

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2008 to September 21, 2009.

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: 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
2. Local Account Executive

Employee Referral  
Craig's List

5) Job Title: Local Account Executive (2)

Referral Sources of Hirees: Internal Referral, Craig's List\*

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Medford Mail Tribune	Classifieds	111 N. Fir Avenue, Medford, OR. 97501	541-776-4466	0	No
KMVU Airtime	John Glaser	820 Crater Lake Ave. Medford, OR 97504	541-772-2600	1	No
Spots N' Dots Daily Trade Fax	Alice Riehl	alice@spotsndots.com		0	No
State of Oregon (Worksource Oregon) imatchskills		688 Market Street, Medford, OR 97504	541-776-5100	2	No
Southern Oregon University e-classified/ Job Fair	Peter Weston	westonp@sou.edu	541-552-6275	1	No
Oregon Association Of Broadcasters Job Bank	Bill Johnstone	7150 S.W. Hampton #240 Portland, OR. 97223	503-443-2299	0	No

**Station KMVU-DT is an Equal Opportunity Employer.**

Craig's List	Webmaster	Medford.craigslis.org		5	No
Internal referral				3	No

\*Two full-time account executive positions were filled from one flight of recruitment announcements.

**6) Total # of Interviewees Referred:** For the period from September 22, 2008 – September 21, 2009, this Employment Unit interviewed a total of 12 interviewees for full-time job vacancies: 9 from outside sources and 3 interviewees from inside sources.

**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/Sales Trainees and newly hired junior Account Executives 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. During the period of this report, two individuals have participated in this program. In addition, the employment unit is currently training an individual to be in the position to take on a higher-level position in the future.

**(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 Daily Trade Fax 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. The employment unit posts upper level job openings in this periodical; in particular, the vacancies for the Local Account Executive positions were posted in this newsletter.

**Note: KMVU-TV is considered a “small market station,” defined by the FCC as being located in an MSA of fewer than 250,000 persons.**

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