

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2007 to September 21, 2008.

1) **Employment Unit:** KMVU(TV)

2) **Unit Members (Stations and Communities of License):** KMVU(TV), Medford, Oregon

3) **EEO Contact Information for Employment Unit:**

Mailing Address: KMVU-TV 820 Crater Lake Avenue, #105 Medford, OR. 97504	Telephone Number: 541-772-2600
	Contact Person/Title: Cary Jones, General Manager
	E-mail Address: Cjones@kmvu-tv.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
1. Local Account Executive	<u>Employee Referral</u>
2. Local Account Executive	<u>Mail Tribune</u>
3. Local Account Executive	<u>Mail Tribune</u>
4. Receptionist	<u>KMVU-TV Fox 26 Web Site</u>
5. Chief Engineer	<u>Word of Mouth</u>
6. Production Manager	<u>Former KMVU-TV Employee</u>
7. Sales Assistant	<u>Mail Tribune</u>

Station KMVU-TV is an Equal Opportunity Employer.

5) Job Title: Local Account Executive Referral Source(s) of Hiree: Employee Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
<u>Medford Mail Tribune</u>	Classifieds	111 N. Fir Avenue, Medford, OR. 97501	541-776-4466	5	No
KMVU Airtime	John Glaser	820 Crater Lake Ave. Medford , OR 97504	541-772-2600	5	No
Spots N' Dots Daily Trade Fax	Alice Riehl	alice@spotsndots.com		0	No
Job Council	Pam Farquhar	119 N. Oakdale Avenue, Medford, OR 97501	541-776-6060	0	No
KMVU/Referral	Cary Jones		541-772-2600	1	No
Oregon Association Of Broadcasters Job Bank	Bill Johnstone	7150 S.W. Hampton #240 Portland, OR. 97223	503-443-2299	0	No

5) Job Title: Local Account Executive Referral Source(s) of Hiree: Mail Tribune

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
<u>Medford Mail Tribune</u>	Classifieds	111 N. Fir Street, Medford, OR. 97501	541-776-4466	5	No.
Spots N' Dots Daily Trade Fax	Alice Riehl	alice@spotsndots.com		0	No
Job Council	Pam Farquhar	119 N. Oakdale Avenue, Medford, OR 97501	541-776-6060	0	No
Southern Oregon University e-classified	Webmaster	careerservices@sou.edu		0	No
Oregon Association Of Broadcasters Job Bank ⁱ	Bill Johnstone	7150 S.W. Hampton #240 Portland, OR. 97223	503-443-2299	0	No
KMVU Airtime	John Glaser	820 Crater Lake Ave. Medford, OR 97504	541-772-2600	5	No

5) Job Title: Local Account Executive

Referral Source(s) of Hire: Medford Mail Tribune

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
<u>Medford Mail Tribune</u>	Classifieds	class@mailtribune.com	541-776-4466	5	No.
Spots N' Dots Daily Trade Fax	Webmaster	alice@spotsndots.com		0	No
Rogue Community Colloege	W. Mondry	Medford, OR 97501 wmondry@rogue.cc.or.us		0	No
Southern Oregon University Job Fair 5/08/2008	Webmaster	careerservices@sou.edu		3	No
Job Council	Bill Johnstone	7150 S.W. Hampton #240 Portland, OR. 97223	503-443-2299	0	No
KMVU Airtime	John Gloaser	820 Crater Lake Ave. 97504	541-772-2600	0	No

5) Job Title: Receptionist

Referral Source(s) of Hire: Mail Tribune

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
<u>Medford Mail Tribune</u>	Classifieds	class@mailtribune.com	541-776-4466	3	No.
KMVU Airtime	John Glaser	820 Crater Lake Ave. Medford, OR 97504	541-772-2600	0	No

5) Job Title: Chief Engineer

Referral Source(s) of Hiree: Word of Mouth

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Oregon Association Of Broadcasters Job Bank	Bill Johnstone	7150 S.W. Hampton #240 Portland, OR. 97223	503-443-2299	0	No
Society of Broadcast Engineers	Webmaster	www.SBE.org		1	No
Referral	Ron Sweatte	KAYU-TV, Spokane WA.	509-448-2860	2	No

5) Job Title: Production Manager

Referral Source(s) of Hiree: Former KMVU-TV Employee

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal	General Manager	KMVU-TV, Medford, OR	541-772-2600	1	No

5) Job Title: Sales Assistant

Referral Source(s) of Hiree: Mail Tribune

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
<u>Medford Mail Tribune</u>	Classifieds	class@mailtribune.com	541-776-4466	5	No.
Spots N' Dots Daily Trade Fax	Alice Riehl	alice@spotsndots.com		0	No
Job Council	Pam Farquhar	119 N. Oakdale Avenue, Medford, OR 97501	541-776-6060	0	No
Southern Oregon University Job Fair 5/08/2008	Webmaster	careerservices@sou.edu		2	No
Oregon Association Of Broadcasters Job Bank	Bill Johnstone	7150 S.W. Hampton #240 Portland, OR. 97223	503-443-2299	0	No
KMVU Airtime/ Website/Internal Posting	John Glaser	820 Crater Lake Ave. Medford, OR 97504	541-772-2600	2	No

6) Total # of Interviewees Referred: For the period from September 22, 2007– September 21, 2008, this Employment Unit interviewed 41 interviewees from outside sources and 4 interviewee from inside referrals for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Establishment of training program to enable station personnel to qualify for higher- level positions.

The General Sales Manager has established a sales training program for Sales Assistants and or Sales Trainees to acquire the necessary skills to advance to the position of Account Executive. The training entails viewing and studying twenty-two comprehensive sales tapes provided by Quantum Marketing and discussing the materials. A test is given covering the materials discussed in the sales tapes. This program started in July 2004. During the period of this report we trained our fifth individual from Sales Trainee to Account Executive based upon participation in the training.

(b) Initiative: Listing of upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Spots N' Dots is a widely read trade newsletter which includes the listing of broadcast job opportunities. This trade publication, which we believe is read by a substantial number of women and minorities in the industry, is

delivered via fax and email on a daily basis. We post upper level job openings in this periodical. In particular, the vacancies for three Local Account Executives, and a Local Sales Assistant was posted in this newsletter.

8) KMVU-TV is considered a “small market station” as defined by the FCC as residing in a MSA of fewer than 250,000 persons.
