

## ***Canyon Media Broadcasting***

**KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM**

### **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: **KONY-FM St. George, KCLS-FM Leeds, KPLD-FM Kanab, KZHK-FM St. George, KZNU-AM St. George, KAZZ-AM Parowan UTAH, and KZEZ-AM Santa Clara UTAH**, 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 “Applicable Period”).

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

1. A list of all full-time and part-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 which follow 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 hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

# **Canyon Media Broadcasting**

## **Appendix 1**

Annual EEO Public File Report Form

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

Stations Comprising Station Employment Unit: **KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM, KZEZ-AM**

### Section 1: Vacancy Information

<i>Full or part time positions Filled by job title</i>	<i>Recruitment Source of Hiree</i>	<i>Total Number of Interviewees from all sources for this position</i>
<b>Canyon Media sales Ongoing</b>	<b>Canyon Media Website</b>	
<b>Front Desk Receptionist Hired 9/20/2023</b>	<b>Canyon Media Website</b>	<b>2</b>
<b>Graphic Designer Hired 11-2-23</b>	<b>LinkedIN</b>	<b>3</b>
<b>Morning show announcer KCLS-Hired 4-5-2024</b>	<b>Canyon Media Website</b>	<b>3</b>

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### **Appendix 2**

Annual EEO Public File Report Form

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

Stations Comprising Station Employment Unit: **KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM, KZEZ-AM**

#### Section 2: Recruitment Source Information

	<i>Recruitment Source (name, address, telephone number, contact person</i>	<i>Total # of Interviewees This source has provided During this period (if any)</i>	<i>Total of full-time or part-time positions for which this source was utilized</i>
A	Utah Dept of Workforce Services 162 North 400 East Suite B100 St. George, UT 84770 Phone: (435) 674-5627 Fax: (435) 986-3595	0	0
B	Dixie State University Via HANDSHAKE Phone: 435-652-7737 Location: Holland 523	0	0
C	LDS St George Utah Employment Resource Center 2480 E Red Cliffs Dr St George, UT 84790 Email: <a href="mailto:Wel-EC-StGeorge@ldschurch.org">Wel-EC-StGeorge@ldschurch.org</a> Phone: +1 435-656-1388 Fax: +1 435-634-1981 8am - 5pm, Monday – Friday	0	0
D	Southern Utah University Stuart Bunker Employer Outreach Coordinator (435) 865-8785 <a href="#">VIA</a> HANDSHAKE	0	0

E	Radio station website postings	3	1
F	Radio station Facebook posting	0	0
G	All Access.com postings	0	0
H	Radio station advertisements	0	0
I	Spectrum Newspaper	0	0
J	St George News	0	0
K	Employee Referral	0	0
L	Canyon Media website	3	1
M	CareerBuilder.com website	0	0
N	Glassdoor	0	0
O	<u>Latinos Unidos Broadcasting</u> 701 Lava Point Drive Saint George, UT 84770	0	0
P	In-house postings	0	0
Q	ApplicantPro	1	0
R	Radio Online	0	0
S	Word-of-mouth (friends, FB, clients, etc)	0	0
T	Indeed.com	0	0
U	Client referral (clients of Canyon Media Group)	0	0
V	Zip Recruiter	0	0
W	LinkedIN	1	1

## ***Canyon Media Broadcasting***

### **Appendix 3<sup>1</sup>**

Annual EEO Public File Report

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

Stations Comprising Station Employment Unit: **KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM, KZEZ-AM**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by **KONY-FM, KCLS-FM, KPLD-FM, KZHK-FM, KZNU-AM, KAZZ-AM, KZEZ-AM**

**(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment:**

#### **“Canyon Gives Back” internship program**

*June 2023 to May 2024*

Weekly Meetings with Department Heads to review corporate policies, sexual harassment protocols, equality discussions with a focus on making sure that address discrimination clearly and how to handle if seen or heard.

**(vi) Participation in job banks, Internet programs, and other programs designed to promote outreach generally (*i.e.*, that are not primarily directed to providing notification of specific job vacancies):**

#### **General Broadcast Opportunities to reach community through station Websites:**

Details and information on office tours, broadcasting information under the title “Learn more about broadcasting”

Link: <https://canyonmedia.net/updates-radio-stations-canyon-media/>

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<sup>1</sup> Full names are redacted for public inspection.

Information about job opportunities

Link: <https://canyonmedia.net/information/employment-opportunities/>

**General Broadcast Opportunities to reach community through On-Air Commercials:**

General EEO, Recruitment Ads, Canyon In-House (General Recruitment and Broadcast Information)

On Air Schedules ran from:

We use a product called ApplicantPro that posts on all major job boards across the country and regularly keep jobs open.

Here is a list of the some of the 2023 to 2024 jobs we posted.

**(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions:**

**“Canyon Grow”**

Paid for an employee to participate in a masters level advertisement writing course through the Wizard Academy and American Small Business Institute.

**(ix) Establishment of a mentoring program for station personnel:**

**“Canyon Cares” - Program designed to mentor employees inside the building who are interested in other areas of the company**

Created training on-air opportunities and air check recaps for employees in non-on-air positions that wanted to learn how to do a show or program a station, production or learn more about engineering.

**(xi) Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;**

KONY 4th of July City Celebration July 4<sup>th</sup>, 2023 - Giant community event with concert, fireworks, entertainment and radio booth for career and opportunities

**Summer and Outlook Moving Forward**

**Internships**

**EEO Internal Training**

## Tours / Job Fairs

**From:** Eric Frandsen <[eric@cvradio.com](mailto:eric@cvradio.com)>  
**Date:** Wednesday, March 20, 2024 at 1:55 PM  
**To:** Ben Lindquist <[ben@canyonmedia.net](mailto:ben@canyonmedia.net)>  
**Subject:** For your EEO files

I represented Canyon Media at the recent Broadcasters Job Fair at the University of Utah on March 13, 2024. As a representative of Canyon Media, I helped to plan, organize and promote the event to potential job applicants.

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