

Hoak Media of Nebraska LLC
KNOP-TV, North Platte, Nebraska

2012 KNOP-TV PUBLIC FILE REPORT

Period Covered: January 22, 2012-January 21, 2013

STATION KNOP-TV

FACILITY ID: 49273

Licensee: Hoak Media of Nebraska, LLC

Address: 500 Crescent Court, Suite 220, Dallas, TX 75209

Community of License: North Platte, Nebraska

1. The following are all full-time job vacancies filled between January 22, 2012-January 21, 2013, identified by job title and indicating the recruitment source that referred the successful candidate.

<u>POSITION</u>	<u>RECRUITMENT SOURCE</u>
Reporter/Anchor	KNOP employee
Reporter/Anchor	tvjobs.com
Meteorologist	tvjobs.com
Reporter	KNOP-TV website
Master Control Switcher	NE Depart of Labor website

2. Total number of persons interviewed for the full-time vacancies between January 22, 2012-January 21, 2013: 15

3. The following are all sources used to recruit the full-time vacancies filled between January 22, 2012-January 21, 2013.

Recruitment Source	Contact Person	Address	Telephone	Total Number of Interviewees Referred by Recruitment Source
University of NE at Lincoln	Trina Creighton	240 Anderson Hall, UNL Lincoln, NE 68588-0131	402-472-4796	1
University of NE at Omaha	Dr. Chris Allen	ASH 170K 6001 Dodge Street Omaha, NE 68182	402-554-2601	1
tvjobs.com	Broadcast Employment Services	PO Box 4116 Oceanside, CA 92052	800-374-0119	6
KNOP website	Jacque Harms	knopnews2.com	308-532-2222	4
KNOP	Thomas Clements	PO Box 749 North Platte, NE 69103	308-532-2222	1
KNOP website	JayDee Walters	knopnews2.com	308-532-2222	1
NE Workforce Development	Joan Perry	306 E 6th, Ste 140 North Platte, NE 69101	308-535-8320	1

4. The following are the long-term menu options implemented between January 22, 2012-January 21, 2013 including a brief description of each:

- A. GENERAL EMPLOYMENT OUTREACH/JOB BANKS: The Station's general employment outreach is done on an on-going basis. When positions become available, the Station widely disseminates information about Station job openings through online job banks, printed media and continual communication with the local, state and other colleges. The primary sources for hiring include industry websites and job banks such as <http://www.tvjobs.com> and <http://medialine.com>. Both tvjobs.com and medialine.com are nationwide, broadcast industry-specific websites that attract a broad range of applicants. The Station also routinely posts open positions on general websites and job banks.
- B. TOURS: KNOP-TV provides tours to students of all ages as well as to local high school students. The Station tours are designed to provide students with a first-hand look at the on-air broadcast industry and to encourage awareness of broadcast job opportunities both in the industry and at KNOP-TV.
- C. JOB FAIRS: The Station participated in local job fairs at the Mayor's Youth Leadership Academy, Expanding Your Horizons Math & Sciences Seminar, Maggie Burke job shadowing, Lincoln Elementary School, Sutherland Elementary School and St. Pat's Jr. High School. The purpose of the job fairs is to raise awareness of employment in the on-air broadcast field and to specifically advertise for potential position with the Station.
- D. COLLEGIATE BROADCAST PARTICIPATION: The Station maintains ongoing contact with professors at the University of Nebraska at Lincoln, the University of Nebraska at Kearney, the University of Nebraska at Omaha, and Mid Plains Community College, regarding recruitment opportunities for their institutions' students. When asked, station personnel lecture at their schools, and talk about opportunities in the broadcast field.
- E. KNOP-TV/NBA SCHOLARSHIP: One \$1400 scholarships was awarded to a qualified student who is currently attending a Nebraska public or private university or college and majoring in broadcasting, communications or related field. KNOP-TV aired spots announcing the scholarship and provided viewers with information on how to apply. Lewys Carlini, President and General Manager, worked the NBA.

5. Website available at www.knopnews2.com.