

KNOM AM & FM ANNUAL EEO PUBLIC FILE REPORT

Placed on October 2, 2023

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

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, 2022 to and including September 21, 2023.

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 or virtually.

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, 2022 to and including
September 21, 2023

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

A. Full-Time Vacancies Filled During Past Year _11_

1. Job Title: See Below

Total Number of Persons Interviewed During Applicable Period: _18_

EEO JOB VACANCY SUMMARY FORM

A. Positions Filled

	<i>Job Title</i>	<i>Date Filled</i>	<i>Source Referring Hire</i>
1.	General Manager	04/16/23	Facebook/Referral
2.	General Manager	05/22/23	Facebook
3.	Business Manager	06/20/23	Facebook
4.	Development Director	07/21/23	The Foraker Group
5.	Communications Director	06/15/23	Employee Referral
6.	Reporter	08/06/23	Employee Referral
7.	Program Specialist	07/21/23	Facebook
8.	Administrative Generalist	07/07/23	Facebook
9.	Operations Assistant	07/21/23	Facebook
10.	Data Entry Specialist	05/22/23	Indeed

B. Recruitment/Referral Sources

	<i>Source</i>	<i>Positions for which Source Received Notices:</i>	<i>Interviewees Referred</i>
1.	Alaska Broadcasters Association	All	1
2.	Nome Nugget	None	
3.	Nome Job Center	Ops Assistant/Admin Generalist	
4.	Nome Eskimo Community	None	
5.	Nome Recreation Center	None	
6.	Employee Referral	7.Operations	12

		Assistant/Communication	
		Director/Program Assistant	
7.	Indeed.com	8/9/10	2
8.	Facebook	Development	2
9.	The Foraker Group	Director/Communications	1
		Director/Operations	
		Assistant/Admin Generalist	

Appendix 2 EEO Public File Report Form

The information contained in this Report covers the time period beginning September 22, 2022 to and including September 21, 2023.

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

Section 2: Recruitment Source Contact Information

Source	Recruitment Source Listing Contact Information
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 Haecker Phone: 443-5235 Nome, AK 99762
Nome Job Center 214 Front Street, Suite 130 P.O. Box 280	Dan Fishel 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	Chip Leeper Phone: 907-443-5431
KNOM & KNOM.org P.O Box 988 Nome, AK 99762	Miranda B. Musich Phone: 907-443-5221
Catholic Radio Update e-newsletter michaeldorner@q.com	Mike Dorner michaeldorner@q.com
Indeed.com Employment Service (Website)	
Employee Referrals	
The Foraker Group 4894-7674-9187.1	

Appendix 3

EEO Public File Report Form

The information contained in this Report covers the time period beginning September 22, 2022 to and including September 21, 2023.

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 four 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, we hosted a Kawerak Summer Youth Program worker for 8-weeks, from noon until 4pm Monday through Friday. Additionally, we provided tours to donors from Puerto Rico, and former KNOM volunteers.

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, workshops 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.

CAREER OPENING

The KNOM Radio Mission Incorporated is seeking a General Manager based in Nome, Alaska.

This leadership position oversees the 501(c)3 nonprofit and reports to the Board of Directors. KNOM broadcasts AM and FM radio serving Western Alaska for over 50 years with a mission of “encountering Christ, embracing culture, empowering growth, and engaging the listener.” KNOM is a Catholic radio station known for community programming and promoting the rich regional cultures.

Responsibilities:

- Engage with the community for strong partnerships, collaboration, and volunteers.
- Oversee the station and programming to meet the needs of communities and listeners while ensuring compliance with FCC regulations.
- Implement strategic plan focusing on regional involvement and supporting on-air work.
- Assist in annual budgeting and maintaining donor-underwriter relationships.
- Oversee maintenance of KNOM properties, equipment, and physical/digital archives.
- Lead and train staff and volunteers on KNOM’s mission, values, and procedures.

Qualifications:

- Bachelor’s degree with five years of public relations or broadcast experience.
- Media production with good writing skills and communication abilities.
- Knowledge of and respect for Bering Strait region cultures, community engagement, and Catholic faith.
- Awareness of FCC rules and regulations for a non-profit radio station.
- Prefer managerial experience in Nome and the Bering Strait Region with fundraising and budgeting skills.

Starting salary of \$95,000 per year and may be increased based upon qualifications. Benefits include: medical, dental, vision and life insurance; vacation; retirement plan (optional); and vehicle use.

Email gmsearch@knom.org to learn more and apply by submitting a cover letter and resume with at least three professional references.

An Affirmative Action / Equal Opportunity Employer

KNOM Mission Radio does not discriminate on the basis of race, religion, ancestry, color, national origin, gender, age, disability, marital or family status, sexual orientation, gender identity in admission or access to the treatment of employment in its programs and activities as required by state and federal law.

Job Title: Development Director
Hours: Full time
Wage range: \$35-40/hr DOE
Location: Anchorage, AK Business Office, some travel expected

Development Director

The Anchorage-based development director is responsible for the design, implementation, tracking and evaluation of KNOM's fundraising plan, based on the organization's overall strategic plan. The primary focus of the position is fostering long-term benefactor relationships, as described in KNOM's Benefactor Pledge (available in full on website).

This is an hourly, full-time position in a flexible, collaborative work environment. Some overtime at year-end is possible. Wage range is \$35-\$40/hr, 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.

The ideal candidate has:

- An affinity for Western Alaska and support for KNOM's mission, vision, and values
- Bachelor's Degree in a related field
- Minimum 3 years' experience in fundraising and strong understanding of individual giving
- Ability to learn and use donation database, Adobe CS, and Microsoft Office
- Ability to communicate accurately and professionally in writing, good organization skills, and accuracy in data entry and writing
- Respect for individual benefactors and ability to maintain confidentiality
- Experience with Catholic missions preferred

Brief Summary of Duties and Responsibilities:

- 1) Design, execute, and evaluate KNOM's annual and longer-term strategic development plan, including:
 - Ensure newsletter is written, mailed, and posted online as scheduled each month
 - Ensure gifts are charged and recorded in a timely manner and donors thanked
 - Responsible for web content for donor engagement
 - Responsible for benefactor correspondence
 - Regular database data upkeep, tracking and record retention
 - Schedule and manage direct mail appeals and publication inserts
 - Prepare and execute annual digital campaigns, including Pick.Click.Give and #GivingGoodNewsDay campaigns

- Conduct annual seasonal recognition plans
 - Evaluate fundraising success based on annual KPIs in collaboration with the business manager
 - Manage planned gifts (tracking and recognition) in conjunction with the business manager
- 2) Coordinate with the business manager to follow KNOM's internal controls policy
 - 3) Supervise development and communications staff
 - 4) Other duties as assigned.

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

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Operations Assistant

We are seeking a highly organized and detail oriented individual to join our team. The Nome-based Operations Assistant provides operational support for KNOM, and will work closely with the general manager, programming team, communications director, the KNOM engineer, and the Anchorage operations team to ensure smooth and efficient operations of the station. There is room for growth and advancement for the right candidate.

This is an hourly, full-time position in a flexible, collaborative work environment. The wage range is \$32-\$37 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. Occasional travel to Anchorage will be required, with the potential for some village travel.

Job Qualifications:

1. 2-3 years' experience in management highly desired
2. Associate degree in a related field preferred
3. Must possess effective communication and reading/writing skills, and excellent organizing and record keeping skills
4. Proficiency in MS Office Suite highly desired
5. Ability to multitask and prioritize effectively
6. Ability to maintain equipment and troubleshoot technical issues
7. Affinity for Western Alaska and support for KNOM's mission, vision and values

Brief Summary of Duties and Responsibilities:

1. Assist the GM in the day-to-day operations, including outreach for funding opportunities and recruitment efforts
2. Train, coach, and mentor new employees on equipment, technology, and operations
3. Support the coordination of on-air programming, including scheduling and production as needed
4. Understand the operations and maintenance of station equipment and software and work with the station engineer remotely
5. Ensure on-air content meets FCC guidelines
6. Potential to host on-air radio programming and broadcast content
7. Other duties as assigned

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

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Job Title: Program Specialist
Organization: KNOM Radio Mission
Location: Nome, Alaska

Do you have a desire to make a significant difference in Western Alaska? Are you eager to join a highly collaborative team where everyone is instrumental and dedicated to creating world-class content, featuring a unique and diverse culture? Do you have an eagerness to learn about podcasting, video production, radio production, on-air hosting, and content management from top-notch professionals? If you answered "yes," then KNOM has an exciting opportunity to kick-start your career in communications. Starting between \$32-\$34 an hour based on experience, this position has room for growth.

Position Overview:

As a Program Specialist, you will have the opportunity to contribute to KNOM's vibrant programming and news teams. Your role will encompass a wide range of responsibilities, from assisting news reporters with stories, recordings, and news reels, to managing program content to developing and producing digital content across various platforms.

Qualifications:

- A sense of connection to the people and culture of Western Alaska or a strong desire to develop one
- A desire to learn about radio programming, on-air hosting, audio and video production, podcasting, and social media
- A high level of self-discipline and dedication to your work
- A willingness to live, work and grow in a high-energy, collaborative, team-focused environment
- A passion for the creative process

Responsibilities:

PROGRAMMING:

- Load songs/features/spots/promotions/underwriting into Zetta (content management system)
- Edit and load programming
- Identify local volunteer voice talent for station projects
- Record voice sessions
- Travel to regional villages
- Provide podcasting training for students in regional schools

NEWS:

- Help load news into Zetta
- Edit newscasts and news stories
- Interview subjects to help the news reporters with stories
- Live and recorded news reads

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

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Communications Director

The communications director is responsible for KNOM’s marketing and outreach, in collaboration with the General Manager and Development Director. This person produces the mission’s marketing and outreach materials, including the monthly newsletter, website and social media posts, ads, and merchandise. This person also assists the general manager in recruitment, particularly in outreach to prospective employees and interns.

This is an hourly, full-time position in a flexible, collaborative work environment. Wage range is \$28.00-\$35.00 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) Must possess effective communication and reading/writing skills, and excellent organizing and record keeping skills
- 2) Must have 2 years of experience in digital marketing and design
- 3) Ability to use WordPress, Zetta, Mail Chimp, Adobe Lightroom, InDesign, and Canva
- 4) Affinity for Western Alaska and support for KNOM’s mission, vision and values
- 5) Experience writing communications in support of fundraising efforts and/or working for a Catholic or other faith based nonprofit preferred
- 6) Bachelor’s Degree in a related field is preferred

Brief Summary of Duties and Responsibilities:

- 1) Create, edit, and post online content in coordination with news, programming, and development departments, according to KNOM’s brand standards
- 2) Maintain and update website regularly, and utilizing outside contractors as needed

- 3) Write monthly newsletter for KNOM's donor audience, publishing in print and web
- 4) Maintain annual crisis communication plan, together with general manager and management staff
- 5) Plan and execute social media campaigns and efforts, in collaboration with other staff
- 6) Manage KNOM brand and collateral consistency to include, but not limited to logos, stationary, signature blocks and digital and print publications
- 7) Training staff in web and communication standards, including brand and voice
- 8) Assist general manager in outreach, with some potential travel within the state required
- 9) Track and share online impact, feedback, and trends with appropriate staff and board
- 10) Other duties as assigned

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

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Administrative Generalist

We are seeking a highly organized and detail oriented individual to join our team. The Nome-based administrative generalist provides critical support for KNOM, including answering phones, taking and relaying messages, coordinating travel, making phone calls on behalf of the organization, and other administrative duties as needed by the administrative team. Other organizational support duties will include taking meeting notes, managing the mail, filing, cleaning, and other duties as assigned.

This is an hourly, full-time position in a flexible, collaborative work environment. Wage range is \$22.00-\$24.00 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. High School Diploma or GED
2. Must possess effective communication and reading/writing skills, and excellent organizing and record keeping skills

3. Proficiency in MS Office Suite highly desired
4. Ability to multitask and prioritize effectively
5. Affinity for Western Alaska and support for KNOM's mission, vision and values

Brief Summary of Duties and Responsibilities:

1. Answer phone calls and respond to emails in a professional and timely manner
6. Organize and maintain files and records
7. Prepare outgoing mail and distribute incoming mail
8. Coordinate meetings and events, included making travel arrangements
9. Maintain the upkeep of the facility to ensure it is presentable for visitors
10. Assist with various administrative tasks as needed

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

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