

KTUU-TV, KYES-TV
EEO PUBLIC FILE REPORT
October 1, 2018 – September 30, 2019

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
MMJ – Multimedia Journalist	1-24	22
Account Executive	1-24	21
MMJ – Multimedia Journalist	1-24	18
MMJ/Morning Producer	1-24	22
MMJ – Multimedia Journalist	1-24	15
Producer/MMJ	1-24	18
Account Executive	1-24	22
Sales Assistant	1-24	21
Creative Services Director	1-24	19
Promotions Producer	1-24	19
Morning MMJ	1-24	18
Morning Anchor/Producer	1-24	18
Producer – Digital	1-24	22
Producer – Digital	1-24	22
Assistant News Director	1-24	19
Engineer	1-24	18

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Alaska Job Center Network – 3301 Eagle St, Anchorage 99504 – 907-269-4777	No	
2	Alaska Broadcasters Association – P.O. Box 102424, Anchorage 99510 – 907-258-2424	No	
3	UAA Career Services Center – 3211 Providence Dr, Anchorage 99508 – 907-786-4351	No	
4	UAA Journalism & Public Communications Dept – 3211 Providence Dr, Anchorage 99508 – 907-786-4182	No	
5	Charter College Career Services – 2221 E Northern Lights Blvd, Anchorage 99508 – 907-777-1344	No	
6	Alaska Pacific University – 4101 University Dr, Anchorage 99508 – 907-564-8265	No	
7	State of AK, Div. Of Vocational Rehab – 3600 Bragaw St, Anchorage 99508 – 907-269-2071	No	
8	Ft. Richardson Employment Readiness – Bldg 337, Fort Richardson, AK 99506 – 907-384-6716	No	
9	Elmendorf Career Assistance – Elmendorf AFB AK 99506 – 907-552-4943	No	
10	Employer Support of the Guard & Reserve (ESGR) – Fort Richardson AK 99506 – 907-428-6829	No	
11	Nine Star Enterprises – 117W 4 th , Anchorage 99501 – 907-433-8500	No	
12	Medialine (newsroom jobs only) – P.O. Box 51909, Pacific Grove CA 93950 – 800-237-8073	No	
13	TV Jobs.com – www.tvjobs.com	No	
14	Craigslist – www.craigslist.com	No	
15	Facebook	No	1
16	Station Websites – ktuu.com – 907-762-9202	No	3
17	On-Air Station Advertisements	No	
18	Word-of-Mouth/Walk-in/Employee Referral	No	9
19	Internal Promotion	No	3
20	CareerBuilder.com	No	
21	Indeed.com	No	4
22	Gray Television Stations / People Matter	No	18
23	Recruiter	No	
24	Linkedin	No	1
TOTAL INTERVIEWES			39

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in Events Sponsored by Community Groups Interested in Broadcast Employment Issues	<p>7/22/19 – Talked to students about journalism at the Create Academy Summer camp – Senior Reporter and Photographer.</p> <p>4/25/19 – Director of Marketing attended guest lecture at APU (AK Pacific University) hosted by Alaska Native Media Group. Following lecture chatted with attendees about KTUU and how to apply for positions.</p>
2	Participate in Event with Education Institutions related to careers in broadcasting	<p>During this reporting year, the following school groups visited the station to learn about jobs in broadcasting:</p> <p>10/11/18 Thirteen Charter School students did a facility walkthrough and meet with Weather Meteorologist, General Manager and 5pm Anchor.</p> <p>2/6/2019 – 9 students from the Raven Homeschool can for a facility tour and meetings with Anchors, General Manager, and a Sat Truck presentation.</p> <p>2/13/19 – 27 students from Holy Rosary Academy came for a facility walk-thru, sat truck presentation and met with the News and Content Director, Anchors, Morning Meteorologist.</p>

		<p>3/7/19 – Fifteen students of Adult Community Transition Program did a facility walk-thru, received a SAT Van/Truck presentation and met with the General Manager, News and Content Director and had a career-oriented discussion with Morning Edition MMJ/Producer.</p> <p>3/25/19 – 15 students and Professor Joy Mapaye from University of Alaska's Department of Journalism and Communications came for a facility walk-thru, then a mock on-air newscast announcing activity in Studio B supplemented with assists by the News and Content Director and two news anchors.</p> <p>4/24/19 – 14 students of Adult Community Transition Program with the Anchorage School District did a facility walk-thru, saw a SAT van/truck presentation and met with the General Manager, Director of News and Content, a news anchor and a meteorologist.</p> <p>6/26/19 – 12 scholars of Kreative Kids, a private child development center in Anchorage met with our Morning Meteorologist and had a walk-thru of the facility.</p> <p>9/20/19 – 15 students from Charter Home Schools of Anchorage and Eagle River were present to watch a live 5pm newscast and met with our chief meteorologist.</p>
2	Internship Program	<p>Our stations offer an internship program to college students. This program is designed to allow students to apply their formal course work in a day-to-day setting and to provide an opportunity to acquire the skills necessary for broadcast employment. Our internship opportunities are available in the following departments: Operations and News. We have hosted three interns during this reporting period one in news, one in operations/news and one in sports.</p>

<p>Training Program for Station Employees that Teaches Skills Needed for Promotion to a Higher Level Position</p>	<p>Our stations have several training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>10/10/18 – Best Practices for Morning weather – SmithGeiger Consulting 9 news people attended.</p> <p>10/11/18 – Gray Producer Recap – we sent one producer as a representative to training and then they returned and presented their take away and recommendations to 12 fellow new employees.</p> <p>10/16 & 17 – Jerry Gumbert of AR&D Consulting presented the following workshops to news:</p> <p>MMJ Storytelling Workshop – 2 attended</p> <p>News Management Workshop – 8 attended</p> <p>Redefining Digital Workflow – 8 attended</p> <p>Morning Edition Newscast Critique – 9 attended – news and operations</p> <p>Creating a “Beat” structure in the Newsroom – 7 attended</p> <p>5 O’Clock Report Newscast Critique – 9 attended – news and operations</p> <p>1/30/19 – Sales Team did Comscore Onboarding training – 11 attended</p> <p>2/14/19 – Sales Team did WideOrbit Media Sales Training – 11 attended</p> <p>2/14/19 – Sales Team did Concur software training – 10 attended</p> <p>2/15/19 – Sales Team did training on OTT (Over the Top video)</p> <p>2/21/19 – Sales attended TVB training on 2019 Media Comparison Study</p> <p>3/18/19 – The WOW Way for an MMJ presented by SmithGeiger Consulting – 11 attended and 2 watched the recorded session</p>
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	<p>3/20/19 - Comscore Stationview Essentials Webinar presented to 11 on the sales staff.</p> <p>4/3/19 – Sales Team did Comscore initial and final data webinar – 11 sales staff attended</p> <p>4/3/19 – Gray Digital Update and new LocalX releases training for sales – 11 attended</p> <p>4/05/19 - Gray TV Legal Webinar for Newsrooms – presented by Chuck Tobin & Gray Legal Team – 4 attended and 2 watched the recorded session later.</p> <p>4/22/19 - Emotional Storytelling by Jerry Gumbert/AR&D – offered multiple time for maximum attendance. 30 total attendees.</p> <p>4/24/19 - Crowdtangle Training attended by Digital Content Manager</p> <p>In April individual digital training done by Digital Content Manager for two MMJ employees</p> <p>In April individual MMJ training done by Chief Photographer for Morning Producer</p> <p>5/23/19 - Sales team did LocalX onboarding training 9 attended</p> <p>7/18/19 - National Sales Manager attended Gray sales training in Chicago</p> <p>9/3/19 – How to Dig for Story Ideas & Culminate Sources presented by Jerry Gumbert 35 attended the training</p> <p>9/5/19 – Satellite 101 Training provided by our engineer for news. Entry level training on how satellites work and how KTUU uses them for news gathering, how to downlink content from networks or other sources, what is needed to book or receive a satellite feed. 19 attended training</p> <p>ENPS Training – basic one-on-one and group training offered on ENPS, including how to write basic stories in the rundown, how to add an item to the ENPS planner, how to add font times and a transcript for a NAT PKG directly into the newscast rundown. 6 have attended two are scheduled to complete training.</p>
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		<p>Department Head training</p> <p>General Manager attended the Gray Television General Manager annual conference.</p> <p>News Director attended the Gray Television News Director's conference.</p> <p>Director of Marketing attend the annual PROMAX convention.</p> <p>General Sales Manager attend the Gray Television News Director's conference.</p> <p>During this reporting year, three employees were promoted to higher-level positions.</p>
4	Participate in Scholarship	<p>Under the guidelines of #7 for EEO compliance, the General Manager with KTUU-TV reviewed applications and participated in the selection of the 2019 ABA scholarship recipient.</p>