

KTUU-TV, KYES-TV
EEO PUBLIC FILE REPORT
October 1, 2017 – September 30, 2018

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
Photojournalist/Live Van Operator	1-24	18
Reporter/MMJ/fill-in Anchor	1-24	13
Multimedia Content Manager	1-24	19
Morning Anchor-Reporter	1-24	19
Meteorologist & Multimedia Journalist	1-24	23
Traffic/Sales Assistant	1-24	22
Sports Anchor-Multimedia Journalist	1-24	23
Assignment Manager/Broadcast Supervisor	1-24	22
Photojournalist / Video Editor / Juneau	1-24	18
Multimedia Journalist	1-24	18
Political Reporter	1-24	18
Investigative Reporter	1-24	18
Photojournalist	1-24	15
Account Executive	1-24	18
Overnight Producer	1-24	4
Sales Assistant	1-24	14
Satellite / Field Engineer / Videographer	1-24	15
Overnight Producer / MMJ	1-24	22

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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	0
2	Alaska Broadcasters Association – P.O. Box 102424, Anchorage 99510 – 907-258-2424	No	0
3	UAA Career Services Center – 3211 Providence Dr, Anchorage 99508 – 907-786-4351	No	0
4	UAA Journalism & Public Communications Dept – 3211 Providence Dr, Anchorage 99508 – 907-786-4182	No	1
5	Charter College Career Services – 2221 E Northern Lights Blvd, Anchorage 99508 – 907-777-1344	No	0
6	Alaska Pacific University – 4101 University Dr, Anchorage 99508 – 907-564-8265	No	0
7	State of AK, Div. Of Vocational Rehab – 3600 Bragaw St, Anchorage 99508 – 907-269-2071	No	0
8	Ft. Richardson Employment Readiness – Bldg 337, Fort Richardson, AK 99506 – 907-384-6716	No	0
9	Elmendorf Career Assistance – Elmendorf AFB AK 99506 – 907-552-4943	No	0
10	Employer Support of the Guard & Reserve (ESGR) – Fort Richardson AK 99506 – 907-428-6829	No	0
11	Nine Star Enterprises – 117W 4 th , Anchorage 99501 – 907-433-8500	No	0
12	Medialine (newsroom jobs only) – P.O. Box 51909, Pacific Grove CA 93950 – 800-237-8073	No	0
13	TV Jobs.com – www.tvjobs.com	No	3
14	Craigslist – www.craigslist.com	No	2
15	Facebook	No	3
16	Station Websites – ktuu.com – 907-762-9202	No	0
17	On-Air Station Advertisements	No	0
18	Word-of-Mouth/Walk-in/Employee Referral	No	19
19	Internal Promotion	No	2
20	CareerBuilder.com	No	0
21	Indeed.com	No	0
22	Gray Television Stations / People Matter	No	18
23	Recruiter	No	2
24	Linkedin	No	1
TOTAL INTERVIEWES			51

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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>11/14/2017 Our Evening Anchor/Report did a presentation to the Girl Scouts about news.</p> <p>1/19/2018 Our Political Reporter participated in the UAF SW Press Panel in Juneau.</p> <p>3/9/2018 – Our 5pm Anchor participated on the selection committee for the UAA Atwood Dept. of Journalism chair.</p> <p>5/22/2018 Morning Anchor spoke to a classroom of students at Government Hill Elementary.</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>On 10/17/2017 Facility tour for 27 Aquarian Charter School students with General Manager and Chief Meteorologist</p> <p>On 10/31/2017 A second facility tour was provided for 28 students from Aquarian Charter School with General Manager and Chief Meteorologist</p> <p>On 11/03/2017 Four University of Alaska Anchorage Journalism students received a facility walk-thru, SAT truck presentation by an engineer, and a news presentation from our 5pm Anchor, General Manager and 5pm Producer.</p> <p>On 11/07/2017 a facility tour along with watching the 5pm news was given to a group of 22 Girl Scouts, presentations were made by our Evening Anchor/Sr. Reporter, General Manager and Chief Meteorologist.</p>

	<p>On 11/10/2017 10 students from Frist Assembly received a facility tour and meeting presentation with one of our meteorologists, and 2 Morning TMPS. (Technical Media Producers)</p> <p>12/01/2017 15 students from Anchorage School District's Alternative Career Education/Adult Community Transition program has a facility walk-thru and a presentation on our SAT truck, presenters were the General Manager, and Weekend Meteorologist.</p> <p>12/13/2018 18 students from St. John's Orthodox Christian School can for a facility tour and a presentation from the Chief Meteorologist.</p> <p>3/22/3018 20 Family Career and Community Leaders of America scholars had a facility tour, and presentations from our 5pm Anchor, Assistant News Director, General Manager and Weekend Meteorologist.</p> <p>3/29/2018 28 high school students from Wasilla can for a facility walk-thru, SAT Truck presentation and received presentations from Engineering, Assistant News Director, Chief News Photographer and Morning TMP's.</p> <p>5/02/2018 14 Central Middle School Science students received a facility walk-thru, SAT Truck presentation and presentation from our Morning Meteorologist.</p> <p>5/10/2018 – 20 5th graders from Dena'ina Elementary School in Wasilla received a facility walk-thru, SAT Truck presentation and presentation from our Morning Meteorologist.</p> <p>5/17/2018 – 20 students from Raven Home School received a facility walk-thru tour, SAT truck presentation and presentation from the General Manager, Evening Anchor, Sports Director and Chief Meteorologist.</p>
2	<p>Internship Program</p> <p>Our stations offer an internship program to college students. This program is designed to allow students to apply their formal course</p>

		<p>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 all in news.</p>
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<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>10/06/2017 – Sales Team training – how to pull quarter hour ratings.</p> <p>10/13/2017 – Sales Team training – Making effective presentations and cover sheets</p> <p>11/08/2017 – Youtube Targets TV Training with Local X for sales team.</p> <p>11/11/2017 – 16 news staff attended the ABA workshop - Becoming a Multi-Skilled All-Around Storyteller Workshop.</p> <p>12/15/2017 – Sales Team training - Advertising on Facebook: FB story ads: Snapchat.</p> <p>1/05/2018 – LocalX Training 0 OTT SEO 2.0 and MobileX 1/6</p> <p>2/9/2018 – 24 news staff received training on new Nielsen formats, information was provided at AR&D.</p> <p>2/14/2018 – 2 news staff participated in SBTv training by Gray Television.</p> <p>2/14/2018 – 8 news photographers participated in equipment training, MMJ role and how to use Gray Connect.</p> <p>2/15/2018 – 8 MMJ's participated in How to use Broadband Live Units, and the Art of the Pitch training provided by the News Director and Chief Photographer.</p> <p>2/16/2018 – 14 News Producers and Anchors participated in Grass Valley Edius training.</p> <p>2/19-21/2018 and 2/27/2018 All on-air staff received group and individual training from a talent trainer. Topic Talent Coaching for On-Air Power Performance.</p> <p>3/16/2018 – 10 news staff participated in training on 'How to wind a Murrow' presented by the News Director</p> <p>5/30/2018 – 6 news staff participated in training on the Tableau Dataviz.</p>
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	<p>6/14-17/2018 – Investigative reporter attended the 2018 IRE (Investigative Reporters and Editors) Conference. Received training on on-air presentation and advise on both wardrobe and vocal training.</p> <p>6/20/2018 – 6 news managers attended a Leadership Development Program course provided by Avitus Group.</p> <p>6/20-22/2018 – 8 Account Executives and the General Sales Manager attended a Gray Television Regional Sales Meeting in Denver, CO.</p> <p>6/26/2018 – Jim Boyle Turn-key ideas training for all sales.</p> <p>7/16/2018 19 staff attended presentation by Boston Globe Editor at Large, Walter “Robby” Robinson.</p> <p>7/17/2018 – 5 news staff attended at UAA an Investigative Journalism Workshop.</p> <p>7/17/2018 – Multimedia Content Manager did a webinar on Social News Desk training.</p> <p>In July all photographers and editors completed on-line training on how to use the ENPS newsroom management system.</p> <p>July 11-12 – A News Consultant was at the station conducting various training workshops on news, power of promotions, producer training, MMJ Meeting, original content production and weather.</p> <p>8/08/2018 – Nielsen Local TV View training for sales on how to access impact data.</p> <p>8/9/2018 – TVB training provided for entire staff – 39 employees attended the presentation on the Power of Television as the most watched most influential media when it comes to advertising reach.</p> <p>8/21/2018 – 15 news staff attended the Gray TV/SmithGeiger webinar training on “Keeping the Magic in Morning News”.</p> <p>9/17/2018 – 7 news staff did producer training – lead by one of our own producers.</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 2018 ABA scholarship recipient.</p>