#)[Tools](#)

0

[Impressions](#)

0

[Clicks](#)

0

[Started applications](#)

0

[Applications](#)[Improve job description](#)

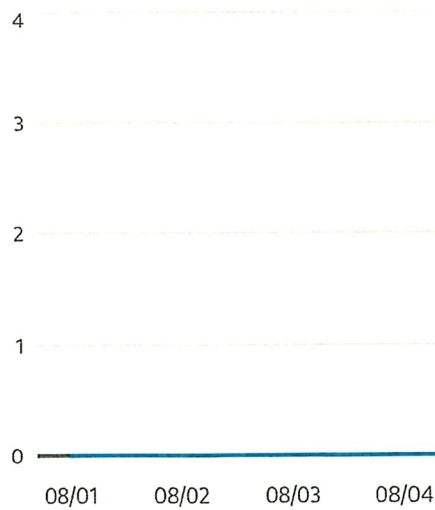
Metrics over time

Day

Week

[Applications](#)

 Add metric to compare



## Job description

We are currently looking for a positive and proactive individual to join our amazing sales team here at Sandhill Media Group in East Idaho. This is a wonderful full-time position that we have reserved for someone that wishes to further their knowledge in the world of Marketing and Advertising and can help contribute to the success of businesses; including our own.

### About Us:

Sandhill Media is a marketing corporation in Idaho Falls and the surrounding areas. As a company, Sandhill Media provides creative and effective marketing, advertising and promotion based strategies for local and regional businesses.

Sandhill Media owns and operates a cluster of 8 radio stations, and offers a variety of advertising solutions in the form of traditional radio advertising and digital advertising solutions

Here at Sandhill Media we seek to not only take great care of our clients and customers but also our amazing employees, and because of that we offer great perks, pay, and a flexible schedule.

A Day in the Life:

You will receive the training and resources necessary in order for you to be successful and enjoy your time here at Sandhill Media. You will have many opportunities to reach out and communicate with both current and potential clients to assess their needs and explain the benefits of our Marketing and Advertising Services. With your knowledge and charisma you will be able to convey the positive and compelling message that our offers and service are second-to-none.

Qualifications:

A Positive and Team-Player Attitude

A Likeable Personality (For Us and For the Clients)

Outside Sales Experience (Although we do Prefer a Great Attitude over Experience)

Fantastic Communication Skills

A Willingness to Learn this Business

\*

Job Type: Full-time

Pay: \$50,000.00 - \$65,000.00 per year

Benefits:

- Dental insurance
- Flexible schedule
- Health insurance
- Health savings account
- Vision insurance

Schedule:

- 8 hour shift

Experience:

- Marketing: 2 years (Preferred)

Work Location: In person




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[Security](#) –

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← Back to list



Daniel Escobar

Idaho Falls, ID



You messaged · 1 year ago

Hired · 1 year ago

## Professional summary

### SALES ASSOCIATE/SENIOR SALES/ASM

To obtain a position as a team-player in a people-oriented organization where I can maximize my customer-service experience in a challenging environment to achieve the company's goals along with my own

Status: Hired

Activity feed

Sep 27, 2023

Daniel Escobar applied

Executive

## Experience

### Store Manager · Wireless Revolution / Cricket

May 2017 – Present · 8 yr 3 mo  
Idaho Falls, ID

As a sales Store Manager my responsibilities are to take full care of the operational side of the store as well as training the new recruits and get them ready for the sales floor, in the last 6 months I have taken this store to the top 3 in the whole company and kept it every month achieving increases of 260% in just 2 months after a took a

### District Manager · Cricket Wireless

May 2017 – Present · 8 yr 3 mo  
Idaho Falls, ID

I have been top sales District manager for The past 5 years, overseeing 9 stores and two different states, active successful managers and sales advocate and develop them to a successful Carrier, also experienced on opening power on customers satisfaction, numerous awards through the past few years for sales excellence.

### Regional Sales Manager · Wireless Revolution

May 2017 – Present · 8 yr 3 mo  
Idaho Falls, ID

Over see Sales, training new recruits, recruit, sales presentations, merchandise, over 3 states Idaho, Montana and

### Sales Consultant · Teton Toyota

April 2017 – June 2017 · 2 mo  
Idaho Falls, ID

as a part of the Teton Group, I could sale cars on Teton VW, Teton Hyundai, Teton Auto Credit, and of course Toyota enjoyed my time there, but I needed a fast work environment where I could truly use my people skills in a daily life

### SALES ASSOCIATE/SENIOR SALES/ASM · T-Mobile Express Location on Sunnyside in Idaho Falls

May 2015 – March 2017 · 1 yr 10 mo

Write private note

Daniel Escobar



2

Candidates invited via

September 29, 2023

Hi Daniel, Thanks for your interest. I set up an interview. How does Wednesday at 10am look to come visit with me at studios at 854 Lindsay Blvd, Idaho Falls basically across the street from Jake's restaurant.

Alright I will be there.

Daniel Escobar 11:30 am

Write a message to Daniel Escobar



Templates





**Sandhill Media Group** · Follow

January 14 · 🌐

...

### Sales Account Manager Wanted

We are currently looking for a positive and proactive individual to join our amazing sales team here at Sandhill Media Group in East Idaho. This is a wonderful full-time position that we have reserved for someone that wishes to further their knowledge in the world of Marketing and Advertising and can help contribute to the success of businesses; including our own.

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Sandhill Media owns and operates a cluster of 7 radio stations and offers a variety of advertising solutions in the form of traditional radio advertising and digital advertising solutions.

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### A day in the Life:

You will receive the training and resources necessary for you to be successful and enjoy your time here at Sandhill Media. You will have many opportunities to reach out and communicate with both current and potential clients to assess their needs and explain the benefits of our marketing and advertising services. With your knowledge and charisma, you will be able to convey the positive and compelling message that our offers and service are second-to-none.

### Qualifications

A positive and Team-Player Attitude

A likeable Personality (for us and for the client)

Sales Experience (although we prefer great attitude over experience)

Fantastic Communication Skills

A Willingness to learn this business

Sandhill Radio is an equal opportunity employer.




1

1 comment

**Exhibit D**

**Recruitment Initiative Documentation**



# East Idaho JOB FAIR

## Broadcaster Sponsored Job Fair & Hiring Event

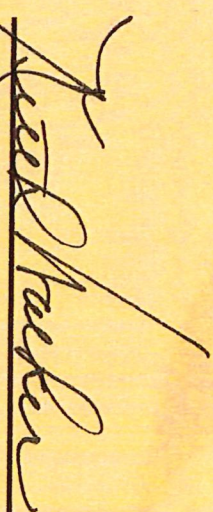
KUPI, KQPI, KAOX, KUPY, KQEO, KSPZ, and  
other affiliate stations

Thank you for your participation in this year's job fair. This certifies your station(s) was involved with this year's job fair. Activities include: Planning meetings and promoting the event to listeners/viewers and community outreach groups through broadcast and webpage.

# SANDHILL

MEDIA GROUP

98.1 KUPI 100.1 MY 480W  
TODAY'S BEST MUSIC 107.1  
THE (NEW) ZONE 94.5 KUPY  
SUNSHINE NEWS TALK 107.3 FM  
X 92.5 KQEO  
NOW 105.1

  
Signature

9/28/2023  
Date

# Sales Order

Stations: Legends, KAOX-FM, KAOX-HD2, KQEO-FM, KSNA-FM, KSPZ-AM, KUPI-FM  
 Contract Name: Outreach Announcement 5.13.21-02  
 Contract#: 35736  
 Start Date: 5/17/21 End Date: 12/31/27  
 Revenue Type: PSA Type: Trade  
 Advertiser: Sandhill Media Group  
 Address: 854 Lindsay Blvd  
 City: Idaho Falls State: ID Zip: 83402  
 Phone: (208) 522-1101  
 Product Name: EEO Outreach Announcement  
 Competitive Code: Issues/Programs

Buyer: \_\_\_\_\_  
 Tax Schedule: \_\_\_\_\_ (None)  
 Agency Commission %: 0  
 Billing Cycle: Calendar  
 Salesperson: 1414kwal Comm %: 0  
 Makegood Policy: Within Contract Dates

## Legends

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6

TOTAL GROSS \$0.00, NET \$0.00

## KAOX-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	1/06/25		6:00 AM	10:00 AM	30	1							1	W	0.00	0	0.00	6
	=== CANCELED ===																		
2	5/17/21	1/01/25		10:00 AM	7:00 PM	30			1					1	W	0.00	190	0.00	6

TOTAL GROSS \$0.00, NET \$0.00

## KAOX-HD2

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6	
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6	

TOTAL GROSS \$0.00, NET \$0.00

## KQEO-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6

TOTAL GROSS \$0.00, NET \$0.00

**KSNA-FM**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6

TOTAL GROSS \$0.00, NET \$0.00

**KSPZ-AM**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	0	0.00	6
	=== CANCELED ===																		
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	0	0.00	6
	=== CANCELED ===																		

TOTAL GROSS \$0.00, NET \$0.00

**KUPI-FM**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6	
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6	

TOTAL GROSS \$0.00, NET \$0.00

## Billing Projections: By Month

	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00

## Billing Projections: By Month

	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 26	Dec 26	Jan 27	Feb 27	Mar 27	Apr 27
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 27	Jun 27	Jul 27	Aug 27	Sep 27	Oct 27
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 27	Dec 27	Jan 28			
CA	0.00	0.00	0.00			
ST	0.00	0.00	0.00			

☒ Print Spot Prices

Notes to Traffic: **WARNING!** This order has one or more  
 schedule lines canceled which has already aired.

**WARNING!** This order has an end-dated schedule line  
 which has already aired.

Any spots which are aired, posted or invoiced must be  
 reconciled manually. Spots in the future will be removed  
 automatically when contract revision is scheduled in traffic.

TOTAL SPOTS ..... 3650

GROSS TOTAL \$ ..... 0.00

ADJUSTED SPOTS ..... 3648

ADJUSTED TOTAL \$ ..... 0.00

APPROVE    DECLINE

☒ ☐ 1414ccon, 01/06/25 @10:51AM  
☐ ☐ Sales Manager  
☐ ☐ Credit  
☐ ☐ Local Sales Manager

# Sales Order

Stations: Legends, KAOX-FM, KAOX-HD2, KQEO-FM,  
KSNA-FM, KSPZ-AM, KUPI-FM

Buyer: .....

Contract Name: Outreach Announcement 5.13.21-02

Tax Schedule: ..... (None)

Contract#: ..... 35736

Agency Commission %: 0

Start Date: 5/17/21 End Date: 12/31/27

Billing Cycle: Calendar

Salesperson: 1414kwal Comm %: 0

Revenue Type: PSA Type: Trade

Makegood Policy: Within Contract Dates

Advertiser: Sandhill Media Group

Address: 854 Lindsay Blvd

City: Idaho Falls State: ID Zip: 83402

Phone: (208) 522-1101

Product Name: EEO Outreach Announcement

Competitive Code: Issues/Programs

## Legends

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$		
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6	
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6	

TOTAL GROSS \$0.00, NET \$0.00

## KAOX-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	1/06/25		6:00 AM	10:00 AM	30	1							1	W	0.00	0	0.00	6
	=== CANCELED ===																		
2	5/17/21	1/01/25		10:00 AM	7:00 PM	30			1					1	W	0.00	190	0.00	6

TOTAL GROSS \$0.00, NET \$0.00

## KAOX-HD2

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6

TOTAL GROSS \$0.00, NET \$0.00

## KQEO-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6

TOTAL GROSS \$0.00, NET \$0.00

**KSNA-FM**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6

TOTAL GROSS \$0.00, NET \$0.00

**KSPZ-AM**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	0	0.00	6
	=== CANCELED ===																		
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	0	0.00	6
	=== CANCELED ===																		

TOTAL GROSS \$0.00, NET \$0.00

**KUPI-FM**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6	
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6	

TOTAL GROSS \$0.00, NET \$0.00

## Billing Projections: By Month

	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
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CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00

## Billing Projections: By Month

	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 26	Dec 26	Jan 27	Feb 27	Mar 27	Apr 27
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 27	Jun 27	Jul 27	Aug 27	Sep 27	Oct 27
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 27	Dec 27	Jan 28			
CA	0.00	0.00	0.00			
ST	0.00	0.00	0.00			

☒ Print Spot Prices

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 schedule lines canceled which has already aired.

**WARNING!** This order has an end-dated schedule line  
 which has already aired.

Any spots which are aired, posted or invoiced must be  
 reconciled manually. Spots in the future will be removed  
 automatically when contract revision is scheduled in traffic.

TOTAL SPOTS	3650
GROSS TOTAL \$	0.00
ADJUSTED SPOTS	3648
ADJUSTED TOTAL \$	0.00

APPROVE    DECLINE

<input checked="" type="radio"/>	<input type="radio"/>	1414ccon, 01/06/25 @10:51AM
<input type="radio"/>	<input type="radio"/>	Sales Manager
<input type="radio"/>	<input type="radio"/>	Credit
<input type="radio"/>	<input type="radio"/>	Local Sales Manager



## EEO Outreach Notification

Sandhill Media Group is reaching out to companies and organizations that are willing to share information about our employment opportunities with job applicants or can refer individuals that might be interested in a career in broadcasting or related fields.

- Send your request to [Keith@Sandhillradio.com](mailto:Keith@Sandhillradio.com) or by mail to:

Keith Walker  
Sandhill Media Group  
854 Lindsay Blvd  
Idaho Falls, ID 83402

Sandhill Media Group is a radio company with stations: KUPI-FM, KQEO-FM , KSNA-FM, KAOX-FM KSPZ-AM, KQEO F-3 La Super Caliente

### Our: **Equal Employment Opportunity Statement**

Sandhill Media Group provides equal employment opportunities (EEO) to all employees and applicants without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, Sandhill Media Group complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfers, leaves of absence, compensation, and training.

Sandhill Media Group expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of the Sandhill Media Group employees to perform their job duties may result in discipline up to and including discharge.

# Sales Order

Station: Caliente Buyer: \_\_\_\_\_  
 Contract Name: Outreach 5.17.21 Tax Schedule: \_\_\_\_\_ (None)  
 Contract#: 35737 Agency Commission %: 0  
 Start Date: 5/17/21 End Date: 12/31/27 Billing Cycle: Calendar  
 Revenue Type: PSA Type: Trade Salesperson: 1414kwal Comm %: 0  
 Advertiser: Sandhill Media Group Makegood Policy: Within Contract Dates  
 Address: 854 Lindsay Blvd  
 City: Idaho Falls State: ID Zip: 83402  
 Phone: (208) 522-1101  
 Product Name: EEO Outreach Notice  
 Competitive Code: Issues/Programs

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	5/17/21	12/31/27		6:00 AM	10:00 AM	30	1							1	W	0.00	346	0.00	6	
2	5/17/21	12/31/27		10:00 AM	7:00 PM	30			1					1	W	0.00	346	0.00	6	

## Billing Projections: By Month

	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00

Billing Projections: By Month

	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 26	Dec 26	Jan 27	Feb 27	Mar 27	Apr 27
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	May 27	Jun 27	Jul 27	Aug 27	Sep 27	Oct 27
CA	0.00	0.00	0.00	0.00	0.00	0.00
ST	0.00	0.00	0.00	0.00	0.00	0.00
	Nov 27	Dec 27	Jan 28			
CA	0.00	0.00	0.00			
ST	0.00	0.00	0.00			

☒ Print Spot Prices

TOTAL SPOTS ..... 692  
 GROSS TOTAL \$ ..... 0.00  
 ADJUSTED SPOTS ..... 692  
 ADJUSTED TOTAL \$ ..... 0.00

APPROVE    DECLINE

☐      ☐      Traffic  
☐      ☐      Sales Manager  
☐      ☐      Credit  
☒      ☐      1414jelm, 05/12/21 @1:42PM

# FCC Notes for Fulfilling Local Outreach Requirements

## Executive Summary for Internships

1. Graphic Design Internships (G):
  - a. The Purpose of the graphic design internship was to instruct the interns on how to make attractive creative in the digital banner media medium. We made sure to engage them in top-of-the-line products such as Photoshop, Illustrator, InDesign, Canva, Google Web Designer. Whilst working with us we instructed them on many of the important features on making objectively good creatives by following UI / UX principles.
2. Web Developer Internships (W):
  - a. The Purpose of the web developer internship was to instruct the interns on how to build a website from start to finish, to assist the digital director in website maintenance, to work on good UI / UX principles and they were to learn WordPress with the Divi Theme and how to do some simple SEO, Website speed optimization, image optimization, templating, PHP, JavaScript, HTML, CSS, and other coding languages as projects required expertise in.
3. IT RF Engineer Internships (IT):
  - a. The purpose of the IT RF engineer internship was to build upon the knowledgebase and skills of the intern in the following areas: Switches, Cisco Networking, Network Security, Hosting, Domains, Maintenance, Radio frequency Broadcasting AM / FM, and much more.
4. Sports Broadcasting Internship (S):
  - a. An internship designed to be an assistant to the sports broadcasting On Air Talent that would go over calling color, setting up equipment at remote events, broadcasting with the On Air Talent about sports games, and other requirements as they became necessary.
5. On Air Broadcasting Internship (DJ):
  - a. An internship design to instruct future on air broadcasters into how to do production, logs, client relations, voice overs, adobe audition, and other skills as necessary.
6. Social Media Manager Internship (SM):
  - a. The purpose of the social media manager internship was to instruct interns in how to manage a social media account to increase the following metrics: Reach, Engagement, Leads, and Conversions. Whilst working with us we go over the Facebook retargeting pixel, analytics, quality assurance and working with clients.
7. Videographer Internship (V):
  - a. The purpose of the videographer internship was to instruct interns in adobe after effects, templates, adobe pro premiere, using audio and video in tandem, what makes a good commercial for a client, filming, and other quality assurance for clients of videos.

## Executive Summary for Career Fairs

1. Brigham Young University – Idaho STEM Fair (Feb. 11<sup>th</sup>, 2021)

2. Brigham Young University – Idaho Marketing Career Fair (Jun. 18<sup>th</sup>, 2021)
3. Hire Idaho Job Fair Sponsored by Sandhill Media & Local News 8 (Sep 30<sup>th</sup>, 2021)
4. Brigham Young University – Idaho Mini Career Fair (Oct. 7<sup>th</sup>, 2021)
5. Brigham Young University – Idaho STEM Fair (Oct. 14<sup>th</sup>, 2021)
6. Shoshone Bannock Career Fair (Oct. 27<sup>th</sup>, 2021)
7. BYUI web Design & Development Student Society Information Session (Oct. 27<sup>th</sup>, 2021)
8. Brigham Young University – Idaho Marketing Career Fair (Nov. 18<sup>th</sup>, 2021)
9. Brigham Young University – Idaho Mini Career Fair (Feb. 24<sup>th</sup>, 2022)
10. Brigham Young University-Idaho Mini Career Fair (May 12<sup>th</sup>, 2022)
11. Brigham Young University-Idaho Mini Career Fair (October 20<sup>th</sup>, 2022)
12. Brigham Young University-Idaho STEM Fair (Feb. 7<sup>th</sup>, 2023)
13. Brigham Young University-Idaho Mini Career Fair (Feb 8<sup>th</sup>, 2023)
14. Brigham Young University-Idaho Mini Career Fair (May 11<sup>th</sup>, 2023)
15. East Idaho Job Fair (Sept 28<sup>th</sup>, 2023) \*Sponsored by Sandhill Media Group
16. Brigham Young University-Idaho Career Fair (Oct 12<sup>th</sup>- 2023)
17. Brigham Young University-Idaho Career Fair (Feb 8<sup>th</sup>, 2024)
18. Brigham Young University-Idaho Communications Career Fair (Feb 28<sup>th</sup>, 2024)
19. Brigham Young University-Idaho Career Fair (Oct, 17<sup>th</sup>, 2024)

#### Executive Summary of Interns

### 2020

1. Nashton Christiansen (DJ) Jan – Apr 2020
2. Maddy Munsee (SM) Jan – Apr 2020
3. Jesse Vosika (SM) Apr – Jul 2020
4. Marissa Brasga (G) Apr – Jul 2020
5. Nathan Johnson (SM) Apr – Jul 2020
6. Logan John (W) Apr – Jul 2020
7. Amy Zuniga (W) Apr – Jul 2020
8. Valerie McAllister (W) Sep – Dec 2020
9. Gaby Tirado (G) Sep – Dec 2020

### 2021

10. Aaron Story (SM) Jan – Apr 2021
11. Jo Passey (G) Jan – Apr 2021
12. Hannah Gardner (SM) Jan – Apr 2021
13. Cora Woodruff (SM) Jan – Apr 2021
14. Angelique Elkins (SM) Jan – Apr 2021
15. Iris Hanks (SM) Jan – Apr 2021
16. Luce Loutisha (G) Apr – Jul 2021
17. Ryan Taylor (IT) Apr – Dec 2021
18. Haylee Bostron (G) Apr – Jul 2021
19. Hannah Gardner (SM) Apr – Jul 2021
20. Thomas Payne (SM) Apr – Jul 2021

21. Jared Barr (G) Jul – Sep 2021
22. Charity May (DJ) Jun – Sep 2021
23. Laura James (SM) Jul – Sep 2021
24. Zach Rochette (W) Sep – Dec 2021
25. Lindzee Hunt (G) Sep – Dec 2021

## 2022

26. Megan Stokes (SM) Jan – Apr 2022
27. Jacob Pickrell (IT) Jan – Apr 2022
28. Maddison Anderson (G) Jan – Apr 2022
29. Chase Mikelsen (G) Jan – Apr 2022
30. Cameron Fuller (W) Jan – Apr 2022
31. Russ Barnum (IT) Jan -- Apr 2022
32. Hannah Allen (G) Apr 2022 – July 2022
33. Andrea Dial (SM) Apr 2022 – July 2022
34. Joseph Kupferer (G) Apr 2022 – July 2022
35. Valentina Fres (DJ) Apr 2022 – July 2022
36. Camron Thackeray (W) Apr 2022 – July 2022
37. Joseph Tyre (SM) July 2022-Sept 2022
38. Simi (W) July 2022-Sept 2022
39. Shyanne (SM) July 2022-Sept 2022
40. Mary Hansen (G) July 2022-Sept 2022
41. Kayla Banks (G) July 2022-Sept 2022
42. David Streylluk (W) Sept 2022-Dec 2022
43. Rachael Marcharsky (G) Sept 2022 – Dec 2022
44. Joshua Phillips (IT) Sept 2022 – Dec 2022

## 2023

45. Zane Dayton (W) Jan 2023 - Apr 2023
46. Cindy Hacking (SM) Feb 2023 – Apr 2023
47. Jessica Ames (G) Apr 23 - Jun 23
48. Brandon Wareing (W) Apr 23 – Jun 23
49. Lily Huang (W) Jul 23 – Sept 23
50. Naomi Sorensen (G) Jul 23 – Sep 23
51. Alli Newman (G) Sep 23 – Dec 23
52. Ethan Harwood (G) Nov 23 – Feb 24

## 2024

53. Zebastion Valle (DJ) Jan 2024 – Apr 2024
54. Jorel Nunnally (DM) Jan 2024 – Apr 2024
55. Nate Kennedy (SM) Jan 2024 – Apr 2024
56. Jessica Duce (G) Feb 2024 – Apr 2024
57. Jessica Lewis (DM) Apr 2024 – Jul 2024
58. Bizzy Devore (G) Apr 2024 – Jul 2024
59. Lisa Heinhold (W) Apr 2024 – Jul 2024

- 60. Sierra Neuman (SM) Apr 2024 – Jul 2024
- 61. Riley Larson (IT) Apr 2024 – Jul 2024

## 2025

- 62. Christian Wilkerson (IT) Nov 2024 – Feb 2025
- 63. Colby Lindstrom (V) Jan 2025 – Apr 2025
- 64. Aiden Patterson (W) Jan 2025 – Apr 2025

Sandhill Media  
Group  
Outreach Notice  
Sales:  
Keith Walker

KUPI-FM, KSNA-FM, KQEO-FM, FOX/KSPZ-AM/FM, LEGENDS, KAOX-HD2,  
KAOX-FM

Words: 73, Chars: 449  
Len: 30.0 (**Est. Len.:** 24.3)  
Cart: 8530  
Due: 12-30-21  
Run: 05-17-21 — 12-31-27

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## Script

Sandhill Media Group is reaching out to companies and organizations that would like to know of employment opportunities that are available at any of our radio stations. If your organization will share this information with job applicants or can refer individuals that might be interested in a career in broadcasting, send us your email address. You'll find our Outreach Notice at the bottom of any of our station websites; at sandhillradio dot com

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## AD TYPE

- Commercial

## PROD NOTES

## MUSIC BED

## VOICE PREF

specifically: Marv

## PRONUNCIATION

**Exhibit E**

**EEO Policies Documentation**



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Sign \_\_\_\_\_ date \_\_\_\_\_

Name Print \_\_\_\_\_