

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2010 to May 22, 2011

1) Employment Unit: KTVN

2) Unit Members (Stations and Communities of License): KTVN - Reno, NV

3) EEO Contact Information for Unit Member:

| | |
|---|---|
| Mailing Address: 4925 Energy Way Reno, NV 89502 | Telephone Number: 775-858-2222 |
| | Contact Person: Linda Pickrell |
| | E-mail Address: lpickrell@ktvn.com |

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

Job Title

Recruitment Source Referring Hiree

1. Reporter
2. News Producer
3. News Producer
4. Reporter
5. Sales Account Executive
6. Sales Account Executive
7. News Photographer

1. Internal Posting
2. KTVN on air advertisement
3. KTVN.com
4. Employee Referral
5. Reno Gazette Journal/CareerBuilder.com
6. Employee Referral
7. Walk-In

| 5) Job Title: News Reporter | | Date Filled: 7/15/10 | | Referral Source(s) of Hiree: Employee Referral | |
|---|----------------|--|---------------|---|--|
| <p>See Attachment A--the most appropriate and productive sources from this list were selectively contacted and notified of this opening. All sources on Attachment A were used except for: 1, 4, 6, 10, 22, 33, 38, 40, 44. All organizations listed on Attachment C were notified of this opening. Organizations which referred interviewees are listed below:</p> | | | | | |
| Name of Organization of Job Vacancy: | Contact Person | Address: | Phone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
| Employee Referral | | KTVN-4925 Energy Way, Reno, NV 89502 | 775-858-2222 | 2 | No |
| Internal Posting | | KTVN-4925 Energy Way, Reno, NV 89502 | 775-858-2222 | 1 | No |
| KTVN Website | | www.ktvn.com | | 1 | No |

| 5) Job Title: Sales Account Executive | | Date Filled: 10/26/10 | | Referral Source(s) of Hiree: Reno Gazette Journal/CareerBuilder.com | |
|---|---|--------------------------------------|-----------------------------------|--|--|
| <p>See Attachment A--the most appropriate and productive sources from this list were selectively contacted and notified of this opening. All sources on Attachment A were used except for: 1, 4, 6, 10, 22, 33, 38, 40, 44. All organizations listed on Attachment C were notified of this opening. Organizations which referred interviewees are listed below:</p> | | | | | |
| Name of Organization of Job Vacancy: | Contact Person | Address: | Phone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
| Reno Gazette Journal/CareerBuilder.com | Attn: Meggan Peters mpeters@gannett.com | 955 Kuenzli Street Reno, NV 89520 | 866-937-1845 FAX: 317-444-5150 | 3 | No |
| | | | | | |

| 5) Job Title: Sales Account Executive | | Date Filled: 01/19/11 | | Referral Source(s) of Hiree: Employee Referral | |
|---|----------------|--|---------------|---|--|
| <p>See Attachment A--the most appropriate and productive sources from this list were selectively contacted and notified of this opening. All sources on Attachment A were used except for: 1, 4, 6, 10, 22, 33, 38, 40, 44. All organizations listed on Attachment C were notified of this opening. Organizations which referred interviewees are listed below:</p> | | | | | |
| Name of Organization of Job Vacancy: | Contact Person | Address: | Phone Number: | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
| Employee Referral | | KTVN-4925 Energy Way, Reno, NV 89502 | 775-858-2222 | 2 | No |
| KTVN Website | | www.ktvn.com | | 1 | No |

STATION KTVN IS AN EQUAL OPPORTUNITY EMPLOYER

6) **Total Number of Interviewees Referred:** For the period from May 23, 2010 to May 22, 2011, this Employment Unit interviewed 25 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) **Initiative** - Training Programs for Employees

KTVN has 8 part-time positions in the Production Department, covering various studio jobs (camera, audio, teleprompter, graphics, etc.). The Production Manager oversees this program. Training is provided to these employees through interaction with the full time production staff. Part time employees work daily with more experienced full time employees in order to gain the skills needed to qualify them for promotion to higher level full time positions such as director, audio operator, character generator/graphics operator and possible full time employment in other departments like the News Department. This program has resulted in many internal promotions. Though not included in this report, KTVN conducts job candidate outreach when hiring these part-time positions.

A weekday associate producer/weekend assignment editor was promoted to full time reporter. He was recruited and coached by the news director to help him improve his skills to a level of competence that allowed him to win this career advancing promotion.

(b) **Initiative** - Internship Program

KTVN offers internships in its News Department. The internship continues throughout the year and is offered for semester-long periods. Through participating in such activities as shadowing reporters, shadowing producers, learning to write for television news and learning to edit video, all interns receive training and exposure to the skills necessary for a successful career in the broadcast television industry. They have the opportunity to create a portfolio quality sample of their work such as a demo tape for those pursuing an on-air career or a writing sample for future producers. The majority of the interns come from the University of Nevada Reno and Truckee Meadows Community College. However, some students are from colleges outside of the state. In addition, some students are from local high schools who participate in a shadowing program. Station personnel oversee the interns, evaluating their performance and providing feedback. KTVN only accepts applicants who are eligible for credit from their schools or whose internship will be sanctioned by their school. KTVN has hosted four interns during this reporting period. The News Director provides managerial oversight of this program.

(c) **Initiative** – Participation in Events Showcasing Broadcast Employment Opportunities

On Monday October 18, 2010, Boy Scouts from Reno, NV, toured the KTVN studios. There were 8 boys ranging from ages 11-14 plus 6 adults. KTVN's Promotion Manager led the tour and the scouts were able to watch behind the scenes as the 5pm News was being broadcast. At the end Q&A was held with two female anchors, production personnel and the meteorologist. The Q&A included general information and education about employment opportunities in broadcasting.

Similar tours were conducted for the following youth groups on the dates specified: December 18, 2010, Cub Scouts from Carson Valley toured the KTVN studios. There were 7 boys ranging from ages 7-10 plus 3 adults. January 20, 2011, Girl Scouts from Sparks, NV, toured the KTVN studios. There were 8 girls ranging from ages 11-14 plus 5 adults. February 15, 2011, Cub Scouts from Reno, NV, toured the KTVN studios. There were 10 boys ranging from ages 7-10 plus 5 adults. March 16, 2011, a group of Home School kids toured the KTVN studios. There were 5 kids ranging from ages 4-14 plus 5 adults. April 12, 2011, Cub Scouts from Reno, NV, toured the KTVN studios. There was 1 scout age 10 and 1 adult who had missed the 2/15/11 tour.

On March 31, 2011, KTVN hosted the Reno Youth Leadership program at the station. It is a program for high school students who have been selected to represent their schools in this community-wide leadership program. They were working on media and visited the station for three hours to learn what goes into making a newscast. The students were split into groups and trained by various news staff on the various roles involved in producing a newscast. There are about 40 students here. The KTVN staff involved were: Jason Pasco, Gina Martini-Gonzalez, Michael Wolfe, Allie Williams, Erin Breen, John Potter, Paul Nelson, Jeff Foss, Michelle Boehler, Richard Sloane, and Adam Rasmussen.

(d) Initiative – Participation in Events Sponsored by Educational Institutions Related to Career Opportunities in Broadcasting

On June 4, 2010, the General Manager of KTVN participated as a panelist along with other members of the community in the annual TMCC High School Senior Portfolio Day. High school seniors made oral presentations and submitted written portfolios of their senior year projects and school work for critique by members of the community. This event is designed to help prepare the students for the job interview process. KTVN's GM shared with the students that KTVN welcomes student interest in exploring careers in broadcasting. He also let them know of the various entry level positions available as well as the various career opportunities.

On June 19, 2010, in partnership with the Washoe County School District, Washoe County high school seniors who had perfect attendance in their senior year were given a chance to win a new Honda Fit car donated by the Reno Honda dealer. KTVN promoted the event during the school year which helped the Honda dealer justify supplying such a desirable prize. This event demonstrated KTVN's active support of students' pursuit of education and the concept that pursuing education brings financial reward. It also placed the broadcasting business in the spotlight for these highly motivated students. The winner of the car was Jack Denzler, a recent graduate of Damonte Ranch High School.

On April 4, 2011, KTVN's News Director participated in a panel for a College of Education class at UNR for educators who are working to become principals and public information officers for school districts, the topic was working with the media.

On April 5, 2011, the General Manager and General Sales Manager of KTVN, spoke to the senior class and manned an information booth for a Career Fair held at Gerlach High School from 10am – 2pm. Questions were answered and advice given on the educational requirements for various jobs in local television.

On April 19, 2011, KTVN's News Director spoke to Erin Breen's Journalism class at UNR.

On April 21, 2011, KTVN held a vocational tour at KTVN studios. Participating were four junior and senior class students from the video broadcasting section of the Academy of Arts, Careers, and Technology, a vocational division of the Washoe County School District. The students were given a tour of the facility, with particular attention paid to the technical areas and control rooms. The students watched a live news broadcast from 6:30pm to 7:00pm, and then sat down with the operations manager, anchors, producer and director to discuss employment opportunities. The discussion lasted approximately one hour. In the past several years, the Academy of Arts, Careers and Technology, formerly known as Regional Technical Institute, has provided KTVN with numerous employees, several of which have been promoted to full time positions.

KTVN's News Director conducted an average of three interviews per semester for students in the Journalism Ethics class at UNR. Students raised ethical questions that journalists routinely face in their job and KTVN's News Director explained how he deals with these issues in the newsroom.