

**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, 2020** to and including **May 31, 2021** (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, 2020** to **May 31, 2021**

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	NEWS DIRECTOR	STATION REFERRAL (K)	5	9/16/20
#2	1	OPERATIONS MANAGER	RAMP – Radio & Music Pros (D)	6	3/16/21
#3	1	ACCOUNT EXECUTIVE	CCM WEBSITE (C)	10	5/5/21

Total Number of Persons Interviewed During Applicable Period: 21

## Recruitment Source Information

### Appendix 2

#### Annual EEO Public File Report

Covering the Period from **June 1, 2020** to **May 31, 2021**

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	Dixie State College / Career Center HANDSHAKE Director Shane Blocker 225 S 700 E. St George, UT 84770 PH) 435-652-7736	1	#1
B	St George Work Force Service 162 N 400 E. STE B St George, UT 84770 PH) 435-674-5627 FAX) 435-986-3595	0	0
C	Cherry Creek Radio Websites 8 RADIO STATIONS	4	#1, #3
D	RAMP – Radio And Music Pros On-line posting	4	#2
E	LINKED IN – Website	5	#3
F	Cherry Creek Radio On-Air Advertising 8 RADIO STATIONS	1	#1
G	Allaccess.com Radio & Music Industry Job Search Member of Broadcasters Foundation of America	2	#2

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.	0	0
J	INDEED.COM - Website	2	#1, #3
K	IN HOUSE - STATION REFERRAL	2	#1

\* Indicates sources that have requested notification of job openings

Appendix 3

Annual EEO Public File Report

Covering the Period from **June 1, 2020** to **May 31, 2021**.

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

<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
Participation in events/programs with educational institutions relating to career opportunities in broadcasting	Unit participated in a local outreach program with At The Crossroads that is designed to help students learn about possible employment opportunities in areas that they may be interested in learning more about. The student working with us during this reporting period has been able to be on the air with our local personalities along with working during remote broadcasts by being a board op or arranging schedules for on air personalities.
Participation in events/programs with educational institutions relating to career opportunities in broadcasting	Unit worked with Dixie State University to bring in a student who has helped with segment production, has been on the air, has worked on research for show preparation and helped with on air prize inventories to help us mail prizes to winners during the pandemic.
Participation in events/programs with educational institutions relating to career opportunities in broadcasting	Unit also hosted two students from local high schools. These students have been able to work with our on-air personalities during high school game broadcasting, website development and graphic design for our stations digital presence. They have also helped with statistical information in regards to sports which is needed for our listeners during our local shows. We will continue to reach out and bring students in to help in all areas of our Radio group as we have seen substantial growth in helping these students with their career paths.
Participation in events/programs with educational institutions relating to career opportunities in broadcasting	Unit participated in Dixie State University virtual job event at Dixie State University on August 27, 2020. We worked with their Handshake program

Type of Recruitment Initiative	Brief Description of Activity
	<p>at the University that allowed students to sign up in advance for the resources they felt best suited their needs. Group meetings and 1:1 meetings were scheduled throughout the hours of 1pm – 4pm. Our group had 3 students schedule 1:1 meetings to go over the business side of how a Radio Group is structured and what the daily requirements are to make the business run. We discussed the job chart of our business and how each individual is responsible for a particular job and how everyone helps to make the day to day airing of a radio program work both productively and financially. We discussed different classes that would be beneficial to help them advance into becoming part of a business department, programming department and production department – all integral parts of a radio group.</p>
<p>Establishment of internship program</p>	<p>On April 19, 2021, we began an internship program with Deseret Industries, via The Church of Jesus Christ of Latter-Day Saints, that allows one of their own employees to work in an area of a job they are interested in. This program will help the employee become more marketable along with increasing their experience and training for future employment opportunities. This is a 4-6 week program that allows on the job paid training by their current employer. The intern we are working with has been able to assist in production, work on script writing and learn more about the sales side of radio. If this program continues to draw the attention of the intern, the program can be extended for up to 12 weeks with the authorization of the employer and Cherry Creek Media.</p>