

2020 ANNUAL EEO PUBLIC FILE REPORT

MAX MEDIA OF DENVER LLC

Stations: KJHM (FM) Strasburg, CO
KFCO (FM) Bennett, CO

Reporting Period: December 1, 2019 - November 30, 2020

No. of Full-time Employees: More than 10
Small Market Exemption: No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

- 1) The Denver Job Fair – February 17, 2020 Holiday Inn Denver-Cherry Creek 455 South Colorado Blvd, Denver, 80246. Director of Sales and Promotions Staff participated from 11-2pm
- 2) MSU Business Career Fair – October 8, 2020. Metropolitan State University Virtual Career Fair via Career Platform Promotions Director and Promotions Staff participated from 1-5pm
- 3) CBA Virtual Job Fair – November 16-21, 2020. Virtual Career Fair via The Colorado Broadcasters Association platform
Director of Sales participated.

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

- 1) Full time Chief Engineer from MAX Media of Denver taught students at Metro State University in Denver from November 2019 - January 2020. He taught and spoke with students about his engineering role in radio broadcasting and fielded questions from students.

- 2) Full time Promotions Director from MAX Media of Denver spoke with students at the Colorado Media School on February 3, 2020. They spoke about their role in radio broadcasting, our internship program, post-graduation opportunities and fielded questions from students.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Until the COVID-19 pandemic forced us to shut down our internship program, a student from Colorado Media School took part in all aspects of the promotions department, including hands on experience assisting with pre-show production, research, screening phone calls and audio boards. The promotions interns had hands on experience assisting with event setups, sound, staging and interacting with station listeners.

*Participated 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).*

The stations actively engage the audience through social media such as Facebook, Twitter, Instagram and YouTube. See, for example, Facebook pages for HOT 107.1, and JAMMIN' 101.5.

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

The stations participate in almost every local fair/parade and 100's of events throughout the year. The stations also set up 100's remote broadcasts at different locations. Members of the community stop by the events where booths/tents and staff are available to answer questions about careers in broadcasting and/or job opportunities.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1/9/20	ACCOUNT EXECUTIVE	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 6

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Radioadvertisingdenver.com	1
Word of Mouth Referral	2
Employee Referral/Industry Referral	2
All Access	1
TOTAL	6

RECRUITING SOURCES USED

Job Title of Position: ACCOUNT EXECUTIVE

Date of Hire: 01/19/20

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Allaccess.com	N	Allaccess.com	N/A	N/A
Radioadvertisingdenver.com KFCO, KJHM Station Websites	N	Radioadvertisingdenver.com	Gregg Murray	gmurray@relaunchradio.com
Employee Referral/Industry Referral	N	N/A	N/A	N/A
Word of Mouth Referral	N	N/A	N/A	N/A

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.