

2016 ANNUAL EEO PUBLIC FILE REPORT

Nevada System of Higher Education

Station:	KUNR & KNCC
Community of License:	Reno, Nevada
Reporting Period:	June 1, 2015 – May 31, 2016
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).

June 1, 2015-May 31, 2016

On KUNR's *Beyond the Headlines* program, the Reynolds School Media Watch segment regularly discusses journalism, broadcasting and media, featuring the dean of the journalism school and other guests. Topics included:

- 6-19-15: Every year, the Pew Research Center releases its State of the News Media report which looks at the rapidly changing landscape of American journalism. This year's report found that 39 out of 50 top news websites actually have more of their traffic coming from mobile devices than from desktop computers.
- 6-26-15: A look at the shaky return of former NBC Nightly News anchor Brian Williams and his future with MSNBC.
- 7-10-15: A new study compares the reader's experience on a screen versus paper, and they look at what's behind the uproar among the users of the online site Reddit.
- 8-28-15: The growing "slow journalism" movement that emphasizes accuracy and context rather than being "first with the story."
- 10-2-15: A discussion of the vision and future of the University of Nevada Press.
- 10-23-15: An interview with Mignon Fogarty from the J-School about the new Open Room Media podcast geared toward media entrepreneurs and startups.
- 11-13-15: Discussion of the FCC's auction of the broadcast spectrum for use by broadband providers.
- 1-22-16: Nielsen TV ratings will soon have a social media component that adds Facebook traffic data.
- 2-12-16: As Nevada caucuses approach, students will gather to learn about participating through a Dance for Democracy in Reno Saturday night.
- 5-20-16: Interview with Doug Mitchell, founder and leader of NPR's Next Generation Radio Project boot camp, with an emphasis on diversity in preparing future public radio storytellers. The boot camp took place at the Reynolds School of Journalism May 16-20.

July 6, 2015

Emceed at the Artown concert held at Bartley Ranch in Reno, Nevada, helping to show KUNR's partnership with, and promotion for, the month-long Artown events.

July 13, 2015

Emceed at the Artown concert held at Bartley Ranch in Reno, Nevada, helping to show KUNR's partnership with, and promotion for, the month-long Artown events.

July 20, 2015

Emceed at the Artown concert held at Bartley Ranch in Reno, Nevada, helping to show KUNR's partnership with, and promotion for, the month-long Artown events.

July 21, 2015

News staff met with staff from the National Council of Juvenile and Family Court Judges to network. They are an international research and advocacy organization based in Reno. Contact was made with several local experts of national prominence on a wide variety of social justice issues. KUNR's group also left with multiple story ideas, including an interview about disproportionate rates of minorities in foster care.

July 27, 2015

Emceed at the Artown concert held at Bartley Ranch in Reno, Nevada, helping to show KUNR's partnership with, and promotion for, the month-long Artown events.

July 29, 2015

KUNR's staff members attended a KUNR Member Mixer at Reno Provisions to network with members of the local KUNR listening audience.

August 5, 2015

Broadcasting staff held a "Tykes and Mics" event at the KUNR studios. KUNR listeners and members were encouraged to bring their children to the studios so that the children might have the opportunity to record themselves, tour the studios and meet some radio and newsroom personnel.

August 19, 2015

General Manager attended a roundtable hosted by the Community Foundation of Western Nevada. The roundtable's objective was to uncover the ideas, observations and opinions of community leaders regarding the future of our community and to "link people who care with causes that matter."

August 26, 2015

KUNR's staff members attended a KUNR Member Mixer at South Creek Pizza Company to network with members of the local KUNR listening audience.

April 24, 2016:

KUNR hosted a table of information at the local Earth Day event in Idlewild Park, attended by an estimated 10,000 people.

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

KUNR continues to open opportunities for news staff, growing a news department by allowing news volunteers and interns to gain experience and then be considered for part-time paid positions. Currently KUNR has three part-time news staff and two interns/paid students. Part-time news staff then have the opportunity to apply for full-time openings as they become available.

Internships: Fall Semester 2015

KUNR's News Department has continued to expand its internship program, giving journalism and other students the opportunity to learn, build skills and contribute their talents to the station and gain valuable media career experience via on-air, news, photography, video and other roles. Three interns were at KUNR for the fall semester.

Internships: Spring Semester 2016

KUNR's News Department has continued to expand its internship program, giving journalism and other students the opportunity to learn, build skills and contribute their talents to the station and gain valuable media career experience via on-air, news, photography, video and other roles. One intern, a student journalist and one volunteer were at KUNR for the spring semester.

2015-2016

KUNR worked to develop and train a part-time broadcaster into an expanded content coordinator news/host/digital role from September 2015-May 2016.

July 14, 2015

General Manager attended the Emergency Alert System meeting of the Regional Safety Office in Reno, Nevada to offer input, and receive training on, the newest alert system procedures.

November 16-17, 2015

General Manager traveled to San Antonio, Texas to attend the Public Radio Regional Organizations Conference to network with a national gathering of public media leaders to learn the latest technologies and find unified solutions to the pressing media issues of the day.

January 8, 2016

All KUNR staff attended the Emergenetics seminar, hosted by Tim McFarling of the University of Nevada, Reno's Human Resources Department, and held in the Joe Crowley Student Union's 4th Floor Great Room. The study of Emergenetics sought to provide each staff member and their co-workers with insights into their thinking preferences and behavioral attributes for more effective communication, understanding and teamwork. The ultimate goal was to have enlightened understanding lead to better, and more productive, work relationships.

February 22, 2016

General Manager attended the Development for Deans and Academic Leaders Winter Session conference, sponsored by the Council for Advancement and Support of Education (CASE), at the

Hyatt Regency Hotel in San Francisco, California. The objective of the conference was to network with university peers involved in development and strengthen fundraising knowledge.

April 17, 2016

Business Operations Manager attended the National Association of Broadcasters Convention in Las Vegas, Nevada, which showcased the latest in radio broadcasting technologies, and met with vendors regarding KUNR's specific technological needs.

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

August 28, 2015

KUNR staff represented public broadcasting at the annual internship fair at the Joe Crowley Student Union on the University of Nevada, Reno campus to promote the work of KUNR's newsroom to students with an interest in experiencing the world of journalism and broadcasting.

October 1, 2015

News Director spoke to a media ethics class for the Reynolds School of Journalism at the University of Nevada, Reno to share her experiences in making ethical decisions in a newsroom environment. She represented KUNR and public broadcasting as a member of a guest panel of local media professionals.

November 2, 2015

General Manager, news and broadcast staff met with 16 Francophone journalists, who were hosted by the Dean of the Reynolds School of Journalism and Executive Director of the Northern Nevada International Center. The African journalists visited the United States and KUNR as part of the U.S. Department of State's International Visitor Leadership Program. The program, known specifically as the "Edward R. Murrow Program for Journalists (French): A Regional Project for Africa" was arranged by the Meridian International Center. The project objectives were to have the African journalists examine the rights and responsibilities of a free press in a democracy, observe the operations and standards of institutional media in the United States and gain insight into the social, economic and political structures in the United States.

November 4, 2015

KUNR reporter spoke to a Reynolds School of Journalism podcasting class regarding her background as a journalist, thoughts on the podcasting movement and KUNR's reporting formats: features, spots and two-ways.

March 3, 2016

KUNR staffed the station's booth at the Career Fair sponsored by the College of Business and held at the Lawlor Events Center on the University of Nevada, Reno campus. The fair gave KUNR team members an opportunity to introduce themselves to students and potential interns and potentially discover future interested interns for its newsroom operations.

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: www.cpb.org; www.craigslist.org; www.current.org and “Current” public media publication; www.diversitylink.com; www.employdiversity.com; www.greaterpublic.org; www.higheredjobs.com; www.insidehighered.com; www.jobelephant.com; www.kunr.org; www.latinosinhighered.com; www.nabjcareers.org – National Association of Black Journalists; www.NAHJcareercenter.com National Association of Hispanic Journalists; www.nevadabroadcasters.org; www.NevadaJobBank; www.newsreview.com/Reno; www.newsreview.com/Sacramento; www.newsreview.com/Chico; www.northernnevadajobs.com; https://nvapps.state.nv.us/NEATS/Recruiting/ViewApplicantHome.aep; www.renosbestjobs.com; www.unr.jobs.edu; www.unrsearch.com.

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

January 20, 2016

Adrienne Abbott of the Alternative Broadcast Inspection Program (ABIP) visited KUNR to review, inspect and give her editorial input on the organizational structure of KUNR’s current Public Files.

Various Required Training: Alcohol and Drug Testing Procedures, Evaluating Employee Performance, Handling Grievances, Sexual Harassment Training, Interviewing and Hiring, Equal Employment Opportunity, Progressive Disciplinary Procedures, Defensive Driving, Nevada Information Security Awareness training.

Participated in other activities designed by the station’s 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.

September 23-November 4, 2015

Along with KNPB Channel 5, the Community Foundation of Western Nevada and other non-profit sponsors, KUNR acted as a media sponsor, gave presentations and provided station materials for the 100-plus attendees at the Family Financial & Estate Planning Series, which offered a seven-part series of free, in-depth workshops on estate planning.

September 25-27, 2015

General Manager emceed, and staff attended, the 2015 Manhattan Shorts Film Festival at the University of Nevada, Reno’s Joe Crowley Student Union Theater, attended by 1,000 community members.

January 6, 2016

General Manager attended the first annual Northern Nevada Business Weekly’s Most Influential Roundtable where 11 panelists discussed the challenges facing northern Nevada in a rapidly growing area. Hundreds of members of the business community congregated in the Peppermill ballroom to hear the panelists discuss the issues.

January 28, 2016

General Manager and intern attended the Reno-Sparks Chamber of Commerce's *Directions 2016* held at the Grand Sierra Resort in Reno, Nevada to hear presentations and discussions on northern Nevada's future development in business, education, government and non-profit sectors.

February 1, 2016

KUNR conducted "Feedback February" online survey of KUNR listeners through use of SurveyMonkey.com to provide data analysis, brand management and marketing information to aid the station's future growth and development.

February 10, 2016

Program Director interviewed U.S. State Department's J. William Fulbright Foreign Scholarship Board representatives on the 70th anniversary of the Fulbright scholarship: Dr. Laura Skandera Trombley, Tom Healy and Emma Sepúlveda Pulvirenti. The 12-member scholarship board selects students, teachers and researchers from the United States and abroad to participate in exchanges meant to further studying, teaching or the conducting of research. Dr. Trombley is the scholarship board chair, who is president of The Huntington Library and is an author and Mark Twain specialist. Tom Healy, the former scholarship board chair, is an author and educator, currently serving as a fellow at the Harriet Monroe Institute of the Poetry Foundation. Emma Sepúlveda Pulvirenti is a professor of Latin American languages and literature at the University of Nevada, Reno and director of its Latino Research Center. The scholarship board works closely with the U.S. Department of State's Bureau of Education and Cultural Affairs, U.S. embassies, Fulbright committees in other countries and the U.S.'s International and Foreign Language Office of Postsecondary Education.

February 19-21, 2016

General Manager emceed and staff attended the 2015 Manhattan Shorts Film Festival at the University of Nevada, Reno's Joe Crowley Student Union Theater, attended by 1,000 community members.

March 11, 2016

The KUNR News Team participated in the Reno Independent Media Forum hosted by Bob Conrad of ThisIsReno. The event was held at Reno Little Theater at 147 E. Pueblo St., Reno, Nevada 89502. KUNR's News Director and Media Account Executive gave a presentation about KUNR's programming, opportunities for other media outlets to partner with us and opportunities for nonprofits and businesses to purchase underwriting. KUNR's newsroom staff attended to gain other media outlet information and to network. A nine-member panel, including KUNR's News Director, led a roundtable discussion amid this networking event.

March 23-May 4, 2016

Along with KNPB Channel 5, the Community Foundation of Western Nevada and other non-profit sponsors, KUNR acted as a media sponsor, gave presentations and provided station materials for the 100-plus attendees at the Family Financial & Estate Planning Series, which offered a seven-part series of free, in-depth workshops on estate planning.

March 29, 2016

General Manager attended the Cultural Diversity Committee (CDC) meeting at the University of Nevada, Reno. The meeting's purpose was to finalize all details related to an upcoming conference

and the speech contest, including committee member assignments and roles, as well as conference evaluation updates.

April 6-7, 2016

KUNR sponsored the diversity conference, “Exploring Diversity and Equity Through Access, Retention & Engagement” at the University of Nevada, Reno.

May 12, 2016

KUNR staff attended a luncheon honoring legendary TV and radio host, Bob Carroll, on his 60th year in broadcasting. The luncheon was open to all KUNR listeners, KUNR Leadership Board members, KUNR staff members, as well as special invitees of Mr. Carroll’s from his vast network of media and broadcasting connections. The event was held at the Best Western’s Airport Plaza located at 1981 Terminal Way, Reno, Nevada 89502.

May 16-20, 2016

News Director served as an industry professional mentor for NPR’s Next Generation Radio Project boot camp held at the University of Nevada, Reno’s Reynolds School of Journalism. Overseen by project founder and coordinator Doug Mitchell, the week-long, intense program helps serve as a “runway” for public radio and journalism careers for college-prepared journalists, with special emphasis on diverse participants.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
7/13/15	Broadcast Journalist	Word of mouth – Referred by Nico Colombant, a University of Nevada, Reno journalism professor
11/16/15	Sales & Promotions Rep I	Word of mouth – Candidate selected was a part-time KUNR employee
1/8/16	Program Director	CPB Jobline

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed During the Reporting Period: 15

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Word of mouth	2
University of Nevada jobs website www.unr.jobs.edu	1
http://www.bcn-nshe.org/hr/employment/	4
www.CPB.org	7
Indeed.com	1

RECRUITING SOURCES USED

Job Title of Position: Broadcast Journalist Date of Hire: 7/13/15

For the Broadcast Journalist search, KUNR used the following referral sources:

- www.cpb.org
- www.craigslist.org

- www.current.org
- www.diversitylink.com
- www.employdiversity.com
- www.greaterpublic.org
- www.higheredjobs.com
- www.jobelephant.com
- www.kunr.org
- www.latinosinhighered.com
- www.nabjcareers.org – National Association of Black Journalists
- www.NAHJcareercenter.com National Association of Hispanic Journalists
- www.nevadabroadcasters.org
- www.NevadaJobBank
- www.newsreview.com/reno
- www.NorthernNevadajobs.com
- www.renosbestjobs.com
- www.unr.jobs.edu
- www.unrsearch.com

Job Title of Position: Sales and Promotions Rep I Date of Hire: 11/16/15

For the Sales and Promotions Rep I search, KUNR used the following referral sources:

- www.kunr.org
- <https://nvapps.state.nv.us/NEATS/Recruiting/ViewApplicantHome.aep>
- www.unrsearch.com

Job Title of Position: Program Director Date of Hire: 1/8/16

For the Program Director search, KUNR used the following referral sources:

- www.cpb.org
- www.current.org website and “Current” public media print publication
- www.employdiversity.com
- www.greaterpublic.org
- www.insidehighered.com
- www.kunr.org
- www.nevadabroadcasters.org
- www.newsreview.com/Chico
- www.newsreview.com/Reno
- www.newsreview.com/Sacramento
- www.unrsearch.com

Referral Source Information

REFERRAL SOURCE	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
www.latinosinhighered.com	Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113

www.HigheredJobs.com		Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113
Insidehighered.com		Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 784-7705
www.unrsearch.com		Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113
www.newsreview.com/reno		708 N. Center St. Reno, NV 89501	Ola Ubay	(775) 324-4440
www.newsreview.com/ Sacramento		1124 Del Paso Blvd. Sacramento, CA 95815	Not listed	(916) 498-1234
www.newsreview.com/chico		353 East Second St. Chico, CA 95928	Not listed	(530) 894-2300
www.KUNR.org		KUNR MS 0294 University of Nevada, Reno. Reno NV 89557	Albert Kenneson	(775) 682-6052
Reno.craigslist.org		Reno.craigslist.org	None	None listed
www.cpb.org		401 Ninth Street, NW Washington, DC 20004- 2129	Carole Mah	(202) 879-9686 cmah@cpb.org
www.greaterpublic.org		401 N. 3rd St. Suite 370 Minneapolis, MN 55401	Josh Andrews	(773) 336-2060 jandrews@greaterpu blic.org
Current publication and www.current.org		6930 Carroll Ave., Suite 350 Takoma Park, MD 20912	Kathleen Unwin	(301) 270-7240 ext. 36
Nevada Broadcasters Association		1050 East Flamingo Road, Suite S-102 Las Vegas, Nevada 89119	Earlene Lefler	(702) 794-4994
https://nvapps.state.nv.us/NEA TS/Recruiting/ViewApplicant Home.aep		Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Jennifer Grogan	(775) 682-6113
Jobelephant.com		Human Resources MS 0238 University of Nevada, Reno. Reno NV 89557	Kim Beers	(775) 682-6113
www.employdiversity.com		1671 The Alameda, Suite 200 San Jose, CA 95126	None Listed	(408) 293-1299
www.nabjcareers.org		NABJ Career Center 8800 Lakewood Dr. #117 Windsor, CA 95492	None Listed	(626) 792-3846
www.nahjcareercenter.com		None listed	None Listed	None Listed

* 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 website, if it has one.