

2025 Annual EEO Public File Report

Licensee: McKenzie River Broadcasting Company, Inc ("MRB")

Period Covered: October 1, 2024 through September 30, 2025

Stations in Employment Unit:

KKNU (FM), Springfield-Eugene Oregon (FIN 40887)

KMGE (FM), Eugene, Oregon (FIN 40885)

KEUG (FM), Veneta, Oregon (FIN 60358)

KEQB (FM), Coburg, Oregon (FIN 63205)

Full Time Positions Filled: 1

Total Number of interviewees: 5

Full Time Positions Filled			
Job Title	Date Filled	Recruitment Source of Hiree	Total Number of Interviewees
Salesperson	11/1/2024	Outreach by MRB Sales Manager	5

Recruitment Sources*			
	Recruitment Sources*	Total Number of Interviewees	Full-time Positions for Which Source Utilized
1.	Outreach by MRB Sales Manager	3	1
2.	Station Ads KKNU, KMGE, KEUG	2 (From KMGE)	1
3.	Websites KKNU, KMGE, KEUG	0	1

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4.	Eugene Area Radio Stations (EARS) Website	0	1

- There were no “organizations entitled to notification”.

RECRUITMENT INITIATIVES

Scholarships (Seven)

MRB management participated actively in the award of seven Eugene Area Stations (“EARS”) scholarships totaling \$13,000. The scholarship program is designed to assist high school and college students interested in pursuing a career in broadcasting.

MRB’s involvement included a leadership role by MRB President John Tilson in successfully advocating for, planning for, and implementing these scholarships. Mr. Tilson was the EARS Treasurer during the entire 2024/2025 EEO reporting year and was a member of the scholarship committee which reviewed applications. EARS sells announcements at steep discounts to non-profit organizations pursuant to its Non-Commercial Sustaining Announcements (“NCSA”) Program. Cash received by EARS from this source enabled the financing of the Scholarship Program. Unit stations, KKNV FM, KMGE FM, and KEUG FM, along with other EARS member stations, ran schedules in support of this program.

Internship

The internship took place in June 2025.

The internship program was structured to supply the intern (a high school senior) with relevant information in all areas of MRB’s broadcast operations. MRB personnel who participated include Jeff Baird (Program Director KMGE FM, KEUG FM, and KEUG FM), Robb Holloway and Korenza Jones (KKNV Morning Show personalities), Paul Bjornstad (Technical Director and Production Manager), Dave Wiles (Sales Manager), Heather Johansen (Account Executive), Phil Polter (Account Executive), Erin Weigandt (Office Manager), Melissa Harrison (Traffic), Joddie Anderson (Administrative Professional) and John Tilson (President and General Manager).