

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2010 to September 21, 2011.

1) **Employment Unit: KMVU-DT**

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

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

Mailing Address: KMVU-DT 820 Crater Lake Avenue, #105 Medford, OR 97504	Telephone Number: 541-772-2600
	Contact Person/Title: Cary Jones, General Manager
	E-mail Address: Cdjones@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. Producer	Employee Referral
2. Administrative Assistant	Confident Staffing
3. Chief Engineer	Employee Referral
4. Account Executive	Employee Referral
5. Account Executive	KMVU Website
6. Account Executive	KMVU Website

5(a) Job Title: Producer**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)
Mail Tribune Newspaper	Classifieds	111 N. Fir Avenue, Medford, OR 97501	541-776-4466	1	No
Ashland Tidings Newspaper	Classifieds	111 N Fir Avenue, Medford, OR 97501	541-776-4466	0	No
Employee Referral	n/a	n/a	n/a	1	No

5(b) Job Title: Administrative Assistant**Referral Source(s) of Hiree: Confident Staffing**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Spots n Dots	Emily McKay	ads@spotsndots.com	888-884-2630 Ext. 301	0	No
RogueValleyJobs.net	Rachel	Rachel@roguevalleyjobs.net	800-761-2723	5	No
Confident Staffing (temporary employment agency)	Barbara Mayr	2770 Biddle Road, Medford, OR 97504	541-773-8888	5	No
KMVU Website	Jeremy Bakke	820 Crater Lake Avenue Medford, OR 97504	541-772-2600	1	No

5(c) Job Title: Chief Engineer**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)
Employee referral	Ron Sweatte	4600 S. Regal St. Spokane, WA 99223	541-772-2600	1	No

NOTE:

This hire was made via an employee referral due to a number of circumstances and personal issues which led to the dismissal of the station's chief engineer, who was the only engineer capable of performing key engineering functions at the station. Because the station needed an immediate replacement, it drew on a referral from the company's chief engineer in Spokane, Washington. The station could not afford a lapse in maintaining critical station functions.

5(d) Job Title: 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)
Spots n Dots	Alice Riehl	alice@spotsndots.com	888-884-2630	0	No
Oregon Association of Broadcasters	Bill Johnstone	theoab@theoab.com	503-970-4600	0	No
The Job Council	Pam Farquhar	pamf@jobcouncil.org	541-776-6060	0	Yes
Southern Oregon University		careerservices@sou.edu	541-552-6520	0	No
KMVU Website	Jeremy Bakke	jbakke@kmvu-tv.com	541-772-2600	1	No
KMVU Airtime	Tina Mickelson	820 Crater Lake Ave. Medford, OR 97504	541-772-2600	2	No
TVJOBS.com	Administrator	administrator@tvjobs.com		0	No
Employee Referral	n/a	n/a	n/a	1	No

5(e) Job Title: Account Executive

Referral Source(s) of Hiree: KMVU Website

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Spots n Dots	Alice Riehl	alice@spotsndots.com	888-884-2630	0	No
Oregon Association of Broadcasters	Bill Johnstone	theoab@theoab.com	503-970-4600	0	No
The Job Council	Pam Farquhar	pamf@jobcouncil.org	541-776-6060	0	Yes
Southern Oregon University		careerservices@sou.edu	541-552-6520	0	No
KMVU Website	Jeremy Bakke	jbakke@kmvu-tv.com	541-772-2600	2	No
KMVU Airtime	Tina Mickelson	820 Crater Lake Ave. Medford, OR 97504	541-772-2600	0	No
TVJOBS.com	Administrator	administrator@tvjobs.com		0	No

5(g) Job Title: Account Executive**Referral Source(s) of Hire: KMVU Website**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Spots n Dots	Gene McKay	Gene@spotsndots.com	888-884-2630	0	No
Oregon Association of Broadcasters	Bill Johnstone	theoab@theoab.com	503-970-4600	0	No
The Job Council	Pam Farquhar	pamf@jobcouncil.org	541-776-6060	0	Yes
Southern Oregon University		careerservices@sou.edu	541-552-6520	0	No
KMVU Website	Jeremy Bakke	jbakke@kmvu-tv.com	541-772-2600	1	Yes
KMVU Airtime	Tina Mickelson	820 Crater Lake Ave. Medford, OR 97504	541-772-2600	0	Yes

6) Total # of Interviewees Referred: For the period from September 22, 2010– September 21, 2011, this Employment Unit interviewed a total of 21 interviewees.

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

The General Sales Manager conducts sales training on a weekly basis for Sales Assistants and Account Executives to help them acquire and enhance the necessary skills to advance in their respective positions. The training entails the utilization of a number of assets including the viewing of sales tapes, attending sales seminars, and the use of a number of online and off line assets. A test may be given periodically covering the materials discussed.

(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 the three the Local Account Executive and the Sales Assistant positions were posted in this newsletter.

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