

Annual EEO Public File Report
KNPB, Channel 5 Public Broadcasting, Inc.
May 22, 2015 through May 21, 2016

Recruitment Detail

Position 1

**Title: Corporate
Account Executive**

Referral Sources

Utilized:

KNPB.org
UNR Career Connections
Internal postings at KNPB
RegionalHelpWanted.com

Nevada Department of
Employment, Training, and
Rehabilitation-NV Job Connect
Craig's List
Indeed.com

Number of interviewees referred by source

| <u>Source</u> | <u>Interviewed</u> |
|---------------|--------------------|
| Work of Mouth | 2 |
| Unknown | 1 |
| TOTAL | 3 |

Source used for hired applicant: Word of Mouth

Position 2

**Title: Director of
Corporate Support**

Referral Sources

Utilized:

Craig's List
KNPB.org
Indeed.com

Nevada Department of
Employment, Training, and
Rehabilitation-NV Job Connect
KNPB Internal postings
Craig's List

Number of interviewees referred by source

| <u>Source</u> | <u>Interviewed</u> |
|-------------------|--------------------|
| Employee Referral | 1 |
| TOTAL | 1 |

Source used for hired applicant: Employee Referral

Position 3

**Title: Administrative
Assistant**

Referral Sources

Utilized:

KNPB.org
Internal Posting
University of Nevada Reno
Craig's List

Number of interviewees referred by source

| <u>Source</u> | <u>Interviewed</u> |
|-----------------|--------------------|
| Prior Applicant | 1 |
| TOTAL | 1 |

Source used for hired applicant: Prior Applicant

| | | |
|-------------------------------------|-----------------------------------|----------------------------|
| Position 4 | Referral Sources Utilized: | Nevada Broadcasters Assoc. |
| Title: | KNPB.org | Craig's List |
| Producer/Videographer/Editor | Internal Postings | UNR Career Connections |
| | Entertainmentcareers.net | RenoHelpWanted.com |
| | | Tvjobs.com |

Number of interviewees referred by source

| | |
|-------------------|--------------------|
| <u>Source</u> | <u>Interviewed</u> |
| Employee Referral | 1 |
| Craig's List | 1 |
| TOTAL | 2 |

Source used for hired applicant: Referral

| | | |
|----------------------------|-----------------------------------|----------------------------|
| Position 5 | Referral Sources Utilized: | Nevada Broadcasters Assoc. |
| Title: | KNPB.org | Craig's List |
| Videographer/Editor | Internal Postings | UNR Career Connections |
| | Entertainmentcareers.net | RenoHelpWanted.com |
| | TVjobs.com | Indeed.com |

Number of interviewees referred by source

| | |
|--------------------|--------------------|
| <u>Source</u> | <u>Interviewed</u> |
| KNPB.org | 3 |
| RenoHelpWanted.com | 2 |
| TVJobs.com | 1 |
| TOTAL | 6 |

Source used for hired applicant: KNPB.org

| | | |
|---------------------------------|-----------------------------------|----------------------------|
| Position 6 | Referral Sources Utilized: | Nevada Broadcasters Assoc. |
| Title: Studio Technician | KNPB.org | Craig's List |
| | Internal Postings | UNR Career Connections |
| | Entertainmentcareers.net | RenoHelpWanted.com |
| | | Indeed.com |

Number of interviewees referred by source

| | |
|--------------------|--------------------|
| <u>Source</u> | <u>Interviewed</u> |
| Employee Referral | 1 |
| RenoHelpWanted.com | 3 |
| KNPB.org | 1 |
| TOTAL | 5 |

Source used for hired applicant: Employee Referral (former Volunteer)

Position 7**Title: Corporate
Account Executive****Referral Sources****Utilized:**KNPB.org
Internal Postings
Current News PaperCraig's List
UNR Career Connections
RenoHelpWanted.com
Indeed.com**Number of interviewees referred by source**

| <u>Source</u> | <u>Interviewed</u> |
|---------------|--------------------|
| Referral | 4 |
| TOTAL | 4 |

Source used for hired applicant: Employee Referral

Position 8**Title: Executive
Assistant/Board
Liaison****Referral Sources****Utilized:**KNPB.org
Internal Postings
Craig's List
Indeed.com**Number of interviewees referred by source**

| <u>Source</u> | <u>Interviewed</u> |
|---------------|--------------------|
| Indeed.com | 3 |
| KNPB.org | 2 |
| TOTAL | 5 |

Source used for hired applicant: KNPB.org

Position 9**Title: Manager of
Educational Services****Referral Sources****Utilized:**KNPB.org
Internal Postings
Craig's List
Indeed.com

UNR Career Connections

Number of interviewees referred by source

| <u>Source</u> | <u>Interviewed</u> |
|-------------------|--------------------|
| Employee Referral | 1 |
| KNPB.org | 2 |
| TOTAL | 3 |

Source used for hired applicant: Employee Referral

Initiative 1 –Job Fairs

KNPB participated in three job fairs during this reporting period:

1. UNR Career & Internship Expo

Location: University of Nevada, Reno

Date: August 28, 2015

Attended By: Michelle Joyce (Marketing & Community Events Manager); Fred Ihlow (VP Engineering)

This expo is hosted by the Nevada Career Studio and the University's (UNR) Central Career Services Office. KNPB was able to connect with talented students from all academic majors and programs at both the graduate and undergraduate levels. Each participating employer is given a display table in the student union and can connect with students there.

We were inundated with students who we spoke to about internship and employment opportunities for the entirety of the expo and received approximately 45 intern sign-ups and over 15 volunteer sign-ups.

2. UNR Career & Internship Expo

Location: University of Nevada, Reno

Date: February 11, 2016

Attended By: Michelle Joyce (Marketing & Community Events Manager)

This expo is hosted by the Nevada Career Studio and the University's (UNR) Central Career Services Office. KNPB was able to connect with talented students from all academic majors and programs at both the graduate and undergraduate levels. Each participating employer is given a display table in the student union and can connect with students there.

There were 38 students that signed up looking for potential unpaid internships and / or volunteer opportunities for this semester as well as for internships for the summer and fall semesters. There were also a number of students and graduate students speak to us about paid employment opportunities, several of them submitted their resumes to Michelle to be kept on-file for future openings.

3. Career Fair

Location: Nevada Connections Academy

Date: February 26, 2016

Attended by: Kurt Mische (President & CEO)

The job fair is designed to alert high school students about career opportunities in different fields and to help guide them in their choice of classes to get them qualified for those jobs. At our KNPB table we spoke with students and their parents about internship opportunities, jobs at our station and the kinds of education/training we look for when we hire. We attend this job fair each year and it gives us a chance to speak to students and their parents about these opportunities. There were approximately 40 students who attended the event and many of those visited our table. We also discussed volunteer opportunities as many of the kids need public service hours in order to graduate.

Initiative 2 - Internships

Channel 5 provides an internship program designed to develop skills needed for broadcast employment. We consistently recruit interns from many local schools including but not limited to: University of Nevada Reno, Truckee Meadows Community College and Sierra Nevada College and also High School internship programs. The expos that KNPB participated in during this reporting period were also not only to recruit employees, but to educate and recruit potential future interns.

An internship consists of a relationship (150-200 hours) in which KNPB provides a student with exposure to their field of broadcasting through work experience, training, supervision and feedback. Internships are unpaid. Internships are not a guarantee of full-time employment, but can be a great

way for both the employer and intern to determine future fit. During the reporting period 7 interns participated in the program.

Initiative 3 – Participation in Programs Sponsored by Educational Institutions

1. KNPB is a Partner in Education with the Red House Project – the Signature Academy at Reno High School that is part of the Washoe County School District. KNPB staff has been able to interact with Red House faculty and students and provide them with professional expertise in the disciplines and elements of graphic, web, and video design and production. In return, the students and faculty from the project have contributed to KNPB through volunteer work with our membership and community events departments. This year, through a grant, KNPB has set-up a paid internship with a high school senior from the program. This internship is providing hands on experience through the creation of elements that are used and seen on KNPB channels, its website and promotional materials.

Initiative 4 – Other

1. Community Work Experience Program

(Year round) 2015-2016 Ardeth Engren – Director of Membership

KNPB has committed to mentoring individuals that have been required by the local court systems to engage in activities to enhance their jobs skills. The goal of this program is twofold:

1. Recruit and train individuals that might not otherwise be aware of the employment opportunities that KNPB has and other broadcasters have to offer.
2. Provide a service to our local court systems as a resource for employment training.

2. Featured Speaking engagements (Rotary, Kiwanis, Lions Club, Reno Downtown Improvement Association, Reno and Sparks Chamber events, Reno Police Department)

Year round-ongoing

Kurt Mische-CEO, Tony Manfredi-Senior VP/Content & Marketing, These presentations provide an overview of the broadcast industry, station operations and a discussion of volunteer and employment opportunities as well as professional development.

Note: Revised in March 2017 to delete a position that had been listed in error