

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2009 to September 21, 2010.

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. Web Master | Southern Oregon University Job Fair |
| 2. Sales Assistant | Advantage Staffing |
| 3. General Sales Manager | Corporate Referral |
| 4. Local Account Executive | Word of Mouth |
| 5. Local Account Executive | Craigslist |

5(a) Job Title: Web Master**Referral Source(s) of Hiree: Southern Oregon University Job Fair**

| (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 | 2 | No |
| Southern Oregon University Job Fair | Peter Weston | westonp@sou.edu | 541-552-6275 | 2 | No |
| Ashland Daily Tidings | Classifieds | Combination with Mail Tribune 111 N .Fir Avenue, Medford, OR 97501 | 541-776-4466 | 1 | No |

5(b) Job Title: Sales Assistant**Referral Source(s) of Hiree: Advantage 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) |
|---------------------------------------------------|----------------|-------------------------------------------|-------------------|----------------------------|----------------------------------------------------------|
| Advantage Staffing | Barbara Mayr | 1257 N. Riverside Ave. Medford, OR. 97501 | 541-773-8888 | 1 | yes |

5(c) Job Title: General Sales Manager**Referral Source(s) of Hiree: Corporate 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 | Gene McKay | Gene@spotsndots.com | 888-884-2630 | 3 | No |
| Oregon Association Of Broadcasters Job Bank | Bill Johnstone | theoab@theoab.com | 800-843-6221 | 0 | No |
| NAB Job Bank | NAB Web Site | 1771 N Street NW, Washington DC 20036 | 202-429-5300 | 0 | No |
| TVjobs.com | Tvjobs.com | Tvjobs.com | | 0 | No |
| Corporate Referral | Jon Rand | jrand@northwestbroadcasting.com | 509-448-2860 | 1 | Yes |
| Local Word of Mouth | Cary Jones | cdjones@kmvu-tv.com | 541-772-2600 | 4 | Yes |

5(d) Job Title: Local Account Executive**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) |
|---------------------------------------------------|----------------|--------------------------------------------------------------------|-------------------|----------------------------|----------------------------------------------------------|
| Word of Mouth | Tina Mickelson | tmickelson@kmvu-tv.com | 541-772-2600 | 4 | Yes |

5(e) Job Title: Local Account Executive**Referral Source(s) of Hiree: Craig's List**

| (j) 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 | 2 | No |
| Craig's List | Webmaster | Medford.craigslis.org | | 4 | No |
| Mail Tribune | Classified | 111 N. Fir Avenue, Medford, Or 97501 | 541-776-4466 | 0 | No |
| Southern Oregon University Job Fair | Peter Weston | westonp@sou.edu | 541-552-6275 | 0 | No |

6) Total # of Interviewees Referred: For the period from September 22, 2009– September 21, 2010, this Employment Unit interviewed a total of 24 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/ Sales Trainees and Account Executives to 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 provided by Quantum Marketing, attending sales seminars, and the use of a number of online and off line sources. A test is 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.

We post upper level job openings in the periodical "Spots N' Dots," which is a widely read trade newsletter that includes a 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. In particular, the vacancies for one of the Local Account Executive and the General Sales Manager positions were posted in this newsletter.

(c) Initiative: Establishment and operation of internship program

The station employment unit hosted one intern during the reporting period. The intern was from Southern Oregon University. The internship assisted the student in acquiring and developing skills necessary for broadcast employment. The internship lasted from November 2009 through February 28, 2010.

(d) Initiative: Participation in job fair

The station employment unit's general sales manager and accounts supervisor participated in the Southern Oregon University Job Fair, held in May 2010. One full-time employee (position #1 – Web Master) was eventually hired as a result of the station employment unit's participation in the job fair.

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