

KNOM AM & FM ANNUAL EEO PUBLIC FILE REPORT

Placed on September 22, 2022

The purpose of this EEO Public File report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule.

This Report has been prepared on behalf of the station employment unit that is comprised of the following station (s): KNOM AM [9340] & KNOM FM [9339], Nome, Alaska and is required to be placed in the public inspection file, and on the Web site.

The information contained in this Report covers the time period beginning September 22, 2021 to and including September 21, 2022.

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by KNOM AM & FM during Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 exist, in the aggregate, to provide the required information. Please note that numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Notification of Job Vacancies

Alaska Radio Mission, KNOM Radio Mission, Inc., licensee of KNOM is an equal opportunity employer. KNOM provides notification of full-time job vacancies to organizations assisting job seekers. Any organization, which would like to receive notification of job openings at our station should contact us and request to be included on our employment opportunity notification list. Organizations can make such request by mail to KNOM P.O. Box 988, Nome, Alaska, 99762; fax 907-443-5757, or e-mail belong@knom.org. When making such requests please provide us with the name of the organization, the address, the phone number, the fax number, and the name of the contact representatives to whom notifications should be sent.

Appendix 1
EEO Public File Report Form

Covering the Period from September 22, 2021 to and including
September 21, 2022

Station(s) Comprising Station Employment Unit: KNOM AM & FM
Section 1: Vacancy Information

EEO PUBLIC FILE REPORT

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline.

A. Full-Time Vacancies Filled During Past Year 4

B. Part Time Vacancies Filled During Past Year 0

1. Job Title: See Below

Total Number of Persons Interviewed During Applicable Period: 17

EEO JOB VACANCY SUMMARY FORM

1. Job Title: Communications Manager (1) FT	Date Filled:	6/1/22
2. Job Title: Program/Producer (1) FT	Date Filled:	6/10/22
3. Job Title: Operations Manager (1) FT	Date Filled:	5/15/22
4. Job Title: Development Assistant (1) FT.	Date Filled:	7/2/21

B. Recruitment/Referral Sources

<u>Source</u>	<u>Referred / Person Hired?</u>	<u>Referred Persons Interviewed #</u>
Alaska Broadcasters Association Website Posting	1/0	1
Nome Nugget	-	0
Nome Job Center	-	0
Nome Eskimo Community	1-0	1
Nome Recreation Center	-	0
Careerpage.com	-	0
KNOM, KNOM.org	2-2	2
Employee Referral	1-0	1
Indeed.com	12-2	12

Appendix 2 EEO Public File Report Form

The information contained in this Report covers the time period beginning September 22, 2021 to and including September 21, 2022.

Station(s) Comprising Station Employment Unit: **KNOM AM** (includes KNOM-FM)

Section 2: Recruitment Source / Contact Information

Source	Recruitment Source Listing Contact Information	# Interviewees This Period-4
Alaska Broadcasters Association PO Box 102424	Cathy Hiebert Phone: 258-2424 Fax:258-2414 Anchorage, AK 99510 akba@gci.net	
Careerpage.com	Nat'l Assoc. of St Broadcast Associations (national)	
Nome Nugget P.O. Box 610	Diana Haeker Phone: 443-5235 Nome, AK 99762	
Nome Job Center 214 Front Street, Suite 130 P.O. Box 280	Vicki Erickson Phone: 907-443-2626 Nome, AK 99762	
Nome Eskimo Community P.O. Box 1090 Nome, AK 99762	Marsha Mason Phone: 907-443-2246	
Nome Recreation Center P.O. Box 281 Nome, AK 99762	Jeremy Slaney Phone: 907-443-5431	
KNOM & KNOM.org P.O Box 988 Nome, AK 99762	Tony Calumet/Lynette Schmidt Phone: 907-443-5221	
Catholic Radio Update e-newsletter michaeldorner@q.com	Mike Dorner michaeldorner@q.com	
Indeed.com		

Employment Service (Website)

Employee Referrals

Appendix 3 EEO Public File Report Form

The information contained in this Report covers the time period beginning September 22, 2021 to and including September 21, 2022.

*Station(s) comprising station employment unit:
KNOM AM [9340] & KNOM FM [9339], Nome, Alaska.
Section 3: Supplemental (non-vacancy specific) recruitment activities*

Menu Option

#7: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

Activities

As a member station, KNOM AM and KNOM FM participated in the Alaska Broadcaster's Association, Linda Simmons Memorial Scholarship program.

Menu Option

#8: Basic training program, then constant training opportunities to enable station personnel to acquire skills that could qualify them for higher-level positions.

Activities

Employees in all departments are consistently trained to acquire the skills necessary to qualify them for higher-level positions. This includes on-site professional training. It also includes off-site training available through attendance at the NAB convention, ABA convention, professional seminars and teleconference/webex trainings. This course of training resulted in no in-house promotions during this reporting period.

Menu Option

#10: Participation in at least two events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Activities

KNOM routinely conducts career oriented KNOM radio station tours for students 5th/6th grade and up, with additional attention towards the vocational center on the Nome/Beltz High School grounds. KNOM has standing offers to all area schools, elementary, high school, UAF NW Campus and community organizations to tour our station and watch behind the scenes operations, including staff question and answer sessions, and observing a air-shift in the studio. During this reporting period KNOM conducted many tours. This year of February 15th, 2021 started an internship for 15 weeks in order to have 2 high school students to learn radio with set objectives by set by radio station and Nome-Beltz High School. The two students trained every Wednesday from 2 to 4 pm for 15 weeks. This will continue for both Fall and Spring Semesters.

Menu Option

#16: Participation 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.

Activities

All vacant positions are disseminated within the community using our list of recruitment resources center, EEO/Employment on-air and online announcements, and "Careers in Broadcasting" brochure produced by Alaska Broadcasters Association on display for pick up.

Menu Options

- 1) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.
- 2) Hosting of at least one job fair.
- 3) Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
- 4) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, work shops and similar activities.
- 5) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
- 6) Participation 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).
- 7) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
- 8) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.
- 9) Establishment of a mentoring program for station personnel.
- 10) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
- 11) Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.
- 12) Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
- 13) Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- 14) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
- 15) Provision of 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.
- 16) Participation 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.

Attach the KNOM Job Description for the open position to this employee application.



50 YEARS IN WESTERN ALASKA
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RADIO MISSION

KNOM Radio Mission, Inc.
PO Box 190649, Anchorage, AK 99519
(907) 868-1200 | knom.org

Fr. Ross Tozzi, Board President
Lynette Schmidt, Business Manager
KJ (Kjersti) McElwee, Development Director

Operations Manager

The KNOM Operations Manager supervises nearly all aspects of KNOM's broadcasts. The Operations Manager coordinates the radio station's news and programming departments to ensure quality KNOM broadcasting. This manager will ensure that the station's programming and news aligns with KNOM's mission and values and reflects the communities of Western Alaska.

This is an hourly, full-time position based in both Nome and Anchorage. One-half time in Nome – more as needed, with the remainder of work hours spent at the Anchorage business office. (Alternatively, full time in Nome.) Wage range is \$33.00 to \$37.00 per hour, depending on experience and education.

Qualifications:

- 1) Bachelor's degree in a related field
- 2) 3-5 years' experience in news/media, with emphasis in editing
- 3) Minimum three years' experience with supervisory duties
- 4) Affinity of Western Alaska
- 5) Ability to support KNOM's mission and values
- 6) Demonstrated excellent collaborative skills
- 7) Experience with community engagement preferred

Brief Summary of Duties and Responsibilities:

- 1) Supervise and train KNOM on-air staff including selection, editing and production of news, features, weather, guests, call-in shows, and race season coverage.
- 2) Ensures proper formatting of radio programming and broadcast content.
- 3) Train, coach and mentor interns and staff about local/regional/state issues and KNOM's standards/policies. Design and implement broadcast staff professional development plans.
- 4) Ensures on-air content meets FCC guidelines (including regular compliance checks) and KNOM Radio Mission standards.
- 5) Engage with the public to promote KNOM and recruit future hires as needed.
- 6) Adhere to and execute the KNOM Strategic Plan regarding broadcast programming.
- 7) Orientation training and on-board new hires with needed technology, equipment, and software.
- 8) Establish and coordinate a community advisory board.
- 9) Supervise news director and programmer/production staff.
- 10) Other duties as assigned.

To Apply: send cover letter and resume to generalmanager@knom.org

KNOM's Mission: Encountering Christ, Embracing Culture, Empowering Growth and Engaging the Listener.
KNOM values being a *friend and companion* while providing *respectful service* based on *Catholic ideals*.



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News Director

The Nome-based News Director coordinates all KNOM AM & FM news programming and content, ensuring all programs are consistent with Federal Communications Commission (FCC) regulations as well as KNOM's Mission. The News Director is the supervisor to reporter staff.

This is an hourly, full-time position. Wage range is \$30.30-\$36.50/hr depending on experience and education. Benefits include health insurance, paid time off, 403B retirement plan.

Qualifications:

1. Bachelor's degree, equivalent experience considered.
2. 2-3 years professional broadcasting experience.
3. Demonstrated ability to manage a team.
4. Proficiency with Adobe Audition.
5. Knowledge of current news and journalism standards.

Duties and Responsibilities:

- Supervise all KNOM news programming including selection, editing, and production of KNOM newscasts, features, weather, live call-in shows, and race season coverage, such as the Iditarod Sled Dog Race.
- Oversee news content edits for online audience at knom.org in collaboration with Web Director.
- Train, coach, and mentor all news staff and volunteer fellows in local, regional, and statewide issues and journalism standards.
- Report to General Manager to ensure news content meets FCC guidelines and KNOM mission.
- Schedule travel throughout Western Alaska to identify news tips and regional stories.
- Streamline news processes for efficient newsroom workflow and training.
- Anchor daily/weekly newscasts.
- Cover city, regional, and statewide meetings pertaining to regional issues.
- This is an on-call position pending breaking news and community events. Some evening, weekend, and holiday work may be required.
- Lead news team meetings & network with Alaska Public Radio Network.
- Other duties as assigned.

To apply: send cover letter, resume and work samples to generalmanager@knom.org

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Reporter

This Nome-based job is the entry-level core position and includes on-the-air work combined with other news duties. A high degree of job flexibility, respect, and team orientation is required. Work hours vary with staffing and seasonal changes. Reporters are supervised by the news manager/director. Initially, this position will train to be proficient in both production and news, then specialize in news reporting in accordance with the employee's professional development plan.

This is an hourly, full-time position. Wage range is \$24.50-\$29.00/hr, depending on experience and education. Benefits include health insurance, paid time off, 403B retirement plan.

Qualifications:

- Bachelor's degree/equivalent experience or degree in progress considered
- Experience in journalism/media preferred
- Affinity for rural Alaska
- Ability to learn and operate studio-broadcasting equipment, production and news software
- Excellent written & speaking skills
- Demonstrated ability to work independently and on a small team, and incorporate feedback
- Evening, weekend, and holiday work may be required
- Ability to travel on small aircraft, traveling as need for news story coverage
- Alignment with KNOM mission and values
- Driver's license

Duties and Responsibilities:

- Deejay as scheduled – this includes recording/preparing updated weather and announcements
- Maintain, uphold and promote station format and scheduled programming
- Travel as needed for news stories or feature programs
- Attend and report on city, regional and statewide news events
- Pitch/write/produce news content for newscasts that align with FCC guidelines and the KNOM mission and values
- Responsible for a news beat assigned by News Manager/Director
- Prepare & anchor newscasts, weather recording, cover breaking news events and take assignments
- Prepare online content appropriately and in a timely fashion
- Supervised by the news director/manager
- Other duties as assigned

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Communication Manager

The Anchorage-based communications manager produces marketing and outreach materials for KNOM, including the monthly newsletter, website and social media posts, advertising, and creation of fundraising media (as directed by the development director). Other organizational support duties include occasional donation processing, feature program production and some travel to Western Alaska.

This is an hourly, full-time position in a flexible, collaborative work environment. Wage range is \$21.50-\$28.00 per hour, depending on experience and education. Benefits include health insurance, 403(b) retirement match, PTO, and professional development opportunities that align with organizational needs and employee goals.

Job Qualifications:

- 1) Bachelor's Degree in a related field
- 2) Must possess effective communication and reading/writing skills, and excellent organizing and record keeping skills
- 3) Must have 2 years of experience in digital marketing and design
- 4) Ability to use CRM software, Wordpress, and Adobe Lightroom, Mail Chimp, InDesign, Canva, FTP sites software
- 5) Affinity for Western Alaska and support for KNOM's mission, vision and values
- 6) Experience in Catholic fundraising and/or Catholic missions preferred

Brief Summary of Duties and Responsibilities:

- 1) Generate monthly newsletter & eNewsletter mailings
- 2) Oversee online content in coordination with news, programming, and development departments, according to KNOM's mission and voice
- 3) At the direction of Development Director, keep website up to date.
- 4) Ad creation, as directed by Development Director
- 5) Training news and programming staff in web standards and project communication.
- 6) On- and off-boarding new staff and volunteers
- 7) Plan and execute social media campaigns in collaboration with Development Director, responding to anyone contacting KNOM through social media channels
- 8) Responsible for KNOM's brand and voice, collaborating with other staff in outreach efforts
- 9) Track and share online impact, feedback, and trends with appropriate staff
- 10) Donation processing support
- 11) Feature production in collaboration with the production team
- 12) Other duties as assigned

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Lynette Schmitt, Business Manager
KJ (Jorge) Hernandez, Development Director

Producer

This home-based job is the entry-level core position and includes on-the-air work combined with other production duties. A high degree of flexibility, respect, and team orientation is required. Work hours vary with staffing and seasonal changes. Producers report to program director. Initially, this position will train to be proficient in both production and news, then specialize in program production in accordance with employee's professional development plan.

This is an hourly, full-time position. Wage range is \$24.50-\$29.00/hr, depending on experience and education. Benefits include health insurance, paid time off, 403B retirement plan.

Qualifications:

- Bachelor's degree/equivalent experience, or degree in progress considered
- Experience in media/communications preferred
- Affinity for rural Alaska
- Ability to learn and operate studio-broadcasting equipment, production and news software
- Excellent written & speaking skills
- Demonstrated ability to work independently and on a small team, and accept and incorporate feedback
- Evening, weekend, and holiday work may be required
- Ability to travel on small aircraft, traveling as needed for program production
- Alignment with KNOM mission and values
- Driver's license

Duties and Responsibilities:

- Deejay as scheduled - this includes recording/preparing updated weather and announcements
- Maintain, uphold and promote station format and scheduled programming
- Write and produce a variety of spots and feature programming
- Ensure that produced programming supports mission standards and values
- Meet program production goals and deadlines as outlined by the program director
- Ensure online content is prepared appropriately and in a timely fashion
- Western Alaska travel as needed for production and feature programs

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