

Annual EEO Public File Report
KNPB, Channel 5 Public Broadcasting, Inc.
 May 22, 2014 through May 21, 2015

Recruitment Detail

Position 1

Title: Receptionist	Referral Sources Utilized: KNPB Website University of Nevada, Reno (UNR) Nevada Job Connect Internal postings at KNPB	Nevada Department of Employment, Training, and Rehabilitation-NV Job Connect Craig's List
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Number of interviewees referred by source

<u>Source</u>	<u>Interviewed</u>
Work of Mouth	1
Craig's List	2
Unknown	<u>1</u>
TOTAL	4

Source used for hired applicant: Word of Mouth

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Position 2

Title: News Producer	Referral Sources Utilized: KNPB Website University of Nevada Reno	Nevada Department of Employment, Training, and Rehabilitation-NV Job Connect KNPB Internal postings Craig's List
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Number of interviewees referred by source

<u>Source</u>	<u>Interviewed</u>
KNPB CAB Member/Internal Posting	1
Unknown	2
KNPB Website	<u>1</u>
TOTAL	4

Source used for hired applicant: KNPB CAB Member/Internal Posting

Position 3

Title: Grant Coordinator	Referral Sources Utilized: KNPB Website Association of Fundraising Professionals (AFP) Las Vegas & Reno	Nevada Department of Employment, Training, and Rehabilitation-NV Job Connect Internal Postings
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Number of interviewees referred by source

<u>Source</u>	<u>Interviewed</u>
KNPB Website	1

Unknown	<u>1</u>
TOTAL	2

Source used for hired applicant: KNPB Website

Position 4

Title: Graphic Designer 1	Referral Sources Utilized:	Nevada Department of Employment, Training, and Rehabilitation-NV Job Connect
	KNPB Website	Craig's List
	Internal Posting	Pronet
	University of Nevada Reno	

Number of interviewees referred by source

<u>Source</u>	<u>Interviewed</u>
Nevada Job Connect	1
Unknown	4
<u>Craig's List</u>	<u>3</u>
TOTAL	8

Source used for hired applicant: Craig's List

Position 5

Title: Receptionist	Referral Sources Utilized:	Nevada Department of Employment, Training, and Rehabilitation-NV Job Connect
	KNPB Website	Indeed.com
	Nevada Job Bank	Craig's List
	Internal Postings	
	Zip Recruiter	

Number of interviewees referred by source

<u>Source</u>	<u>Interviewed</u>
Craig's List	1
Recommended by Staff Member	1
<u>Unknown</u>	<u>1</u>
TOTAL	3

Source used for hired applicant: Recommendation

Position 6

Title: Producer	Referral Sources Utilized:	Nevada Department of Employment, Training, and Rehabilitation-NV Job Connect
	KNPB Website	University of Nevada Reno
	Postjobsfree.com	
	Internal Postings	

Number of interviewees referred by source

<u>Source</u>	<u>Interviewed</u>
Unknown	1
Word of mouth	1

<u>Internal Posting</u>	<u>2</u>
TOTAL	4

Source used for hired applicant: word of mouth

Initiative 1 –Job Fairs

KNPB participated in two job fairs during this reporting period:

1. Student Employment and Internship Fair

Sierra Nevada College

October 09, 2014

Kurt Mische (President and CEO) and Tony Manfredi (Vice President of Development and Marketing)

Sierra Nevada College hosts an annual career/internship fair each October. KNPB has participated each year beginning in 2011 through the present. The goal of the fair is to connect SNC students with prospective employers and/or internship opportunities. Each participating employer is given a display table in the student union and can connect with students there.

Kurt Mische and Tony Manfredi staff the table for KNPB. We reached 12 students who expressed interest in the station. One student, Kalen Daniels, worked with us to present our Ready to Learn workshops in the Lake Tahoe area. Gabby Mejia interned in the education department, helping with data entry and Young Writers Contest certificates. Another student, Sierra Granados interned in the marketing department assisting with web graphic design.

2. Nevada Connections Academy Career Fair

December 10, 2014

The purpose for this fair is to allow current high school students an opportunity to meet professionals in specific fields, such as broadcasting, in order to explore internship or employment opportunities. There are also opportunities to arrange field trips to the station.

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.

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 10 interns participated in the program.

Through the Children’s Cabinet, a local non-profit that provides services and resources to families with unmet needs, KNPB established an internship with a high school senior who worked in the KNPB Membership department performing data entry, direct mail and donor relations.

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.
2. Tuesday afternoon July 22, 2014 Brent Boynton and Kurt Mische met with the Nevada Latino Knowledge Community group at UNR. This group pulls together Latino college student and recent graduates to discuss and explore issues and opportunities relating to the community. Brent and Kurt did a presentation on KNPB and KNPB-V'Me and in the process, talked about opportunities for program production by the group and career opportunities in public television and KNPB. 8 people attended including the Associate Dean of Student Services, Marcello Vasquez.

Initiative 4 – Other

1. Community Work Experience Program

(Year round) 2014-2015 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. KNPB recruits volunteers from community organizations in order to disseminate information about careers in broadcasting and to help prepare community members to pursue those careers. In this reporting period, we have worked with Volunteer Administrators of Northern Nevada, advertised on Volunteer Match (a local website), and participated in the University of Nevada, Reno volunteer fair in September of 2014.

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-VP Strategic Marketing & Programming, Brent Boynton-VP New & Production; These presentations provide an overview of the broadcast industry, station operations and a discussion of volunteer and employment opportunities as well as professional development.