

**CCR-St. George IV, LLC**

**ST GEORGE / CEDAR CITY**

**KCIN(FM), KXBN(FM), KSUB(AM), KXFF(FM), KDXU(AM), KHKR(AM), KREC(FM), and  
KIYK(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 station(s): **KCIN(FM), KXBN(FM), KSUB(AM), KXFF(FM), KDXU(AM), KHKR(AM), KREC(FM), and KIYK(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 period beginning **June 1, 2019** to and including **May 31, 2020** (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 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 new 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.

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 and/or over the telephone.

Appendix 1

Annual EEO Public File Report Form

Covering the Period from **June 1, 2019** to **May 31, 2020**

Station(s) Comprising Station Employment Unit:

**KCIN(FM), KXBN(FM), KSUB(AM), KXFF(FM), KDXU(AM), KHKR(AM), KREC(FM), and KIYK(FM)**

Vacancy	Job Openings	Job Title	Recruitment Source of Hire	Interviews	Hire Date
#1	1	Account Executive	Station Referral	4	8/19/19
#2	1	Operations Manager	Station Referral	1	11/16/19
#3	1	Digital Sales Executive	Linked-In	2	3/2/20

Total Number of Persons Interviewed During Applicable Period: 7

Recruitment Source Information

## Appendix 2

### Annual EEO Public File Report

Covering the Period from **June 1, 2019** to **May 31, 2020**

Station(s) Comprising Station Employment Unit:

**KCIN(FM), KXBN(FM), KSUB(AM), KXFF(FM), KDXU(AM), KHKR(AM), KREC(FM), and KIYK(FM)**

#### Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized  (Numbers correspond to Vacancy List)
A	Allaccess.com Radio & Music Industry Job Search Member of Broadcasters Foundation of America	0	0
B	Cherry Creek Radio Websites 8 RADIO STATIONS	0	0
C	Cherry Creek Radio On-Air Advertising 8 RADIO STATIONS	2	#1, #3
D	Dixie State College / Career Center Director Shane Blocker 225 S 700 E. St George, UT 84770 PH) 435-652-7736	0	0
E	*Latter Day Saints Employment Center 2480 E Red Cliffs Drive St George, UT 84790 PH) 435-656-1388 FAX) 435-634-1981	1	#1
F	LINKED IN – Website	2	#1, #3
G	Media Staffing Network Website - Online	0	0

H	SUU CAREER DEVELOPMENT CENTER Coordinator / Madalyn Swanson SOUTHERN UTAH UNIVERSITY Academic & Career Development Center STE 177 351 W University Boulevard Cedar City, UT 84720 PH)435-586-5456 FAX)435-586-1963	0	0
I	*ST GEORGE CHAMBER OF COMMERCE Personal announcement during lunch meetings & posting on weekly flyers handed out at those lunches.	1	#1
J	INDEED.COM - Website	0	0
K	STATION REFERRAL	1	#2
L	St George Work Force Service Bill Campbell 162 N 400 E. STE B St George, UT 84770 PH) 435-674-5627 FAX) 435-986-3595	0	0
M	MEDIA STAFFING NETWORK – Website	0	0

\* Indicates sources that have requested notification of job openings

## Appendix 3

### Annual EEO Public File Report

Covering the Period from **June 1, 2019** to **May 31, 2020**.

Station(s) Comprising Station Employment Unit:

**KCIN(FM), KXBN(FM), KSUB(AM), KXFF(FM), KDXU(AM), KUNF(AM), KREC(FM), and KIYK(FM)**

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

**KCIN(FM), KXBN(FM), KSUB(AM), KXFF(FM), KDXU(AM), KHKR(AM), KREC(FM), and KIYK(FM)**

#1: In September of 2019 we were given the opportunity to participate in an internship program with Dixie State University under their 'Handshake' program. We were able to accommodate 4 interns during this reporting session to assist in our Programming and Business departments. Three of the Students participated in the intern program by working with the programming department where they spent time learning the basics of an 8 station radio group including board op skills, participation in on air shows, script writing, marketing and assisting with general tasks of the On-Air staff. One Student participated in the program working closely with the Business and Traffic Department. Their time was spent learning customer service skills, barter reporting, computer programs that help run the commercial side of radio stations, along with being trained to work daily with the copy/continuity department. They were also included with learning the preparations needed for remotes for our stations. Each of the students received class credits for their participation in this program. This has been a very positive relationship for both Cherry Creek Media and Dixie State University. This is an ongoing internship program that we will continue to participate in as interns are available and interested in our line of employment. These students also know that their participation in these internships could possibly lead to employment in the future pending available positions.

#2: On Thursday, January 30, 2020, Our Programming Department, Sales and Office Staff participated in The Dixie State University Career & Internship Fair hosted by The Dixie State University Students. Students participating in the Job Fair were able to visit us at our Cherry Creek Media booth giving us the opportunity to share information with the students as to what positions are needed to staff a Radio Group with 8 radio stations. We were able to discuss with the students the direction of education needed in specific areas of Broadcasting, Sales and Business. It also allowed our staff to see and understand the education systems available to students in current time which in turn allows them to discuss these options needed with future interviews when positions are available.

#3: Our Sports Radio KHKR-AM; ESPN affiliated station continued to participate in an internship program with ATC – a local outreach program designed to help Students learn about possible employment opportunities in areas that they may be interested in learning more about. We have had the opportunity to work with 3 students periodically during the period of June 2019 thru February 2020. These students were able to spend time with Andy Thompson, our KHKR Program Director along with Devin Dixon, our On-Air Personality for our Sports Station – spending time learning the behind the scenes activities of what is needed for On-Air Show Prep, board-op responsibilities for On-Air Games, participating in Sponsorship activities including Golf Tournaments, and setting up remotes when scheduled for the station.

#4 On October 9, 2019, the Program Director for KREC-FM hosted a group of scouts in the KREC-FM studio – allowing them a special-hands on experience with the hopes of helping them earn their Radio Merit Badge. They were given a tour of the offices and studios. This gave them an opportunity to learn how a group of radio stations function in the same central location. They then spent time in the KREC studio recording their own written commercials about the things they were required to learn about in order receive their Radio Merit Badge. There were 9 scouts who participated along with 2 group leaders.