

2014 ANNUAL EEO PUBLIC FILE REPORT

Nevada System of Higher Education

Station: KUNR & KNCC
Community of License: Reno, Nevada

Reporting Period: June 1, 2013 – May 31, 2014

No. of Full-time Employees: 5 – 10
Small Market Exemption: No

During the Reporting Period, a total of 3 full time positions were filled. 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 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).

6/24/13, 6/27/13, 9/15/13, 3/6/14, 3/26/14: KUNR hosts small group (10-20 people) station tours and home presentations, during which information about broadcasting-related careers and opportunities are shared with attendees.

General Manager speaks regularly to community organizations on a number of topics, and broadcasting-related careers and opportunities are a topic in each presentation. Recent presentations include:

6/10/13: Pronet Job Seeking Professionals (55 attendees)

6/12/14: Sparks Republican Women (16)

7/17/13: TMCC Administrative Professionals Day (22)

8/16/14: Kiwanis Sunrisers (10)

9/12/13: Retired Employees of Nevada (18)

9/12/13: Republican Women of Reno (24)

10/2/13: Osher Lifelong Learning Institute (35)

10/9/13: Reno Scottish Rite (35)

12/18/14: Reno Singles (15)

June-July 2013: Station Manager mentored two Pronet executive job seekers following the June presentation (above).

6/17/13: Hosted four Bangladesh visitors and two State Department officials interested in learning more about public broadcasting operations.

KUNR Broadcasts weekly “Reynolds School Media Watch” segments with interviews and discussion of broadcasting and journalism careers, featuring leaders, faculty and students. Of particular note, the 5/16/14 edition featured student audio and discussion culminating the Nevada Media Alliance class work. National journalists discussed their careers: 3/28/14, Cory Johnson, Bloomberg West; Monica Guzman, Seattle Times & Geekwire.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

KUNR is committed to the training, development and advancement of all station staff.

KUNR continued the ongoing training and preparation of a journalism student who worked part-time as an on-air host and producing on-air newscasts and online web content, to prepare for broadcast industry employment.

The station provides ongoing training to broadcast staff to advance digital editing, automation, troubleshooting and newsgathering skills.

6/14/13: Women staff members attended the daylong “Flourish” Women’s Leadership Conference in Reno.

9/4/13: Business Operations Manager participated in webinar on Monetizing Digital Content.

9/14-9/20/13: Program director attended Public Radio Program Director’s annual conference in Atlanta, GA.

9/20/13: General Manager attended Harwood Institute’s annual Public Innovators Summit in Park City, UT.

11/12-11/14/13: General Manager attended Super Regional conference of regional public radio organizations in Washington, DC.

4/28-4/29/14: Development Director attended Institute for Charitable Giving’s annual conference on the Art of Asking in Costa Mesa, CA.

5/8/14: Station Manager attended SkillPath workshop: “The Social Media Marketing Conference.”

5/23/14: Administrative Assistant completed a tutorial on using Microsoft Publisher through lynda.com.

5/27- 5/30/14 Manager of Business Operations attended the Public Media Broadcaster’s Association conference in Portland, OR.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

9/11/13: Station staff and management hosted a group of 17 journalism school students for a tour, presentation and questions/answers about work and careers in public broadcasting.

10/30/13: Station staff and management hosted a group of more than 20 journalism school students for a tour, presentation and questions/answers about work and careers in public broadcasting.

3/6/14: Station broadcaster spoke to a class of 15-20 broadcast journalism students and answered questions about her broadcast journalism, writing and careers.

4/3/14: Station staff and management hosted a group of 23 journalism school students for a tour, presentation and questions/answers about work and careers in public broadcasting.

September 16, 2013: Station broadcaster spoke to a class of about 20 broadcast journalism students and answered questions about her work in public radio, education and careers.

11/29/2012: KUNR's News Director and staff hosted 11 African journalists as part of the University's International Center. Differences in American media, roles in public broadcasting and NPR's part in journalism globally were discussed.

2/13/14: KUNR hosted a station table at the University of Nevada, Reno Career Fair. More than 250 university students attended of diverse backgrounds and interests, discussing careers, internships and job opportunities.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

KUNR listed the opening for its open positions with the following outlets: "Current"—public media publication; www.latinosinhighered.com; www.EmployDiversity.com; www.deiworksites.org; Nevada Job Bank; www.cpb.org; Nevada Broadcasters Association; www.northernnevadajobs.com; www.renosbestjobs.com; and www.unr.jobs.edu.

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

May 27, 2014: Station manager completed the required "Preventing Sexual Harassment" session.

*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.*

Throughout the year, utilized station website and social media along with Journalism School website and social media to publicize the station's news internships and part-time producer opportunities.

Hosted Fall 2013 and Spring 2014 interns in the news department as part of the station's internship program.

June-August 2013: Partnered with the Dean's Future Scholars Youth College Internship Program, providing a low-income freshman university student with work experience via a three-month administrative internship.

Spring semester 2014: KUNR partnered with the University of Nevada, Reno's Journalism School and local media organization on the Nevada Media Alliance, helping advise student work and disseminating student work via broadcasts and social media.

Spring semester 2014: KUNR presented station marketing opportunities to University strategic marketing communications class as a student project.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
6/17/13	Broadcast Journalist	CPB.org
6/3/13	Broadcast Journalist	Unr.jobs.edu
4/7/14	Administrative Assistant III	NV State Job board

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 17

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Word of mouth	1
University of Nevada jobs website www.unr.jobs.edu	2
www.higheredjobs.com	1
Internet (www.CPB.org)	5
Nevada State Job Board (NVApps)	5
Not Specified	4

RECRUITING SOURCES USED

Job Title of Position: Broadcast Journalist

Date of Hire: 6/3/13 and 6/17/13

Two candidates were hired from this search. All recruiting sources were identical and the two chosen were selected of the same candidate pool.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
www.hispanictrainingcenter.com	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113
www.northernnevadajobs.com	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113
www.unr.jobs.edu	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113
www.HigheredJobs.com	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113
Us.jobs	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113
www.Diversitylink.com	N	6635 W Happy Valley Rd Suite A104, # 172 Glendale, AZ 85310	Milt Spain	(623) 572-2793
Nevada Broadcasters Association	N	1050 East Flamingo Road, Suite S-102 Las Vegas, Nevada 89119	Earlene Lefler	(702)794-4994
www.newsreview.com/chico	N	353 East Second St. Chico, CA 95928	Not listed	(530)894-2300
www.deiworksite.org	N	401 N. 3rd St. Suite 370 Minneapolis, MN 55401	Josh Andrews	(773) 336-2060 jandrews@deiworksite.org
www.newsreview.com/reno Reno News and Review Print	N	708 N. Center St. Reno, NV 89501	Ola Ubay	(775)324-4440
www.cpb.org	N	401 Ninth Street, NW Washington, DC 20004-2129	Carole Mah	(202)879-9686 cmah@cpb.org
Craigslist.org/ Allaccess.com	N	Craigslist.org 28955 Pacific Coast Highway Suite 210 Malibu, CA 90265	Not Listed	Not Listed (310) 457-6616
Current publication and current.org	N	6930 Carroll Ave., Suite 350 Takoma Park, MD 20912	Kathleen Unwin	(301)270-7240 ext. 36

www.kunr.org KUNR Facebook and twitter pages	N	KUNR Radio Mail Stop 0294 University of Nevada, Reno Reno, Nevada 89557	David Stipech General Manager	dstipech@kunr.org (775) 682-6055
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Job Title of Position: Administrative Assistant III

Date of Hire: 4/07/14

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Reviewjournal.com	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Michelle Hughes	(775) 784-7705
Indeed.com	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Michelle Hughes	(775) 784-7705
My.jobs	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Michelle Hughes	(775) 784-7705
NV State Job Board NVAPPS	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Michelle Hughes	(775) 784-7705
Us.jobs	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Michelle Hughes	(775) 784-7705
http://www.bcn-nshe.org/hr/employment/	N	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Michelle Hughes	(775) 784-7705
KUNR.org	N	KUNR MS 0294 University of Nevada, Reno. Reno NV 89557	Albert Kenneson	(775) 682-6052
Reno Gazette Journal	N	955 Kuenzli St. Reno, NV 89502	Benjamin Marlowe	1-888-261-2673
Careerbuilder.com	N	www.careerbuilder.com	Benjamin Marlowe	1-888-261-2673

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies. See Rule 73.2080(c)(1)(ii).

Retain for each position filled until after the grant of the next renewal application.

Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.

