

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

2013 KNOP-TV/KIIT-TV PUBLIC FILE REPORT

Period Covered: January 22, 2013-January 31, 2014

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, 2013-January 31, 2014, identified by job title and indicating the recruitment source that referred the successful candidate.

<u>POSITION</u>	<u>RECRUITMENT SOURCE</u>
Chief Engineer	Jeff Kenny-Allo Communications
Master Control Switcher	NE Depart of Labor website
Master Control Switcher	KNOP employee referral
Engineering Assistant	person hired called to inquire about jobs
Master Control Switcher	KNOP Facebook
Weekend Sports Anchor/Reporter	Stacey Woefel-KOMU-TV
Morning Anchor/Reporter	TVJobs.com
Account Executive	KNOP employee referral
Weekend Anchor/Reporter	Jim Valclivice (uncle of person hired) called to see if there were any job openings
Master Control Switcher	NE Depart of Labor website

2. Total number of persons interviewed for the full-time vacancies between January 22, 2013-January 31, 2014: 28

3. The following are all sources used to recruit the full-time vacancies filled between January 22, 2013-January 31, 2014.

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
Ohio Center of Broadcasting/ Denver	Mark Lillie	Coordinator placement.denver@beonair.com	303-937-7070	1
tvjobs.com	Broadcast Employment Services	PO Box 4116 Oceanside, CA 92052	800-374-0119	4
KNOP website	Jacque Harms	knopnews2.com	308-532-2222	2
Facebook	Lewys Carlini	knopnews2.com	308-532-2222	1
called KNOP to inquire about job openings	Lewys Carlini	PO Box 749 North Platte, NE 69101	308-532-2222	3
KNOP employee referral	Lewys Carlini	PO Box 749 North Platte, NE 69101	308-532-2222	2
non-employee referral	Lewys Carlini	PO Box 749 North Platte, NE 69101	308-532-2222	4
KNOP on air promo	Lewys Carlini	PO Box 749 North Platte, NE 69101	308-532-2222	2
Hoak Media website	Lewys Carlini	PO Box 749 North Platte, NE 69101	308-532-2222	1
NE Workforce Development	Joan Perry	306 E 6th, Ste 140 North Platte, NE 69101	308-535-8320	7

4. The following are the long-term menu options implemented between January 22, 2013-January 31, 2014 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. COMMUNITY OUTREACH PROGRAMS/EVENTS SPONSORED BY THE STATION

STATION 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.

JOB SHADOWING: KNOP-TV provides local students with the opportunity to spend a day observing a member of the KNOP-TV team during a typical day of work, providing the student with a first hand look at a career in the broadcast industry.

7/24/2013, 13 year old Isaiah Moore from Springfield, Virginia @ KNOP-TV Studios.

He wants to be a meteorologist.

PRESENTATIONS IN THE COMMUNITY:

10/29/13 Carl Rippe-Meteorologist spoke to the Kiwanis about careers in broadcast meteorology and being a weatherman

11/26/13 Carl Rippe-Meteorologist spoke to Frontier House on being a weatherman and gave a presentation on weather

12/19/13 Lewys Carlini General Manager spoke to Leadership Lincoln County class about KNOP-TV's new studio and improvement, involvement in the community and related broadcast topics.

Carlini also spoke of his career and how others can start in broadcasting.

C. PROGRAMS SPONSORED BY EDUCATIONAL INSTITUTIONS:

CAREERS DAYS AND OTHER PRESENTATIONS:

1/29/13 Carl Rippe-Meteorologist gave a weather presentation, careers in broadcast meteorology and being a weather man at Washington Elementary School

2/5/13 Carl Rippe -Meteorologist spoke at Kids Klub about careers in broadcast meteorology and being a weather man

2/20/13 Carl Rippe-Meteorologist spoke to Adams Middle School 8th graders about weather and careers in broadcast meteorology

4/5/13 Carl Rippe-Meteorologist gave a weather presentation, careers in broadcast meteorology and being a weather man at Washington Elementary 4th grade

11/12/13 Lewys Carlini General Manager spoke to St. Patrick's High School government class about careers in broadcasting.

11/22/13 Tara Naughtin-Meteorologist spoke to Sutherland School on broadcast meteorology careers

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.

D. KNOP-TV/NEBRASKA BROADCASTERS ASSOCIATION SCHOLARSHIP:

Two \$1,800 scholarships were awarded to two qualified students who are 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 Nebraska Broadcasters Association. All applicants were reviewed by all NBA members including Carlini who sent all recommendations back to the NBA in Lincoln.

5. Website available at www.knopnews2.com.