



2020 ANNUAL EEO PUBLIC FILE REPORT

FY19 Reno Public Radio EEO Stations: KUNR, KNCC and KNCJ (June 1, 2019 – May 31, 2020)

Licensee: Board of Regents of the Nevada System of Higher Education

Community of Licensee: Reno, Nevada

Number of Full-time Employees: 13 (No Small Market Exemption)

FCC Outreach Initiatives

Description

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

■ KUNR continues to partner with Noticiero Móvil, a bilingual multimedia news outlet run by the Reynolds School of Journalism at the University of Nevada, Reno. Together the two outlets have been creating radio stories that air in English and appear online in both English and Spanish. This innovative partnership provides bilingual news content for Northern Nevada and is helping to train the next generation of bilingual journalists. The partnership is ongoing and growing stronger every year, earning national recognition.

■ KUNR continued offering the Reno Youth Radio program, in partnership with the Washoe County School District, a job-skills program now in its third year. The program allows high school students to learn more about careers in broadcasting and to develop writing, audio and other skills needed for those broadcasting career opportunities. In the fall of 2019, three high school students completed the program and a former program alumna served as an intern to assist the students. In spring of 2020 there are 4 students going through the program.

■ KUNR offers a thriving internship program in conjunction with the Reynolds School of Journalism at the University of Nevada, Reno. This program gives journalism students real-world, hands-on broadcast journalism experience while preparing them for future opportunities in the industry. Each year at least 10 internship slots offer students the chance to learn, grow, be mentored and contribute stories as an integral part of the news or digital team.

■ Other events or programs that KUNR participated in during the reporting period include:

- Bree Zender – Lead a group of 20 Upward Bound high school students on a tour of the KUNR station. They were taking part in a summer program for low-income and/or first generation college-bound students between the ages of 14-17. These students were taking a video and audio class. Their teacher invited Bree to speak to her class. July 2019
- KUNR representatives attended the UNR Part-Time Internship Expo, held at UNR’s Joe Crowley Student Union Ballroom, to meet and discover talented students interested in volunteering or serving as paid interns in KUNR’s newsroom, where they would work and gain exposure as reporters, copy writers and broadcasters. Over 1,000 students attended the event seeking job opportunities. August 2019
- Michelle Billman – Hosted an information and training session for KUNR’s Youth Radio program in partnership with Washoe County School District. March 2020

Listing of upper-level positions with job banks or groups whose membership includes substantial participation of women and minorities.

■ KUNR’s licensee, the Nevada System of Higher Education, requires any job opening to be posted on at least one diversity hiring job board—and KUNR’s practice is to use multiple diversity job sites or sources. In addition to the required diversity posting, KUNR searches out other groups that have high membership rates of women and minorities. Documentation of these listings can be found in the recruitment sources section of this document.

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

■ KUNR’s internship program gives journalism and other students the opportunity to learn, build skills, contribute their talents to the station, and gain valuable media career experience via on-air, news, photography, video editing and other roles. Internship participation for the reporting period was:

- Summer 2019 – 3 interns
- Fall 2019 – 3 interns
- Spring 2020 – 5 interns

Provided training to management level personnel on methods ensuring equal employment opportunity and preventing discrimination.

■ The University of Nevada, Reno requires all management staff to stay current on several required training courses every two to three years. These include: Evaluating Employee Performance; Handling Grievances; Sexual Harassment; Interviewing and Hiring; Equal Employment Opportunity (EEO).

■ In addition to the recurring training courses, all management staff have attended an implicit bias training put on by University of Nevada, Reno, Human Resources staff. In order to qualify for the Corporation for Public Broadcasting grant, all staff members, including management staff, complete Harassment Prevention Training annually. KUNR is in compliance with this requirement. Other management training during the reporting period included:

- All KUNR staff, including managers attended Workplace Integrity Training, sponsored by the Freedom Forum Institute and the Public Media Journalists Association (PMJA). Two trainers visited KUNR and spent a day with staff discussing the best practices to develop a respectful work environment free from harassment and strife. December 2019

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

■ KUNR’s commitment to the training, skill development and advancement opportunities for all station staff is reflected in its daily operation and practices. Station management and staff strive to provide a culture of mentoring, collaboration and growth. As the newsroom continues to grow, ongoing training and skill development are provided to broadcast and news staff to advance digital editing, automation, troubleshooting and newsgathering skills.

■ KUNR worked with the licensee’s Human Resources department to establish a “line of progression” within the broadcast journalist position, which allows for steps of growth and promotion between entry-level news reporter and news director.

■ KUNR, through its collaborative programs, has created a “pipeline of opportunity,” for broadcasters and journalists. It begins with the Youth Radio program in high school, and continues through the university-level internship programs, through volunteer opportunities, through participation in the annual NPR Boot Camp, through entry-level hiring, and through year-by-year career growth—which includes formal training, attendance in conferences and daily mentoring.

■ KUNR continues to open opportunities for news and broadcast staff, growing a news department by allowing news volunteers and interns to gain experience and then be considered for part-time or full-time paid positions. Part-time staff are supported in their learning and development and can also apply for full-time positions as they become available. In 2019 KUNR was able to transition 2 part-time staff into full-time staff. Currently KUNR has:

- Part-Time News Staff - 1
- Part-Time On-Air Staff - 3
- Part-Time Digital Staff - 0

■ Other training opportunities for station personnel include conference attendance, webinars, working with consultants, tuition assistance and attending speaking engagements. Some direct examples from the reporting period include:

- Michelle Billman – Attended the 2019 PRNDI conference in Washington, D.C. to network with other station news directors, to attend a mass-violence news coverage workshop, and to help with an editor-training workshop. June 2019
- Bree Zender – Attended the 2019 RTDNA Anchor and Producer Leadership Conference in Chicago, Illinois to hone her coaching, teamwork and leadership skills for use in KUNR’s newsroom. July 2019
- Alison Morehouse and Theresa Reilly – Attended the 2019 PMDMC Conference in Dallas, Texas in order to learn the newest and best practices involved in underwriting fundraising and to network with industry peers to gain their insights too. July 2019
- David Stipech – Attended the industry 2019 Public Radio Content Conference in Minneapolis, Minnesota to attend workshops and network regarding radio programming and content. August 2019

- Stephanie Serrano – Attended the 2019 Online News Association (ONA) Conference in New Orleans, Louisiana to help with the conference as part of the ONA audio team. September 2019
- Noah Glick – Attended a TNT-IRE journalism workshop in Boise, Idaho whose training was sponsored by the Mountain West News Bureau. September 2019
- David Stipech, AJ Kenneson – Attended the 2019 Public Radio Regional Organizations (PRRO) Conference in New Orleans, Louisiana. This annual conference is tailored for management of public radio and shares best practices for operations and development. October 2019
- Bree Zender – Attended the 2019 Morning Edition HostCon conference in Culver City, California to network with, and share best industry practices with, other Morning Edition hosts. November 2019
- All KUNR Staff – Attended Workplace Integrity Training from the Freedom Forum Institute and the Public Media Journalists Association (PMJA). Two trainers visited KUNR and spent a day with staff discussing the best practices to develop a respectful work environment free from harassment and strife. This was a pilot program offered to KUNR before it was offered to other media stations across the country. December 2019
- All KUNR Broadcast Team and Reporters – Voice broadcasting coach George Bodarky visited KUNR to provide both group and individual coaching and training sessions to KUNR’s on-air hosts and broadcast journalists. He helped them with their diction, tone, projection, and depth and liveliness of delivery. December 2019
- Noah Glick – Attended a National Public Radio seminar in Los Angeles, California to receive NPR Planet Money training. January 2020

Participated in other activities designed by the station’s 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.

■ KUNR staff or management emcees, hosts, sponsors or attends a variety of events throughout the year, highlighting employment and development opportunities for job candidates, internships, Youth Radio participation, volunteering and training. Events include:

- Film Festivals – KUNR sponsors two film festivals annually, the Manhattan Short Film Festival in the fall and the Oscar Short Film Festival in the spring. These events are each attended by 1,000 or more community members. KUNR staff emcee the events and highlight the work and careers of station broadcasters.
- Family Financial & Estate Planning Series - KUNR acts as a media sponsor for this twice-annual event at which the KUNR staff present station highlights with an emphasis on opportunities through collaborations, internships and Youth Radio, and how KUNR is helping equip the next generation of broadcasters. Due to the COVID-19 situation there was only one series in this period.
- KUNR hosted a field trip with 20 K-12 students from Gerlach, NV. While at the station, the students heard from reporters and on-air hosts about what it is like to work in radio. The students got an opportunity to go into the studios, watch a live radio break and also record a legal ID.
- KUNR Hosted an Open House for our community to come and tour the station’s broadcast studios, meet the broadcast, newsroom, and front office staff, visit and network with other similarly-minded radio fans, enjoy refreshments, and pick up free station swag. We make a point to discuss opportunities for volunteers to learn more about radio broadcasting and potentially get a job in broadcasting. This was a way for KUNR to meet its supporters and encourage a closer relationship between them and the radio station they love.

Full-Time Positions Filled

# of FT Positions	Position Title	Recruitment Sources	# of Interviews	Sources of Interviews	Source of Hire
1	Digital Editor 1/6/20	blacksinhighered.com, cpb.org, diversitylink.org, facebook, greaterpublic.org, higheredjobs.com, kunr.org, latinosinhighered.com, Nevada Broadcaster’s Association, Online News Association, newsreview.com/Reno, Reno News & Review print edition, twitter, UNR Job board	2	UNR Job Board	UNR Job Board
1	Broadcast Journalist (Mountain West News Bureau Reporter)	AAJA, blacksinhighered.com, cpb.org, facebook, greaterpublic.org, higheredjobs.com, kunr.org, latinosinhighered.com, NABJ, NAHJ, newsreview.com/Reno, Reno News & Review print edition, twitter, UNR Job board	8	Word of Mouth, Internal, cpb.org	Internal Candidate

Total Number of Candidates Interviewed: 15

Total Number of Positions Filled: 3

(*Denotes the organization with an emphasis on minorities or women)

Asian American Journalists Association* Justin Seiter – justins@aaja.org 5 Third St. Suite 1108 San Francisco, CA 94103 www.aaja.org/career_center	Blacks in Higher Ed* Kim Beers – kimbeers@unr.edu 1664 N. Virginia St. MS 0238 Reno, NV 89557 (775) 682-6113	Corporation for Public Broadcasting Jobline Erika Pulley-Hayes (202) 879-9600 401 Ninth Street, NW Washington, DC 20004-2129 www.cpb.org/jobline
Greater Public Leah Manners – lmanners@greaterpublic.org 401 N. 3rd St. Suite 601 Minneapolis, MN 55401 www.greaterpublic.org	Higher Ed Jobs Kim Beers – kimbeers@unr.edu 1664 N. Virginia St. MS 0238 Reno, NV 89557 (775) 682-6113 www.higheredjobs.com	KUNR Jobs Page AJ Kenneson (775) 682-6052 1664 N. Virginia St. MS 0294 Reno, NV 89557 www.kunr.org/jobs
KUNR Social Media (Facebook) AJ Kenneson (775) 682-6052 1664 N. Virginia St. MS 0294 Reno, NV 89557 www.facebook.com/KUNRPublicRadio	KUNR Social Media (Twitter) AJ Kenneson (775) 682-6052 1664 N. Virginia St. MS 0294 Reno, NV 89557 www.twitter.com/KUNRPublicRadio	Latinos in Higher Ed* Kim Beers – kimbeers@unr.edu 1664 N. Virginia St. MS 0238 Reno, NV 89557 (775) 682-6113 www.latinosinhighered.com
National Association of Black Journalists* NABJ Career Center 8800 Lakewood Dr. #117 Windsor, CA 95492 (626) 792-3846 www.nabjcareers.org	National Association of Hispanic Journalists* (888) 281-9066 www.nahjcareercenter.com	Reno News & Review Print & Web Skyler Morris - skylerm@newsreview.com 1124 Del Paso Blvd. Sacramento, CA 95815 (916) 498-1234 www.newsreview.com/reno
University of Nevada, Reno Job Board Kim Beers – kimbeers@unr.edu 1664 N. Virginia St. MS 0238 Reno, NV 89557 (775) 682-6113 https://nshe.wd1.myworkdayjobs.com/UNR-external	Diversitylink.com* Milt Spain 6635 W. Happy Valley Rd. Suite A104, #172 Glendale, AZ 85310 (623) 572-2793	