

KELN(FM), KNPQ(FM), KOOQ(AM), KRNP(FM), KZTL(FM)**EEO PUBLIC FILE REPORT****February 1, 2023 - January 31, 2024****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
Marketing Consultant	1-3, 5, 7-8, 10-22	14
News Director	1-5, 7-8, 10-13, 15-22	21
Marketing Consultant	1-3, 5-7, 9-20, 22	6

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	American Broadcasting School 4511 SE 29th St Oklahoma City, Oklahoma 73115 Phone : 405-672-6511 Url : www.radioschool.com Email : michelle@radioschool.com Michelle McConnell	Y	0
2	Bellevue University 1000 Galvin Rd. South Bellevue, Nebraska 68005 Phone : 402-293-3775 Email : colleen.plasek@bellevue.edu Fax : 1-402-557-5438 Colleen Plasek	Y	0
3	Central Community College 4500 63rd Street Columbus, Nebraska 68602 Phone : 402-562-1210 Url : www.ccneb.edu Email : lhastreiter@cccneb.edu Lora Hastreiter	Y	0
4	Current Employee	N	1
5	Eagle Communications Careers Website 2300 Hall Street Hays, Kansas 67601 Phone : 785-301-2552 Url : www.eagleradio.net/careers Email : eaglehr@eagleradio.net Shai Harrison	N	0
6	Employee Referral	N	2
7	Hastings College Career Services P.O. Box 269 Hastings, Nebraska 68902 Phone : 402-461-7387 Email : kgraviette@hastings.edu Kimberly Graviette	Y	0

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8	Indeed Website 6433 Champion Grandview Way Austin, Texas Url : www.indeed.com Shai Harrison Manual Posting	N	1
9	Indeed.com - Not Directly Contacted by SEU	N	2
10	Mid-Plains Community College Career Assessment 1205 E 3rd McCook, Nebraska 69001 Phone : 308-345-8172 Email : mowryl@mpcc.edu Lorrie Mowry	Y	0
11	Nebraska Department of Labor 600 E. Francis Street, Suite 9 North Platte, Nebraska 69101 Phone : 308-535-8320 Url : www.dol.nebraska.gov Email : ndol.northplattewfd@nebraska.gov Fax : 1-308-535-8085 Thomas Gann	Y	0
12	Nebraska Workforce Development 5717 F Street Omaha, Nebraska 68117 Phone : 402-595-3009 Url : www.nebraskaworkforce.com Email : ndol.omahawfd@nebraska.gov Fax : 1-402-595-2701 Peggy Kotschwar	Y	0
13	Northeast Community College POB 469 801 E Benjamin Ave Norfolk, Nebraska 68702-0469 Phone : 402-844-7264 Url : www.northeastcollege.com Chandra Roberts Manual Posting	Y	0

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14	On-Air Announcements (one or more SEU stations) 1301 E 4th North Platte, Nebraska 69101 Phone : 308-762-1400 Olivia Hasenauer Manual Posting	N	1
15	ResCare Workforce Services 509 East 4th Street - Suite E North Platte, Nebraska 69101 Phone : 308-696-0002 Fax : 1-308-221-6923 Sue Twidwell	Y	0
16	University of Nebraska at Omaha (UNO) Career Development Center 6001 Dodge St - 115 EAB Omaha, Nebraska 68182-0789 Phone : 402-554-3672 Url : www.unomaha.edu Email : cpettid@unomaha.edu Cathy Pettid	Y	0
17	University of Nebraska/Kearney 905 W. 25th Kearney, Nebraska 68849 Phone : 308-865-8501 Url : unk.edu Email : careerserv@unk.edu Fax : 1-308-865-8882 Joni Weed	Y	0
18	UNL/College of Journalism & Mass Communications 147 Andersen Hall University of Nebraska/Lincoln Lincoln, Nebraska 68588-0466 Phone : 402-472-8992 Email : natalie@unl.edu Natalie Becerra	Y	0
19	Washburn University Career Services 1700 SW College Ave. Morgan Hall 123 Topeka, Kansas 66621 Phone : 785-670-1450 Url : www.washburn.edu Kent McAnally Manual Posting	Y	0

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20	Wayne State College 1111 Main St. Wayne, Nebraska 68787 Phone : 402-375-7527 Email : coop@wsc.edu Fax : 1-402-375-7072 Career Services	Y	0
21	Word of Mouth Referral	N	5
22	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			12

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EEO PUBLIC FILE REPORT

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	2/1/2023	Establishment of a mentoring program	From February 2023 to January 2024, our Regional Manager worked with our Marketing Consultant to mentor them in their new role as Sales Coordinator, to better prepare to take on a greater leadership role in our SEU. The mentoring program included constant guidance from the Regional Manager, where the pair worked on different supervisory topics to discuss and train on, such as the hiring process, onboarding and training a new Marketing Consultant, the review process and conducting a performance plan.	3	Regional Manager Sales Coordinator Marketing Consultant
2	3/16/2023	Participation in events sponsored by organizations representing the community	The SEU participated in the Mid-Plains Community College event, Expanding Your Horizons Conference on March 16, 2023. More than 300 middle school girls attended the event, rotating through workshops of their choice to listen to presentations introducing them to a variety of career fields. The SEU Regional Manager and Operations Manager presented four sessions titled "Building a BIG Career in a Small Town" which discussed how to get into marketing, grow in marketing, digital and radio careers in sales, and also included a hands-on commercial recording option for those in attendance. The participants were able to see how radio commercials were produced.	2	Regional Manager Operations Manager

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3	9/18/2023	Establishment of training programs for station personnel	The SEU put one of its new Marketing Consultants through a 7-week training program called P1 Plus, covering a number of broadcasting topics and skillsets. Participants watch more than 50 online video courses and take an exam at the end of each course. There are weekly calls with course instructors and weekly status updates that are sent to the participant's manager. Participants learn about topics such as advanced sales techniques and broadcast and digital sales, which will in turn will help them advance their career in the company.	2	Chief Revenue Officer Marketing Consultant
4	10/23/2023	Participation in Job Fairs	The SEU participated in the Nebraska Broadcasters Virtual Job Fair the week of October 23, 2023. Job Fair participants were able to submit resumes and learn about job openings online. All resumes for the SEU's job opening were forwarded to the Sales Manager for review.	1	Sales Manager
5	11/2/2023	Participation in events or programs sponsored by educational institutions	On November 2, 2023 the SEU participated in the 4-H Youth Development event called Connecting the Dots Career Day. The event hosted by North Platte High School provided high school students the opportunity to interact with area businesses to learn about current and future job openings. Two members from the SEU participated in the event, providing in-depth information about the broadcasting industry.	2	Sales Manager Marketing Consultant