

KOLO-TV
EEO PUBLIC FILE REPORT
06/01/~~2018-2019~~ – 05/31/~~2019~~2020

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Position	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Technical Operator/Director	1, 4, 7, 10, 12, 15, 18, 19, 20, 22, 23, 25, 26, 31, 36, 37	1
Sports Multi Media Journalist/Weekend Sports Anchor		
Weekend News Anchor/Multi Media Journalist		
Producer <u>(2)</u>	1, 4, 5, 7, 9, 10, 12, 20, 22, 23, 24, <u>30</u> , 31, 35, 36, 37	30 & 1
Sales Account Executive	1, 4, 7, 10, 12, 18, 20, 22, 23, 31, 36, 37	1
Video Editor	1, 4, 5, 7, 9, 10, 12, 15, 19, 20, 22, 23, 25, 26, 31, 35, 36, 37	<u>21</u>
Sales Account Executive	1, 4, 7, 10, 12, 18, 20, 22, 23, 31, 36, 37	1
Video Editor	1, 4, 5, 7, 9, 10, 12, 15, 19, 20, 22, 23, 25, 26, 31, 35, 36, 37	1
Multi Media Journalist <u>(2)</u>	1, 4, 5, 7, 9, 10, 12, 20, 22, 23, 24, 31, 35, 36, 37	1 & 23
Producer		
Technical Operator/Director	1, 4, 7, 10, 12, 15, 18, 19, 20, 22, 23, 25, 26, 31, 36, 37	1
Technical Operator/Director	1, 4, 7, 10, 12, 15, 18, 19, 20, 22, 23, 25, 26, <u>30</u> , 31, 36, 37	30
<u>Copy Coordinator</u>	<u>1, 4, 7, 10, 12, 18, 20, 22, 23, 31, 36, 37</u>	<u>23</u>
Sports Director/Anchor		
Sales Account Executive		
Evening News Anchor		
GMR News Anchor		

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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 12-month period
1	KOLOTV.COM 4850 Ampere Drive Reno NV 89502 Phone: 775-858-8888 Email: Pat.Thomas@kolotv.com	N	<u>89</u>
2	Renohelpwanted.com (fee) 1 Civic Center Plaza #506 Poughkeepsie, NY 12601 Phone: 1-800-365-8630 Post at: www.renohelpwanted.com	N	
3	Reno Gazette-Journal (fee) 955 Kuenzli Street Reno NV 89512 Phone: 775-348-7355 Email: lmacaula@rgj.com	N	
4	Truckee Meadows Community College 7000 Dandini Blvd Reno NV 89512 Phone: 775-673-7063 Job Board Fax: 775-673-7268 Post at: www.tmcc.edu	N	
5	MediaLine PO Box 51909 Pacific Grove, CA 93950 Phone: 1-800-237-8073 Post at: www.medialine.com	N	
6	NAB Educational Foundation (fee) 1771 N Street, N.W Washington DC 20036 Phone: 202-429-5498 Post at: www.broadcastcareerlink.org	N	
7	Nevadabroadcasters.org Attn: Clay Giffin		

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	1050 Flamingo Road # S-110 Las Vegas, NV 89119 Phone: 702-794-4994 Email: melanie@nevadabroadcasters.org	N	
8	Career Choices (fee) 6880 S. McCarran Blvd, #7 Reno NV 89509 Phone: 775-826-2555 Email: lisa@career-choices.com	N	
9	Tvjobs.com PO Box 4116 Oceanside, CA 92052 Phone: 800-374-0119 Post at: www.tvjobs.com	N	
10	Academy of Arts, Careers & Technology 380 Edison Way Reno NV 89502 Phone: 775-861-4418 Fax: 775-891-4415 Email: jtenpenny@washoeschools.net	N	
11	Jobing.com (fee) Phone: 775-786-7171 Post at: www.reno.jobing.com	N	
12	ProNet 1201 Terminal Way, #100 Reno, NV 89502 Phone: 775-674-5408 FAX: 775-674-5414 Email: dcastle@join.org	N	
13	Society of Broadcast Engineers 9102 N. Meridian Street #150 Indianapolis, IN 46260 Phone: 317-846-9000 FAX: 765-846-9120 Email: kjones@sbe.org	N	
14	Alliance for Women in Media (fee) 1760 Old Meadow Road, #500 McLean, VA 22102 Phone: 703-506-3290 Post at: www.awrt.org	N	
15	Internal Hire/Promotion	N	

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16	RTDNA (fee) 1600 K Street N.W. # 700 Washington DC 20006 Phone: 202-659-6510 Post at: www.rtdna.org/channel/find_a_job	N	
17	Advertising Association of Northern NV (fee) Attn: Kerri Garcia 299 S. Arlington Avenue Reno NV 89502 Phone: 775-827-7311 Post at: www.aafreno.com	N	
18	Nevada Job Connect 4001 S. Virginia, Reno, NV 89502 Phone: 775-834-1970 Fax: 775-834-1983 Post at: www.nevadajobconnect.com	N	
19	Walk-In Candidate	N	
20	602 Communications Attn: Sandy Lizik 4349 E. Colter St Phoenix, AZ 85018 Email: slizik@602communications.com	N	
21	Media Bistro/Tvspy (fee) 475 Park Avenue South, 4th Floor New York, New York 10016 Phone: 212-389-2000 Fax: 866-880-1429 Post at: www.mediabistro.com	N	
22	University of Nevada, Reno 1664 N. Virginia Street Reno NV 89557 Post at: www.unr.edu/career/employers	N	34
23	Indeed.com https://employers.indeed.com/post-job	N	46
24	California Chicano News Media Association ASU Walter Cronkite School of Journalist		

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	725 Arizona Ave, Ste 206 Santa Monica, CA 90401 Phone: 424-229-9482 FAX: 424-229-9486 http://ccnma.org/submit-job/	N	
25	Employee Referral	N	<u>23</u>
26	Non-Employee Referral	N	
27	National Association of Hispanic Journalists (fee) 1000 National Press Blvd Washington DC 20047 Phone: 202-662-7145 Post at: www.nahjcareercenter.com	N	
28	National Association of Black Journalists (fee) University of Maryland 8701-A Adelphi Road Adelphi, MD 20783 Phone: 866-479-NABJ Post at: www.careerservices.nabj.org	N	
29	Poynter Institute for Journalism (fee) Post at: www.careers.poynter.org/hr	N	
30	LinkedIn (fee) Bessire and Associates Inc. 7621 Little Ave. Suite 212 Charlotte NC 28226-9926 800-797-7355, 4101 www.bessire.com	N	
31	NevadaWorks.com 6490 South McCarran Blvd. Building A #1 Reno, NV 89509 Phone: 775-337-8600 Post at: www.nevadaworks.com	N	
32	National Press Photographers Association 3200 Croasdaile Drive Ste. 306	N	

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	Durham, NC 27705 Phone: 919-383-7246 Fax: 919-383-7261 Post at: www.nppa.org		
33	B-Roll.Net (News Openings Only-fee) Attn: Kevin Johnson 1623 D Street NE Washington, DC 20002 Phone: 202-470-5396 Fax: 270-837-3491 Post at: www.broll.net	N	
34	Media Match Post at: https://www.media-match.com	N	
35	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 bille@michaelsmedia.com www.collectivetalent.com	N	
36	Express Employment Professionals 3973 S. McCarran Blvd Reno, NV 89502 775-826-4442 Michele.davies@expresspros.com	N	
37	Gray People Matter ATS http://www.gray.tv/index.php?page=gray-tv-careers	N	8
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			<u>2530</u>

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	<i>Internship Programs</i>	<p>KOLO-TV maintains an on-going Internship Program with University of Nevada Reno for students who are interested in a broadcasting career. These internships are offered for the term of one semester and afford students studying communications the opportunity to achieve practical experience in the field. During the reporting period, the station had <u>six</u> (6) Interns, as follows:</p> <p>The station had 6 interns in the past year: <u>Three</u> (3) for summer 2019 and <u>three</u> (3) for fall 2019.</p> <p>Interns were trained in all areas of news production, including producing, reporting and editing. One of the interns trained in sports reporting as well.</p>
2	<i>Participate in event for community and educational groups.</i>	<p>The station offered numerous tours and job shadowing opportunities to various schools and community groups interested in learning about careers in broadcasting. Various news department personnel offer tours, an overview of a typical broadcast day and hands on experience to each group followed by Q & A session. However, the ones that were scheduled cancelled for various reasons.</p>
3	<i>Participate in event sponsored by organizations representing community groups</i>	<p>In our General Manager's role on the board of directors of the Nevada Broadcasters Association, he works with the Linda and Tony Bonicci</p>

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		Scholarship Foundation which gives scholarships to eligible students for education expenses at the University of Nevada Reno and UNLV. They meet on a quarterly basis to discuss fund raising and election of students that wish to enter the broadcasting industry through the University's Journalism and Communications Schools.
4	<i>Participate in events sponsored by an educational institution</i>	On August 7-11, 2019, Our Evening News Anchor, assisted in the a Gray <u>corporate</u> recruiting <u>event</u> at the National Association of Black Journalists.
5	<i>Participate in job fair sponsored by educational institution</i>	<p>August 29, 2019, Our Digital Sales Manager and News Director participated and recruited at the University of Nevada, Reno Fall Career and Internship Expo.</p> <p>February 13, 2020 Our Digital Sales Manager and News Director participated in the University of Nevada Career and Internship Fair and spoke with approximately 30 University students about television careers in journalism, sales and engineering.</p>
	<ul style="list-style-type: none"> <i>Providing assistance to unaffiliated non-profit entities.</i> 	<ul style="list-style-type: none"> June 1st 2019-May 31st 2020-KOLO Care's Pillar Partners-Organizations are asked to fill out a survey requesting to become a partner. KOLO selects 6 or 7 entities based on needs and provides year-round promotional awareness through free, unmatched media outreach, educating viewers on their missions, objectives and results. Staff volunteers throughout the year at several of the pillar partner events as well. The 2019 and 2020 Pillar Partners are. <p>Pillar Partners 2019 -</p> <ul style="list-style-type: none"> Lexie's Gift –Started in 2017, Lexie's Gift is a non-profit targeted toward people in recovery or at-risk settings such as the homeless, at risk teens, individuals in transition, and small local charities that may not receive quality donations. They provide donations of clothing items, shoes, backpacks, toiletries and sleeping bags by providing a free dignified shopping experience in their traveling closet and Lexie's Gift van as well as to a variety of non-profit organizations in the health/human services category. Alzheimer's Association –Their mission is to

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eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

- Gleaning Project - The Gleaning Project's mission is to educate children and needy families about the quality fruit that grows in the Truckee Meadows by picking and donating fruit from residential trees.
- Urban Roots –Urban Roots is mission driven to change the way children eat and learn by growing healthy minds, bodies, and communities. Their programs ensure all students, regardless of economic background, foster a connection to local food creating lifelong learners and healthy eaters.
- Kids and Horses –Kids & Horses is a non-profit organization that serves children and adults with disabilities in Northern Nevada through the use of horses. Kids & Horses offers a variety of services, including physical therapy, occupational therapy, speech therapy, and adaptive riding lessons.
- Boxer's and Buddies –They are a nonprofit dog rescue, providing direct assistance for dogs in danger of euthanasia in shelters, unwanted, abandoned, abused or stray pets. They take care of all their medical needs, and attempt to find suitable homes. They do not discriminate by age, special needs or breed. They are foster based, all volunteer without a paid board of directors. Their three core values are: Compassion, integrity and dedication.
- Spread the Word Nevada –Spread the Word Nevada is dedicated to advancing childhood literacy within low-income communities by changing lives one book at a time. They serve low income, at-risk elementary school students and their families.

Pillar Partners - 2020

- Dress for Success –The mission of Dress for Success Reno - Northern Nevada is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help them thrive in

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	<p>work and in life.</p> <ul style="list-style-type: none">• Reno Pops –The Reno Pops Orchestra began in 1982 and has been presenting entertaining, interactive concerts in Northern Nevada for children, families and music lovers of all ages for FREE since then. Over 4200 people attended our six concerts last year. All of our musicians and board members are volunteers who donated over 4000 hours alone to produce a single concert with an associated cost averaging \$10,000. Venue rentals and music rentals remain our highest expense.• Disabled American Veterans - Their mission is to support all of our veterans, their Widows and Orphans through our Transportation Program, Veteran Service Officers and provide for our Homeless.• Greenhouse Project –Growing, giving, and teaching for a healthier, greener, sustainable community. We have been serving the Carson City community since 2010 by providing year-round fresh produce to community organizations and food banks who serve the food-insecure of our community. We also contribute to the work-based learning opportunities of the Carson High School agricultural students through on-site education. All students, including special needs students, learn about sustainable practices by helping with planting and nurturing Greenhouse crops, including the petunia seedlings used for the downtown corridor hanging flower basket beautification project.• The First Tee of Northern Nevada – The First Tee of Northern Nevada is a youth development organization that uses the game of golf to teach life skills. Our mission is to impact the lives of young people in our community by providing educational programs that build character, instill life-enhancing values and promote healthy choices.• Palomino Valley Pet Rescue –Rescue, rehabilitate and find loving homes for homeless pets in high kill shelters. We believe in Pets for Life.• Tahoe Rim Trail –The mission of the Tahoe
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		<p>Rim Trail Association is to maintain and enhance the Tahoe Rim Trail system, practice and inspire stewardship, and preserve access to the natural beauty of the Lake Tahoe region.</p> <p>.</p>
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