

2018 ANNUAL EEO PUBLIC FILE REPORT

Nevada System of Higher Education

Station:	KUNR, KNCC & KNCJ
Community of License:	Reno, Nevada
Reporting Period:	June 1, 2017 – May 31, 2018
No. of Full-time Employees:	11
Small Market Exemption:	No

During the Reporting Period, a total of three 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 15, 2017

Hosted a KUNR Open House for all KUNR/KNCJ members and listeners to come and tour the station's broadcast studios, meet the staff and visit and network with other similarly-minded radio fans.

June 22, 2017

News staff presented *Cannabis in Nevada: The Forum* hosted by KUNR and ThisIsReno to cap off KUNR's month-long coverage of the legalization of cannabis in Nevada. The forum brought together four expert panelists. It was attended by 30 people and was streamed live on Facebook.

July 10, 2017

KUNR's General Manager emceed free community concerts at Bartley Ranch, presented by Artown. Information was provided about the station and its mission to offer career opportunities and training programs for the next generation of broadcast journalists and broadcast professionals.

July 17, 2017

KUNR's General Manager emceed free community concerts at Bartley Ranch, presented by Artown. Information was provided about the station and its mission to offer career opportunities and training programs for the next generation of broadcast journalists and broadcast professionals.

July 24, 2017

KUNR's General Manager emceed free community concerts at Bartley Ranch, presented by Artown. Information was provided about the station and its mission to offer career opportunities and training programs for the next generation of broadcast journalists and broadcast professionals.

July 31, 2017

KUNR's General Manager emceed free community concerts at Bartley Ranch, presented by Artown. Information was provided about the station and its mission to offer career opportunities and training programs for the next generation of broadcast journalists and broadcast professionals.

December 20, 2017

Members of the KUNR newsroom and the Reynolds School of Journalism met with Ramon Acosta in KUNR's conference room to discuss story ideas with Mr. Acosta regarding immigration and his work as a tribal court judge.

April 9, 2018

Dean of the Reynolds School of Journalism brought international NPR reporter Leila Fadel, currently based in Cairo, to tour KUNR and visit and talk with our newsroom staff and interns to share her experiences as an international public media reporter working abroad in areas of war and strife.

April 22, 2018

KUNR hosted an information table at the Earth Day celebration in Reno's Idlewild Park to show support for the message of environmental protection and to mingle with the 30,000 other attendees to introduce them to KUNR and emphasize the value of Reno Public Radio.

*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, three part-time on-air staff, a part-time digital assistant, and in the spring 2018 semester had six interns/paid students. Part-time staff then have the opportunity to apply for full-time openings as they become available.

July 5 2017 – July 8, 2017

General Manager and three staff attended the Public Media Development and Marketing Conference (PMDMC) from July 5 – July 8, 2017 at the Hilton Union Square in San Francisco, California to network and learn advanced marketing and development techniques to benefit KUNR's underwriting and membership departments, as well as aid its annual fundraising efforts.

August 3, 2017

The station hosted Grant Barrett, co-host of the national radio program "A Way With Words." Staff participated in a staff development and learning conversation with Barrett about the craft of writing, the history of words, and storytelling. KUNR hosted an event that evening featuring Barrett and which was attended by 60 station supporters.

September 7, 2017

General Manager and Business Operations Manager completed a mandatory Corporation for Public Broadcasting webinar on CSG requirements and resources. The session provided an introduction to the

eligibility criteria for radio and TV Community Service Grant (CSG) recipients, as well as information on training resources to help grantees with their compliance efforts.

September 1, 2017 – October 31, 2017

All full-time staff attended the implicit bias trainings held at the University of Nevada, Reno's Joe Crowley Student Union Theater taught by UNR instructor, Jennifer Grogan. The workshop discussed ways to promote diversity and manage implicit bias while conducting faculty hiring searches.

February 7, 2018

Scott Williams, a national radio analytics expert and Director of Audience Research at KJZZ in Phoenix, Arizona, visited KUNR to present workshops and coaching for our general manager and staff about KUNR and KN CJ's programming ratings, market share, analytics, and on-air execution.

April 7, 2018

Staff attended an Artown event at Reno's Pioneer Center to see Radiolab's Jad Abumrad. The event was attended by 1,000 fans. The majority of KUNR's staff visited with Abumrad backstage and attended this 90-minute "clinic" on how to create stories for audio.

May 7, 2018 – May 8, 2018

The General Manager and Business Operations Manager attended the Western States Public Radio (WSPR) Conference in Seattle, Washington to network with social media professionals, learn about new industry technologies and the implementation of new emergency alert channels, examine the best practices for fundraising development, and discuss the NonCom Music Alliance and how it helps radio stations serve their communities better.

May 29, 2018

General Manager attended "Completing CPB's Annual Financial Report" presented by the Corporation for Public Broadcasting at the Public Media Business Association annual conference in Long Beach, CA. Workshop covered the current rules, requirements and procedures for completing the required annual CPB audit.

May 29, 2018

General Manager attended "Completing the Station Activity Survey (SAS)," presented by the Corporation for Public Broadcasting at the Public Media Business Association annual conference in Long Beach, CA. Workshop covered the current requirements and procedures for completing the required annual CPB audit.

May 29-31, 2018

General Manager attended the Public Media Business Association annual conference in Long Beach, CA. In addition to several Corporation for Public Broadcasting sessions that provide updates on CPB trends and issues and help the station fulfill requirements, sessions attended included "Public Media in the Digital Age," "Own Your Own Professional Development," "Strengthening Organizational Culture: Putting the Donor First," and other HR, financial, regulatory and professional development topics. General Manager also was a speaker at the conference, presenting "Harnessing The Power of People With Brain Science," which focused on building more effective teams in our workplaces.

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

September 2016 through May 31, 2018 and Ongoing

In the fall of 2016, KUNR started partnering with Noticiero Móvil, a bilingual multimedia news outlet run by the Reynolds School of Journalism at the University of Nevada, Reno. Together, the two outlets have been creating radio stories that air in English and appear online in both English and Spanish. This innovative partnership provides bilingual news content for Northern Nevada and is helping to train the next generation of bilingual journalists.

August 7, 2017

KUNR hosted an orientation for high school students interested in belonging to the station's Reno Youth Radio program during the fall semester. An informational meeting took place in KUNR's conference room followed by a tour of the station. Reno Youth Radio is a partnership with the Washoe County School District.

August 31, 2017

KUNR representatives hosted the station's recruitment booth at the University of Nevada, Reno Part-Time Internship Expo, held at UNR's Joe Crowley Student Union Ballroom, to meet and discover talented students interested in volunteering or serving as interns in KUNR's newsroom, where they would work and gain exposure as reporters and broadcasters.

October 26, 2017

General Manager attended the 2017 Jim Joyce Symposium on Political Communication to commemorate the 50th anniversary of the Public Broadcasting Act, which ultimately led to the creation of the Corporation for Public Broadcasting (CPB) and from that the creation of PBS and NPR. A panel made up of the CPB's Chair and media scholars examined all aspects of public media. The Reynolds School Dean, Al Stavitsky, served as the event moderator. The event was held in the Wells Fargo Auditorium at UNR's Mathewson-IGT Knowledge Center, with a reception following the event.

December 18, 2017

The General Manager and News Director held an appreciation event for group members of Reno Youth Radio and their Washoe County School District media teacher. Reno Youth Radio is a partnership between KUNR and the Washoe County School District. These reporters contribute their own youthful style, content and perspective to stories broadcast at KUNR, which are then posted on the station's website.

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.diversitylink.com; www.greaterpublic.org; www.higheredjobs.com; www.indeed.com; www.kunr.org; www.latinosinhighered.com; www.nabjcareers.org – National Association of Black Journalists; www.nevadabroadcasters.org; www.newsreview.com/Reno; www.unrsearch.com; PRADO email list-serve; www.nahjcareercenter.com - National Association Hispanic Journalists; www.aaja.org/career_center Asian American Journalists Association; www.naja.com Native American Journalists Association; info@pmbaonline.org – Public Media Business Association; www.diversityjobs.com; www.nhmc.org – National Hispanic Media Coalition; UNR Job Board <https://nshe.wd1.myworkdayjobs.com/UNR-external>.

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

September 1, 2017 – October 31, 2017

All management level staff attended the implicit bias trainings held at the University of Nevada, Reno's Joe Crowley Student Union Theater taught by UNR instructor, Jennifer Grogan. The workshop discussed ways to promote diversity and manage implicit bias while conducting faculty-hiring searches.

May 31, 2018

General Manager attended "Sexual Harassment and Protecting Your Staff" at the Public Media Business Association annual conference in Long Beach, CA.

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 20, 2017

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. The presentation includes a message for the parents and grandparents in the audience that KUNR offers internships, Youth Radio and training and job opportunities for the next generation of journalists.

September 29, 2017 – October 1, 2017

General Manager emceed, and staff attended, the 2017 Manhattan Shorts Film Festival at the University of Nevada, Reno's Joe Crowley Student Union Theater, attended by 1,000 community members. As host of the event, the General Manager includes the message that KUNR offers internships, Youth Radio, and training and job opportunities for the next generation of journalists.

February 9, 2018 – February 13, 2018

General Manager emceed, and staff attended, the 2018 Oscar Shorts Film Festival at the University of Nevada, Reno's Joe Crowley Student Union Theater, attended by 1,000 community members. As host of the event, the General Manager includes the message that KUNR offers internships, Youth Radio, and training and job opportunities for the next generation of journalists.

March 28, 2018

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. The presentation includes a message for the parents and grandparents in the audience that KUNR offers internships, Youth Radio and training and job opportunities for the next generation of journalists.

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

Internships: Fall Semester 2017

KUNR’s News Department has continued to expand its internship program, giving journalism and other students the opportunity to learn, build skills, contribute their talents to the station, and gain valuable media career experience via on-air, news, photography, video and other roles. Four (4) student journalists were at KUNR for the fall semester.

Internships: Spring Semester 2018

KUNR’s News Department has continued to expand its internship program, giving journalism and other students the opportunity to learn, build skills, contribute their talents to the station, and gain valuable media career experience via on-air, news, photography, video and other roles. Six (6) student journalists and were at KUNR for the spring semester.

Internships: Summer Semester 2018

KUNR’s News Department has continued to expand its internship program, giving journalism and other students the opportunity to learn, build skills, contribute their talents to the station, and gain valuable media career experience via on-air, news, photography, video and other roles. Three (3) student journalists and several just-graduated student journalist were at KUNR for the summer semester.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
12/01/17	Morning Edition Host	www.cpb.org/jobline
4/1/18	Sales Representative	Word of mouth
5/17/18	Assistant Station Manager	Word of mouth

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed During the Reporting Period: 19

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Word of mouth	3
www.cpb.org	5
www.diversityjobs.com	1
www.higheredjobs.com	1
www.indeed.com	9

RECRUITING SOURCES USED

Job Title of Position: Morning Edition Host Date of Hire: 12/1/17

For the Morning Edition Host search, KUNR used the following referral sources:

- www.cpb.org
- www.greaterpublic.org
- www.kunr.org
- www.higheredjobs.com
- www.indeed.com
- www.latinosinhighered.com
- www.unrsearch.com
- www.newsreview.com/reno
- Reno News & Review print edition
- www.nabjcareers.org – National Association of Black Journalists
- www.nahjcareercenter.com
- https://www.aaja.org/career_center Asian American Journalists Association
- www.naja.com Native American Journalists Association
- www.nevadabroadcasters.org

Job Title of Position: Sales Representative

Date of Hire: 4/1/18

For the Sales Representative search, KUNR used the following referral sources:

- www.cpb.org
- www.diversitylink.com
- www.greaterpublic.org
- www.latinosinhighered.com
- www.higheredjobs.com
- www.nevadabroadcasters.org
- PRADO list serve
- www.kunr.org
- www.newsreview.com/Reno
- Reno News & Review print edition
- UNR Job Board
- https://nshe.wd1.myworkdayjobs.com/UNR-external

Job Title of Position: Assistant Station Manager

Date of Hire: 5/17/18

For the Assistant Station Manager search, KUNR used the following referral sources:

- www.pmbaonline.org
- Reno News & Review print edition
- www.cpb.org
- www.diversityjobs.com
- www.greaterpublic.org
- www.higheredjobs.com
- www.indeed.com
- www.kunr.org
- www.latinosinhighered.com
- www.nevadabroadcasters.org
- www.nhmc.org
- UNR Job Board
- https://nshe.wd1.myworkdayjobs.com/UNR-external

Referral Source Information

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
www.latinosinhighered.com	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
UNR Job Board https://nshe.wd1.myworkdayjobs.com/UNR-external	N	Human Resources MS 0238 University of Nevada, Reno. Reno, NV 89557	Kim Beers	(775) 682-6113
www.unrsearch.com	N	Human Resources MS 0238 University of Nevada, Reno	Kim Beers	(775) 682-6113

		Reno, NV 89557		
www.KUNR.org	N	KUNR MS 0294 University of Nevada, Reno. Reno, NV 89557	David Stipech	(775) 682-6052
www.newsreview.com/Reno Reno News & Review Print Edition	N	1124 Del Paso Blvd. Sacramento, CA 95815	Skyler Morris	(916) 498-1234 skylerm@newsreview.co m
www.cpb.org	N	401 Ninth Street, NW Washington, DC 20004-2129	Erika Pulley- Hayes	(202) 879-9600
www.diversityjobs.com	N	LatPro, Inc. 3980 Broadway St., Ste. 103- 147 Boulder, CO 80304-1133	Eric Shannon	(954) 727-3844
www.diversitylink.com	N	6635 W. Happy Valley Rd. Suite A104, #172 Glendale, AZ 85310	Milt Spain	(623) 572-2793
www.greaterpublic.org	N	401 N. 3rd St. Suite 601 Minneapolis, MN 55401	Leah Manners	(612) 548-3374 lmanners@greaterpublic. org
www.indeed.com	N	7501 North Capital of Texas Hwy., Building B Austin, TX78731	Paul D’Arcy	(800) 462-5842
www.nabjcareers.org	N	NABJ Career Center 8800 Lakewood Dr. #117 Windsor, CA 95492	None Listed	(626) 792-3846
www.nahjcareercenter.com	N	None Listed	None Listed	None Listed
www.nevadabroadcasters.org	N	3900 Paradise Rd., Ste. 279, Las Vegas, Nevada 89169	Melanie Mueller	(702) 794-4994 melanie@nevadabroadca sters.org
www.nhmc.org	N	National Hispanic Media Coalition 65 South Grand Ave., Ste. 200 Pasadena, CA 91105	Jordan Rubio	(626) 792-6462 jrubio@nhmc.org
www.pmbaonline.org	N	Public Media Business Association 9707 Key West Ave., Ste. 100 Rockville, MD 20850	Jeyin Lee	(240) 844-3600 jlee@mgmtsol.com
www.aaja.org/career_center	N	Asian American Journalists Association 5 Third St. Suite 1108 San Francisco, CA 94103	Justin Seiter	justins@aaja.org
www.naja.com	N	NAJA – OU Gaylord College 395 W. Lindsey St. Norman, OK 73019-4201	None listed	(405) 325-1649
PRADO Listserve	N	Email listserve	Molly Nicklin	Molly.Nicklin@ops.org

* 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.