

KFOR(AM), KFRX(FM), KIBZ(FM), KLMS(AM), KTGL(FM), KZKX(FM)
EEO PUBLIC FILE REPORT
February 1, 2019-January 31, 2020

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Account Executive	3, 5, 7, 9, 11, 13, 15, 17, 20	13
Digital Sales Specialist	3, 5, 11, 13, 20, 22	20
Content Director	1, 3, 7, 16, 20	20
Account Executive	3, 5, 20	20
Traffic Coordinator	3, 7	3

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	All Access www.allaccess.com	N	0
2	SEU Internship Program	N	0
3	Alpha Media Careers Website www.alphamediausa.com/careers	N	10
4	Celebrity Staffing 300 North 44th, Ste 204 Lincoln, NE 68503 402-464-0600 Contact: Angela Smathers asmthers@celebritystaff.com	N	0
5	College of Journalism and Broadcasting – University of Nebraska-Lincoln Broadcast Media Placement 147 Anderson Hall Lincoln, NE 68588 Rick Alloway Ralloway1@unl.edu (via Handshake internet recruiting platform)	N	0
6	Ifyouloveradio.com	N	0
7	Indeed.com	N	10
8	Internal Transfer/Promotion	N	0
9	LinkedIn (employee post)	N	0
10	Monster www.monster.com	N	0
11	Nebraska Broadcaster’s Association https://www.ne-ba.org/programs_and_services-broadcast_careers.asp	N	0
12	Nebraska Job Services (NE Works)-Virtual Services Unit networks.nebraska.gov 550 S. 16th St Lincoln, NE 68508	N	0
13	On-Air & Digital Stream Announcements (one or more SEU stations)	N	3
14	Regional Help Wanted (FKA Cornhusker Help Wanted) www.regionalhelpwanted.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Simpli-fi Targeted Display (<i>employment ads appearing on mobile applications and websites locally</i>)	N	0
16	Facebook (<i>not directly contacted by SEU</i>)	N	1
17	Southeast Community College/College Central Network https://www.collegecentral.com/southeast 402-437-2622 Contact: Lynn Willey	N	0
18	Union College <u>3800 S. 48th St</u> Lincoln, NE 68506 402-486-2540 Contact: Teresa Edgerton career@ucollege.edu	N	0
19	University of Nebraska-Kearney 905 W 25 th St. Kearney, NE 68849 (308) 865-8501 Amy Rundstrom careerserv@unk.edu	N	0
20	Word-of-Mouth Referral	N	8
21	Zip Recruiter www.ziprecruiter.com	N	0
22	College Central Network www.employercentral.com	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			33

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	Nebraska Wesleyan University Organizational Communication students visited our SEU from September 2019 through December 2019 for a three-part project: 1) the students learned about the organization of our SEU; 2) they visited our offices on three occasions and interviewed employees to understand how power operates here in comparison to society; and, 3) the student group did a case-study on what they found most interesting.
2	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	An On-Air Personality served as the emcee for the Eastern Nebraska 4-H Center on March 5, 2019. She shared stories about her career in broadcasting and how she began.
3	Host event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	As part of the KFRX's "Tuition Mission" contest on August 21-24, 2019, students participating in the contest were given the opportunity to be on-air doing live breaks. The contest awards one student from our local community UNL tuition and books for one year.
4	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	On August 25 & 29, 2019, our SEU participated in the annual Big Red Welcome Street Fair on the University of Nebraska-City campus. Station participants included the KZKX Program Director, who offered students information about the stations and distributed thousands of postcards highlighting internship opportunities at our SEU.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Internship Program	<p>During this reporting period, our SEU hosted five interns, including four from the University of Nebraska–Lincoln and one from Southeast Community College. The interns worked with our CHR Station KFRX, as well as in our creative department and with our KFOR News Team. Our interns have the opportunity to observe the operations of a number of our departments, including the ability to participate on-air and serve as a creative and/or content source for the radio station.</p> <p>1 – KFRX /August 2019 2 – KFRX / August – December 2019 1 – KFOR-KFRX / August 2019 1 – Creative/Production Dept./ May – August 2019</p>
6	Participate in scholarship program relating to careers in broadcasting	<p>During the reporting period, our SEU participated in the Nebraska Broadcasters Association’s scholarship program. Our SEU’s General Manager evaluated scholarship applications as part of the program and the stations provided financial support.</p>
7	Participate in event/program sponsored by or on behalf of an educational institution relating to careers in broadcasting	<p>On September 23, 2019, a KZKX personality attended the “Night of Networking” event at Doane College. This is an annual employer and student networking event hosted by the school’s College to Career Center.</p>
8	Management-level training addressing equal employment opportunity and preventing discrimination	<p>On September 17, 2019, our SEU’s Business Manager attended a half-day employment law forum training conducted by the Cline Williams Law Firm. Among other things, the seminar covered topics related to diversity issues, and preventing discrimination in the workplace.</p>
9	Management-level training addressing equal employment opportunity and preventing discrimination	<p>In August & September 2019, our Market, Operations, Business and Sales Managers as well as our Sales Directors participated in a ThinkHR training programs provided by Alpha Media entitled, “Workplace Harassment Prevention for Managers” and “Bullying and Violence in the Workplace.”</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
10	Management-level training addressing equal employment opportunity and preventing discrimination	On October 9, 2019, our Business Manager and Market Manager took part in a training webinar entitled, “The FCC’s Equal Employment Opportunity Rules: The Nuts and Bolts for Alpha Media,” presented by Alpha Media’s communications counsel, Wiley Rein LLP.