

# 2024 ANNUAL EEO PUBLIC FILE REPORT

Board of Regents of the University of Nebraska  
through the University of Nebraska at Omaha

Station(s): KVNO 90.7 FM

Community(ies) of License: Omaha, Nebraska

Reporting Period: January 22, 2023 – January 21, 2024

No. of Full-time Employees: 5-10  / More than 10 \_\_\_\_\_

Small Market Exemption:

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 at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.*

KVNO experienced openings in seven (7) positions during 2023; however, we did not participate in job fairs due to lack of available and appropriate job fairs in our area.

*Hosted at least one job fair.*

*Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

We routinely promote open positions on our website for both students and professional job seekers. UNO also promotes student openings through Handshake. We also promote our positions to periodicals and websites that include substantial participation by women and minorities. This list includes Public Radio Program Directors, Public Media Business Association, Current, Corporation for Public Broadcasting, Musical America Worldwide and Women in Communication.

*Participated in at least 4 events sponsored by organizations representing groups present in the community interested in broadcast*

*employment issues, including conventions, career days, workshops, and similar activities.*

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

*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).*

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

KVNO has an established internship and student worker program that provides UNO students the opportunity to learn skills needed for employment in the broadcast industry. We currently have three student workers who are employed at KVNO.

KVNO (for the second year) is participating in the Nebraska Broadcasters Association's EEO Scholarship Program that helps fund a college or university student's broadcasting and journalism studies.

KVNO's two student reporters were awarded NBA Scholarships.

***KVNO's Station Manager (Asst. General Manager)*** attended the following: 1) A webinar entitled "Take Another Listen to Classical Radio" from Public Radio Program Directors Association on April 28, 2023. This presentation focused on how diversity in programming helps build and serve a more diverse audience. 2) What AI Means for Radio" from Greater Public Media on May 17, 2023. This webinar focused on how AI tools can help public radio stations work more efficiently. ***KVNO's General Manager*** attended the following: 1) Nebraska Broadcasters Association annual conference on August 8-9, 2023. The conference dealt with marketing for radio, legal topics of interest to broadcasters, and management topics. 2) The Public Radio Program Director's Conference was held September 18-22, 2023, in Philadelphia. KVNO's General Manager served as a panelist for a session entitled "Diversity in Classical Music Programming" during the conference. Other sessions focused on on-air fundraising, programming, marketing topics and news.

***KVNO's Development Director*** attended the Public Media Development and Marketing Conference (PMDMC) in Atlanta, Georgia from July 11-14, 2023. While the focus of the conference is broad (marketing and fundraising), his sessions involved leadership, major gift acquisition, and legacy gift planning.

***KVNO's Operations Manager*** attended the Engineering Academy presented to the Kansas, Nebraska, Missouri, and Iowa State Broadcast Associations on November 15, 2023. This seminar was presented by Larry Wilkins, Director of the Alabama Broadcasters Association's Engineering Academy. Various engineering and station operation topics were covered.

***KVNO's Development Associate*** attended: 1) Digital Ads for Fundraising: Basics and Beyond twice weekly via Zoom from June 7, 2023 through July 7, 2023. This was a "five-week, virtual cohort-based intensive training program taught by M+R staff experts that paired virtual classroom sessions with project-based learning. This cohort is for fundraising professionals who simply manage ads on social media, or who work with an agency or internal partner on digital revenue growth." 2) Public Media Marketing and Development Conference (PMDMC) hosted by Greater Public in Atlanta, Georgia from July 11-13, 2023. This was an industry-wide conference with professional development and networking on fundraising, corporate support, and marketing. 3) Fundraising Palooza hosted by the Nonprofit Association of the Midlands in Omaha, NE on July 19, 2023. This was a single day conference for non-profit fundraisers throughout Nebraska.

***KVNO's Marketing Manager*** attended: 1) The On Brand 2023 Conference held at Creighton University on July 13, 2023. The conference was designed to help marketers reach their targeted audience through social media and email campaigns. Attended break out discussions about AI tools, email newsletters, and engaging with a small but loyal audience. 2) Greater Public Roundtable – Are AI and Localism in Tension? This roundtable was held October 30, 2023 on Zoom. Connected with other employees of public

radio and television stations to discuss whether or not AI is damaging for our local angle. Learned more about how other stations are effectively using AI and how to better implement the use of it. 3) Hubspot Email Marketing Training.

**KVNO's Business Manager** attended virtual and in person training sessions related to business and accounting practices at UNO and participated in Corporation for Public Broadcasting webinars (grant requirement).

All full-time staff at UNO are encouraged to participate in the Bridge Learning courses that are offered on campus in conjunction with UNMC. KVNO management makes every effort to modify employee work schedules to accommodate and promote the furthering of our employees' education. KVNO managers also attend offsite, onsite and online training seminars that are related to their area of expertise and to gain knowledge in related areas that benefit the organization at large.

*Established a **mentoring** program for station personnel.*

All full-time and several part-time personnel attended a staff retreat on December 1, 2023. We each revisited our Clifton Strengths, learning how other team members think, work, and communicate, helping our entire team be more cohesive. The retreat also featured exercises that helped us create our station values and top three strategic goals for 2024-2025.

KVNO Station Manager Sherry Brownrigg was promoted to General Manager on July 1, 2023 upon the retirement of past GM Chris Allen. KVNO's new General Manager implemented a Leadership Luncheon to provide an opportunity for senior staff to bring important issues to her. One Luncheon was held on August 30, 2023.

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

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment*

*opportunities in broadcasting.*

*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.*

*Provided **assistance** to unaffiliated non-profit entities in **maintaining web sites** that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting*

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

As part of the process defined by the University of Nebraska, all members of our search committees are required to take part in search committee training that ensures equal employment opportunity and prevents discrimination. All KVNO staff members have earned certification as having completed the *UNO-Report=Support! Faculty/Staff Sexual Misconduct Prevention and Response Training* provided by UNO's Office of Diversity, Equity, Access and Inclusion. All KVNO student workers have completed the UNO – U Got This! Undergraduate Sexual Misconduct Prevention and Response. The Corporation for Public Broadcasting requires (relative to our yearly grant) all KVNO full and part-time staff members, student workers and unpaid interns to earn certification as having completed their *Harassment and Bias Prevention Training*. KVNO managers are encouraged to attend meetings and seminars virtually and on campus that are sponsored by the university on issues relating to updated Title IX enforcement provisions, identifying, and eliminating discrimination of all kinds in the workplace, as well as issues related to workplace/domestic violence and regulatory updates relative to the Americans with Disabilities Act.

*Provided **training** to personnel of*

*unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.*

*Participated in **other** activities designed by the station 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.*

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
07/17/2023	Marketing Manager	University Website
03/07/2023	Student Worker (Receptionist)	University Website
03/07/2023	Student Worker (Receptionist)	University Website
06/26/2023	Student Worker (Reporter)	University Employee
10/26/2023	Student Worker (Receptionist)	Handshake
11/02/2023	Student Worker (Receptionist)	Handshake
11/07/2023	Student Worker (Receptionist)	Career Link

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
University Employee	1
University Website	4
Career Link	2
Handshake	5
Total Number of Persons Interviewed during the Reporting Period:	12

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RECRUITING SOURCES USED

Job Title of Position: Marketing Manager

Date of Hire: 7/17/2023

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
University Website – UNO Employees Only	N			

\* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Receptionist)

Date of Hire: 3/7/2023

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
University Website	N			
Handshake/UNO’s Career Platform	N			
Career Link	N			

\* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Receptionist)

Date of Hire: 3/7/2023

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
University Website	N			
Handshake/UNO’s Career Platform	N			
Career Link	N			

\* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Reporter)

Date of Hire: 6/26/2023

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE***	TEL. NO. & E-MAIL ADDRESS/SOURCE
University Employee	N			
University Website	N			
Handshake/UNO’s Career Platform	N			
Career Link	N			

\* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Receptionist)

Date of Hire: 10/26/2023

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE	TEL. NO. & E-MAIL ADDRESS/SOURCE
University Website	N			
Handshake/UNO's Career Platform	N			
Career Link	N			

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Receptionist)

Date of Hire: 11/2/2023

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE	TEL. NO. & E-MAIL ADDRESS/SOURCE
University Website	N			
Handshake/UNO's Career Platform	N			
Career Link	N			

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Student Worker (Receptionist)

Date of Hire: 11/7/2023

REFERRAL SOURCE	*	ADDRESS/SOURCE	CONTACT PERSON/SOURCE	TEL. NO. & E-MAIL ADDRESS/SOURCE
University Website	N			
Handshake/UNO's Career Platform	N			
Career Link	N			

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.