

(REFERENCE COPY - Not for submission)

Broadcast Equal Employment Opportunity Program Report

FRN: **0011307212** | File Number: **0000177414** | Submit Date: **12/17/2021** | Call Sign: **KSRM** | Facility ID: **35635** | City: **SOLDOTNA** | State: **AK**
 Service: **Full Power AM** | Purpose: **EEO Report** | Status: **Received** | Status Date: **12/17/2021** | Filing Status: **Active**

General Information

Section	Question	Response
Application Description	Description of the application (255 characters max.) is visible only to you and is not part of the submitted application. It will be displayed in your Applications workspace.	2021 KSRM Renewal EEO Program Report KSRM Amended Schedule 396
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

Licensee Information

Licensee Name, Type and Contact Information

Applicant	Address	Phone	Email	Applicant Type
KSRM, INC. Doing Business As: KSRM, INC.	40960 Kalifornsky Beach Rd. Kenai, AK 99611 United States	+1 (202) 625-6241	mattwilson@radiokenai.com	COR

Contact Representatives

Contact Name	Address	Phone	Email	Contact Type
Gregg P Skall , Esq . Legal Counsel Telecommunications Law Professionals PLLC	Gregg P Skall 1025 Connecticut Ave, NW Suite 1011 Washington, DC 20036 United States	+1 (202) 789-3121	gskall@tlp.law	Legal Representative

Common Stations

Facility Identifier	Call Sign	City	State	Time Brokerage Agreement
34883	KKIS-FM	SOLDOTNA	AK	No
35635	KSRM	SOLDOTNA	AK	No
155087	K239AV	STERLING	AK	No
78420	KFSE	KASILOF	AK	No
34880	KSLD	SOLDOTNA	AK	No
35636	KWHQ-FM	KENAI	AK	No
72677	KKNI-FM	STERLING	AK	No
155064	K232EH	STERLING	AK	No

Program Report Questions

Section	Question	Response
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Discrimination Complaints	Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?	No
Full-time Employees	Does your station employment unit employ fewer than five full-time employees? Consider as "full-time" employees all those permanently working 30 or more hours a week?	No

Additional
Program Report
Questions

Responsibility for Implementation

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name	Title
Matt Wilson	General Manager

Certification

Question	Response
The undersigned certifies that he or she is (a) the party filing the report, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the report; or (b) an attorney qualified to practice before the Commission under 47 C.F. R. Section 1.23(a), who is authorized to represent the party filing the report, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information,and belief there is good ground to support it; and that it is not interposed for delay	
Certified Date	12/17 /2021
Certified Title	General Manager
Authorized Party Name	Matt Wilson

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
KSRM EEO Narrative Policy Statement.pdf	Applicant	Narrative Statement	KSRM EEO Narrative Policy Statement	Done with Virus Scan and /or Conversion
KSRM, INC. EEO REPORT 2020.pdf	Applicant	EEO Public File Report	KSRM, INC. EEO Public File Report 2020	Done with Virus Scan and /or Conversion
KSRM, INC. EEO REPORT 2021.pdf	Applicant	EEO Public File Report	KSRM, INC. EEO Public File Report 2021	Done with Virus Scan and /or Conversion
KSRM Prong 3 Outreach 2020-2021 v3.pdf	Applicant	All Purpose	KSRM Supplemental Outreach 2020 - 2021	Done with Virus Scan and /or Conversion

EEO PUBLIC FILE REPORT

For the 12-month Period Ending 9/28/20

Prepared by: **KSRM Inc.**
(Licensee/Permittee)

This report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location City, State</u>	<u>LMA</u>
KSRM	35635	AM	Soldotna, AK	
KWHQ	35636	FM	Kenai, AK	
KKIS	34883	FM	Soldotna, AK	
KSLD	34880	AM	Soldotna, AK	
KFSE	78420	FM	Kasilof, AK	
KKNI	72677	FM	Sterling, AK	

A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

	<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
1.	News Reporter	2/22/18	1/16/20
2.	News Director	6/11/20	9/28/20
3.			
4.			
Etc.			

- B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk (*) were organizations that requested to be contacted as job opening occurred.

<u>Recruitment Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>
1. Alaska Broadcasters Association	700 W. 41st Ave., #102 Anchorage, AK 99502	Cathy Hiebert	907-258-2424
2. Careerpage.org	website	Cathy Hiebert	907-258-2424
3. Allaccess.com	website	Web Form	318-457-6616
4. Alaska State Job Center	website	Web Form	907-283-7551
5.			
6.			
7.			
Etc.			

- C. The following is a list of the services for full-time jobs shown in Section A above and the recruitment source which provided the hiree that position:


<u>Job Title</u>	<u>Recruitment Source</u>
1. News Reporter	Allaccess.com
2. News Director	Allaccess.com
3.	
4.	
5.	
6.	
7.	
Etc.	

- D. During the previous 12 months, there were a total of 12.00 people interviews for vacancies for full-time positions. The following is a list of interviewees referred by each recruitment source shown in Section B above:

<u>Recruitment Source</u>	<u>Total Number of Interviewees</u>
1. Allaccess.com	12.00
2.	
3.	
4.	
5.	
6.	
7.	
Etc.	

- E. During the last 12 months, the station employment unit engaged in the following instructions (provide full details, including and explanation if no instructions were conducted during the period involved): KSRM Inc. works closely with local high schools to host job shadow programs at the studios for students during the school year. This gives the students on the air and studio experience. Also students are welcomed to apply for open part time positions.

Name of Respondent: Matt Wilson

Signed: 

Typed Name: Matt Wilson

Title: General Manager

Date: 9/28/20

Telephone Number: 907-283-8700

EEO PUBLIC FILE REPORT

For the 12-month Period Ending 9/28/21

Prepared by: **KSRM Inc.**
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KSLD	34880	AM	Soldotna, AK	
KFSE	78420	FM	Kasilof, AK	
KKNI	72677	FM	Sterling, AK	

A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
1. News Reporter	3/10/21	Open
2. Program Director	8/17/21	9/7/2021
3.		
4.		
Etc.		

- B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk (*) were organizations that requested to be contacted as job opening occurred.

<u>Recruitment Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>
1. Alaska Broadcasters Association	700 W. 41st Ave., #102 Anchorage, AK 99502	Cathy Hiebert	907-258-2424
2. Careerpage.org	website	Cathy Hiebert	907-258-2424
3. Allaccess.com	website	Web Form	318-457-6616
4. Alaska State Job Center	website	Web Form	907-283-7551
5.			
6.			
7.			
Etc.			

- C. The following is a list of the services for full-time jobs shown in Section A above and the recruitment source which provided the hiree that position:

<u>Job Title</u>	<u>Recruitment Source</u>
1. Program Director	Allaccess.com
2.	
3.	
4.	
5.	
6.	
7.	
Etc.	

- D. During the previous 12 months, there were a total of 8.00 people interviews for vacancies for full-time positions. The following is a list of interviewees referred by each recruitment source shown in Section B above:

<u>Recruitment Source</u>	<u>Total Number of Interviewees</u>
1. Allaccess.com	6.00
2. Alaska Broadcasters Association	2.00
3.	
4.	
5.	
6.	
7.	
Etc.	

- E. During the last 12 months, the station employment unit engaged in the following instructions (provide full details, including and explanation if no instructions were conducted during the period involved):

Due to COVID-19, it was very difficult to conduct or have any job fairs or recruitment fairs.

Name of Respondent: Matt Wilson

Signed: _____

Typed Name: Matt Wilson

Title: General Manager

Date: 9/14/21

Telephone Number: 907-283-8700

KSRM, INC. EEO POLICY STATEMENT

KSRM, Inc. is an equal opportunity employer committed to meeting its Stations' EEO obligations. We have established, maintain, and carry out a positive continuing program of specific practices designed to ensure broad outreach, equal opportunity, and nondiscrimination in every aspect of station employment policy and practice. KSRM, Inc. achieves broad and inclusive outreach whenever it has a hiring opportunity. Periodic announcements broadcast over the stations welcome organizations interested in referring candidates for our hiring availabilities to notify us that they would like to receive notices whenever there is a job vacancy to be filled. All organizations that express an interest in notification of new hiring opportunities will be provided with notice as soon as possible. All our outreach activities are attended by company personnel with hiring authority as interpreted by the Commission.

In addition, all Employment Unit hiring goes through our assigned EEO Officer, whose responsibility is to ensure the stations are compliant with EEO policies. EEO Memos are posted within our building and a copy is given to all new employees. All new positions, except for an occasional exigent circumstance, are subjected to broad outreach before hiring decisions are made.

In accordance with 73.2080 (b) each manager knows our policy from our periodic manager meetings to send all full-time hiring opportunities to all our recruitment sources including Broadcast1Source and the Alaska Association of Broadcasters. We announce openings on our stations and post them to our website. Periodically we evaluate the effectiveness of our outreach contacts. Our goal is to delete unresponsive contacts and add new outreach organizations and institutions from our area or neighboring states whenever information becomes available to make that possible.

In accordance with 73.2080(c)(4), our management analyzes pay benefits and seniority practices, promotions and selection techniques every time we hire a full-time employee based on training opportunities made possible through webinars, emails or other information made possible through broadcaster associations, state resources and other sources. We have no union agreement. The EEO Officer for the company periodically does a comparison of employee salaries to ensure there is no discrimination based on sex, sexual orientation, religion or race in regard to the job assigned and the pay received. Employee pay is based on performance and merit. All benefits (Health Insurance, vacation, sick leave etc) afforded to our employees are the same for everyone and based entirely on length of service and at the sole discretion of each full-time employee as to whether or not they avail themselves to the offered benefits. It is the ongoing policy of our company to ensure that all decisions made concerning employees are made based on job performance and not discriminatory.

Our advertising sales agreements state that the station does not discriminate in the sale of advertising time and will accept no advertising which is placed with intent to discriminate on the basis of race, ethnicity, religion, sex or sexual orientation.

KSRM Supplemental Outreach 2020 - 2021

Prong 3 – Outreach Description	Menu Item	Points
<p><u>February 26, 2020</u></p> <p>Prior to the nationwide shutdown in 2020, KSRM Inc. was contacted by the Kenai Chamber of Commerce to host a student in a “Job Shadow” style event at the radio station. The annual job shadow allows students to experience a job they may want to do as a career and learn what that job requires and how those requirements differ from what they imagined. During the event held on February 26, 2020, the student attended a morning event at the local high school, followed by an on-the-job day. This included a tour of the radio stations and sit-down events with each department in the company. The student was also given opportunity to write, record and produced radio commercials. Also, while on site, the student spent time learning about the engineering side of the radio.</p> <p>Supporting documents: Job Shadow 2020.pdf, Job Shadow 2020 2.pdf</p>	<p>Menu Item 2 or 3: Hosting of at least one job fair or Co-sponsoring job fair with professional or business organization with women and minorities</p>	<p>1</p>
<p><u>April 2-9, 2021</u></p> <p>KSRM Inc. was contacted to help promote and support a virtual job fair. AVTEC & Kenai Peninsula Region</p> <p>Virtual Job Fair. KSRM Inc. provided marketing and live on air reads and interviews to help promote the weeklong event for the local community. KSRM Inc. had an open position and worked to also promote the opening and offered many phone call discussions and interviews.</p> <p>Supporting documents: AVTEC & Kenai Peninsula Region Virtual Job Fair – Radio Kenai.pdf</p>	<p>Menu Item 1: Four job fairs by station personnel in hiring decisions</p>	<p>.25</p>
<p><u>May 2-31, 2021</u></p> <p>KSRM Inc. was contacted to help promote and support a statewide virtual job fair. Statewide Spring Virtual Job Fair. KSRM Inc. provided marketing and live on air reads and interviews to help promote the weeklong event for the local community. KSRM Inc. had an open position and worked to also promote the opening and offered many phone call discussions and interviews.</p> <p>Supporting documents: Statewide Spring Virtual Job Fair – Radio Kenai.pdf</p>	<p>Menu Item 1: Four job fairs by station personnel in hiring decisions</p>	<p>.25</p>

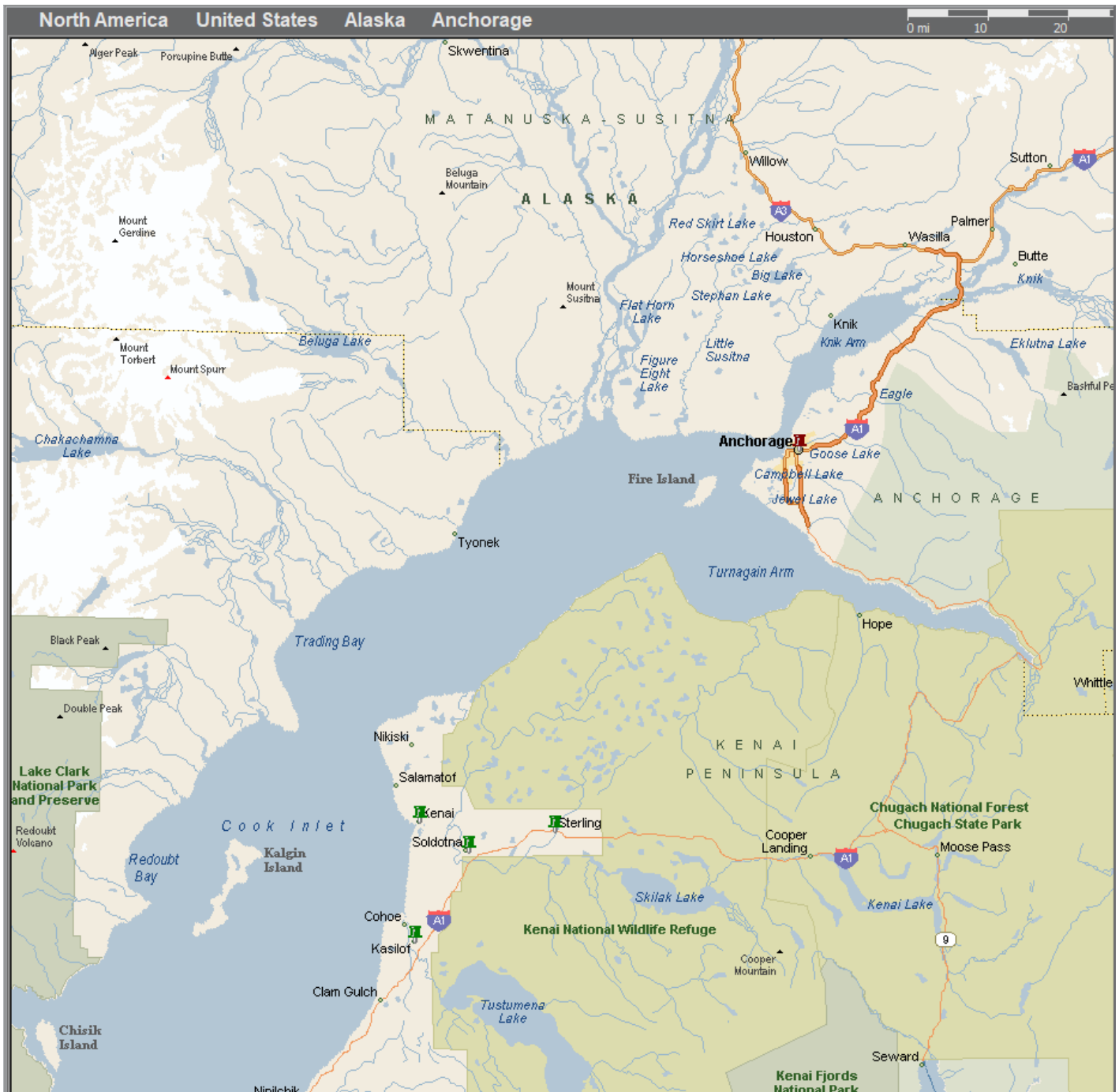
KSRM Supplemental Outreach 2020 - 2021

<u>August 4, 2021</u> KSRM Inc. was contacted by a church youth group with the Church of Jesus Christ of Latter-Day Saints to offer a tour of the studios and facilities. During the tour the youth was given the opportunity to see and tour 6 radio stations. The event also allowed them to record several announcements. Youth asked questions about how they could get into broadcasting and how does radio work. The tour guides provided many opportunities and offered applications of employment to the youth. The stations regularly hire youth to work part time as a board operator or part time announcer. Supporting documents: Gmail - August 4th Activity.pdf	Menu Item 6 Programs and other programs to promote outreach generally	1
Total Points for 2020 – 2021 Two Year Period		2.5

As drawn from 2019 Census data, Anchorage is the only Metropolitan or Micropolitan Statistical Areas with a population of more than 250,000.

	2019 Est Pop
Fairbanks, AK Metro Area	96,849
.Anchorage, AK Metro Area	396,317

As shown in the maps below, the KSRM stations are all small market stations. The only market in Alaska with a population of 250,000 or more is Anchorage. As shown in the maps below, the KSRM stations are outside o the Anchorage MSA, 72 miles away and separated by the Turnagain Arm of Cook Inlet.





Metropolitan and Micropolitan Statistical Areas of the United States:

https://www2.census.gov/geo/maps/metroarea/us_wall/Mar2020/CBSA_WallMap_Mar2020.pdf



KSRM Supplemental Outreach 2020 - 2021

Materials Supporting Supplemental Outreach

Matt Wilson

From: Matt Wilson <mattwilson@radiokenai.com> on behalf of Matt Wilson
Sent: Friday, January 24, 2020 12:54 PM
To: Gloria Ungrue; Bryce Stanton
Cc: Johna Beech; Nathan Johnson
Subject: RE: Job Shadow 2020
Attachments: ksrm.pdf

Gloria,
Bryce is out of the office till next week, so I'll be happy to confirm for him.

We will be happy to host.

Bryce and Nathan will be tag teaming for this.

Let us know if you need anything further.

Matt Wilson | General Manager | Marketing Director | KSRM Inc.
40960 K-Beach Road | Kenai, Alaska 99611 | www.radiokenai.com
907-283-8700 (office) | 907-283-9177 (fax) | 907-953-0385 (cell)



From: Gloria Ungrue <gloria@kenaichamber.org>
Sent: Friday, January 24, 2020 12:22 PM
To: Bryce Stanton <Bryce@radiokenai.com>
Cc: Matt Wilson <mattwilson@radiokenai.com>; Johna Beech <johna@kenaichamber.org>
Subject: Job Shadow 2020

Good afternoon Bryce,

I haven't heard back from the radio station about Job Shadow yet so I thought I'd reach out to ask if you or Nathan are definitely going to host the students I spoke to Matt about. I have a student interested in being a radio host and another interested in working on the technical side of radio.

I've attached a host form that has the time, date etc.

Please let me know as soon as possible whether you can/will host these students.

Thank you and have a great weekend.

Gloria Ungrue

Administrative Assistant
Kenai Chamber of Commerce & Visitor Center
11471 Kenai Spur Hwy.
Kenai, AK 99611
gloria@kenaichamber.org

Together in education

Preparing the next generation



Job Shadow Host Form – February 26, 2020

Company Name: KSRM Inc.
Contact Person: Bryce Stanton
Cell Phone: 907-392-5254
Company Address: 40960 KBEACH ROAD, Kenai, AC 99611
Physical Address: " "
Email: bryce@radiokenai.com
Fax number: 907-283-9177

Registration & Continental Breakfast
KCHS Cafeteria
7:45 a.m.

We request that you pick up your student(s) on Wednesday morning in order to spend as much time with them as possible.

☒ I will attend the Registration & Continental Breakfast Wednesday, February 26, 2020 @ 7:45am and pick up my student(s)

☐ I am unable to attend the Registration & Continental Breakfast and request the student(s) be delivered to the above physical address by _____ a.m.

Kenai Chamber Complimentary Luncheon
Wednesday, February 26, 2020
12:30 – 1:45 p.m.
Kenai Christian Church

☒ I and my student(s) will be attending

☐ I will not be able to attend, but will drop off my student

☐ I will not be able to attend and will need to have my student picked up and the above physical address by _____ am/pm

Additional Waivers Required

☒ No, No additional waiver is required

☐ Yes, I have included our waiver via email – johna@kenaichamber.org or Fax: 907-283-2230

Please ensure my student(s) comply with the following dress code:

☐ Business Attire/collared shirt/tie required ☐ Business Casual/no jeans, no t-shirts ☒ Jeans OK ☐ Outdoor Gear required

LISTEN ONLINE KSRM 920AM KWHQ 100.1FM KKIS 96.5FM KSLD 1140AM KFSE 106.9FM
 KKNi 105.3FM PODCASTS



Mouse Pads Mouse Pads Mouse Pads Desk Calendar

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Marketing FCC Applications ▾ Contact ▾ Tradio

AVTEC & Kenai Peninsula Region Virtual Job Fair

Author: Radiokenai Admin | [April 1, 2021](#)

WHEN:

April 2, 2021 –
 April 9, 2021
 all-day

(<https://radiokenai.com/whats-happening-calendar/>)



WHERE:

Online

CONTACT:

Peninsula Job
 Center Staff
 907-335-3010
 Email
 (mailto:peninsula.job
 center@alaska.gov)
 Event website
 (https://alaska.statev

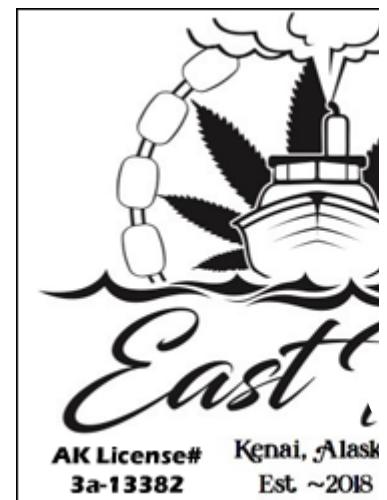
Search ...



**On Air Now – KSRM
 920 AM**

Sound Off

9:00 am - 11:00 am



irtualjobfair.com/http
s-alaska-
statevirtualjobfair-
com-gulf-coast-
2021-virtual-job-
fair/#/home)

The Peninsula Job Center, in partnership with Alaska Vocational Technical Center (AVTEC), is pleased to be holding a Virtual Job Fair from Tuesday, March 30th through Friday, April 9th. Virtual Job Fairs offer a platform for job seekers and employers to connect virtually via the internet.

This is a great opportunity to connect with over 50 registered employers and training providers from various industries such as healthcare, oil & gas, transportation, seafood, retail, and more! Explore career, apprenticeship, training, and education opportunities. Have an electronic resume available and prepare for potential interviews!

If you have questions about the AVTEC & Kenai Peninsula Region Virtual Job Fair or would like to prepare with a job-seeking workshop (resume, interviewing, etc.), please call 907.335.3010. We look forward to your participation!



Find us on
Facebook



Author: Radiokenai Admin

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**Kenai Peninsula
Weather**

**KENAI
WEATHER**

Fri



23°F
16°F

**SOLDOTNA
WEATHER**

Fri



21°F
14°F

**HOMER
WEATHER**

LISTEN ONLINE KSRM 920AM KWHQ 100.1FM KKIS 96.5FM KSLD 1140AM KFSE 106.9FM
 KKNi 105.3FM PODCASTS



Click Here to Buy Tickets Now!

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Marketing FCC Applications ▾ Contact ▾ Tradio

Statewide Spring Virtual Job Fair

Author: Radiokenai Admin | [April 14, 2021](#)

WHEN:

May 2, 2021 –
 May 31, 2021
 all-day

(<https://radiokenai.com/whats-happening-calendar/>)



WHERE:

Virtual

CONTACT:

Event website
 (jobs.alaska.gov/jobfaairs/virtual.html)

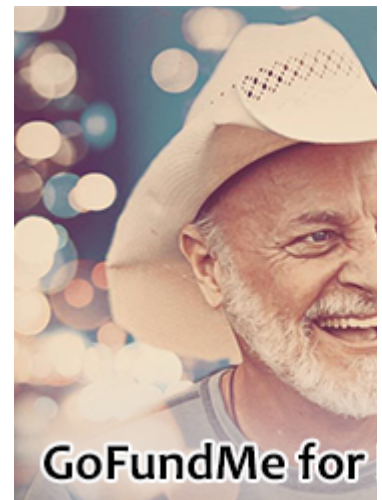
Search ...



**On Air Now – KSRM
 920 AM**

Sound Off

9:00 am - 11:00 am





April 26-May 31, 2021

Brought to you by the
Alaska Job Center Network

New employers weekly!

Check out the video conference schedules,
and speak with a representative for
participating companies.

[jobs.alaska.gov/jobfairs/
virtual.html](https://jobs.alaska.gov/jobfairs/virtual.html)

Virtual Job Fairs allow job seekers
and employers to connect online
using browser-based chat and
internet conferencing.

A proud partner of the
americanjobcenter
network

We are an equal opportunity employer/program. Auxiliary aids and services
are available upon request to individuals with disabilities.



Find us on
Facebook



KSRM 920 AM

Liked 24K likes



KWHQ 100.1 F

Liked 917 likes



KKIS 96.5 FM

Liked 542 likes



KSLD 1140 AM

Liked 295 likes



KFSE 106.9 FI

Liked 1.1K like:



KKNi 105.3 FM

Liked 185 likes



KSRM's Sounc

Liked 587 likes

Author: Radiokenai Admin

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KBeach First Counselor <kbeach1st@gmail.com>

August 4th Activity

1 message

Drake's Email <drakedouglaswilcox@gmail.com>

Tue, Aug 3, 2021 at 4:55 PM

To: pepper.p.pond@gmail.com, pbjamer@yahoo.com, susan@spearheadnet.com, cwm_cassidy@hotmail.com, slyrunner23@yahoo.com, tracisawyer15@gmail.com, larry.l.tews@gmail.com, natalie.j.tews@gmail.com, wwongak@gmail.com, josephjwhittom@gmail.com, graydenmusgrave@gmail.com, lachlan.pond@gmail.com, flyfishinpond@gmail.com, barfai.mar@gmail.com, nbarfuss@yahoo.com, rienaylor@gmail.com, qtkids5@gmail.com, kbeachbishop@gmail.com, kbeach2nd@gmail.com, kbeach1st@gmail.com, bill.fisk@gmail.com, kbeachprimpres@gmail.com, 264065749@missionary.org

Hi everyone!

For our activity tomorrow night, August 4th, we will have an awesome opportunity to tour the local radio station! Brother Wilson has been kind enough to give us a tour and talk to us a bit about what he does. We will be meeting at our normal time from 7:00-8:15 but we will NOT be meeting at the church. Rather we will be meeting directly at the radio station. The address is below. We will see you all there!

40960 Kalifornsky Beach Road
Kenai, Alaska 99611-6445

Thank you,
Brother Wilcox