

## **FCC EEO Public File Report – KUON (TV)**

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c) (6) of the FCC EEO rules that went into effect on March 10, 2003. The information contained in this report covers the time period of February 1, 2011 through January 31, 2012.

### **Full-time vacancies filled between February 1, 2011 and January 31, 2012**

1. Multi-Media Reporter/Producer (Temporary)
2. Microcomputer Support Associate
3. Communications Manager
4. Associate Business Systems Analyst (Temporary)
5. Producer I – Intern Coordinator
6. Project Manager (Temporary)
7. Producer II
8. Production Support Manager
9. Information Systems Manager
10. Production Associate (Temporary)
11. Web Interactive Project Assistant (Temporary)

**Total number of persons interviewed for full-time vacancies: 43**

### **Total number of interviewees listed by referral source:**

UNL Jobline/Website UNL Employment	21
Internal Posting/Employee	9
Lincoln Journal Star	3
UNL Employee	3
EEO Diversity Mailing (Exhibit A)	1
Simplyhired.com	1
NET Website	1
Careerbuilder	1
Friend	1
Nebraska Department of Labor/NEWorks	1
Indeed.com	1

**Position/Job Vacancy #1: Multi-Media Reporter/Producer**

### **Recruitment source of successful applicant:**

Internal Posting/Employee  
1800 North 33  
Lincoln, NE 68503

Cathy Lund  
(402) 472-3611

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
Internal Posting/Employee 1800 North 33 Lincoln, NE 68503 Cathy Lund (402) 472-3611	2

**Recruitment sources that did not refer interviewees:**

UNL Job Line/Website UNL Employment  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-8041

Omaha World Herald  
14th & Dodge  
Omaha, NE 68102  
Ted Martin  
(402) 444-1293

Lincoln Journal & Star  
P.O. Box 80499  
Lincoln, NE 68501  
Jill Aerni  
(402) 473-2624

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

EEO Diversity Mailing (Exhibit A)

Position/Job Vacancy #2: Microcomputer Support Associate

**Recruitment source of successful applicant:**

EEO Diversity Mailing (Exhibit A)

(Southeast Community College)

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
EEO Diversity Mailing (Exhibit A) (Southeast Community College)	1
Internal Posting/Employee 1800 North 33 Lincoln, NE 68503 Cathy Lund (402) 472-3611	1
Careerbuilder <a href="http://www.careerbuilder.com">www.careerbuilder.com</a> 200 N LaSalle St Suite 1100 Chicago, IL 60601 (800) 891-8880	1
Nebraska Department of Labor <a href="http://networks.nebraska.gov">http://networks.nebraska.gov</a>	1
UNL Job Line/Website UNL Employment 32 Canfield Administration Building Lincoln, NE 68588-0442 Carol Curran (402) 472-8041	3

**Recruitment sources that did not refer interviewees:**

Lincoln Journal & Star  
P.O. Box 80499  
Lincoln, NE 68501  
Jill Aerni  
(402) 473-2624

Omaha World Herald  
14th & Dodge  
Omaha, NE 68102  
Ted Martin  
(402) 444-1293

NET Website

P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

**Position/Job Vacancy #3: Communications Manager**

**Recruitment source of successful applicant:**

UNL Job Line/Website UNL Employment  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-8041

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
Internal Posting/Employee 1800 North 33 Lincoln, NE 68503 Cathy Lund (402) 472-3611	1
Lincoln Journal & Star P.O. Box 80499 Lincoln, NE 68501 Jill Aerni (402) 473-2624	1
UNL Job Line/Website UNL Employment 32 Canfield Administration Building Lincoln, NE 68588-0442 Carol Curran (402) 472-2120	3

**Recruitment sources that did not refer interviewees:**

Omaha World Herald  
14th & Dodge  
Omaha, NE 68102  
Ted Martin  
(402) 444-1293

Careerbuilder  
[www.careerbuilder.com](http://www.careerbuilder.com)  
200 N LaSalle St  
Suite 1100  
Chicago, IL 60601  
(800) 891-8880

Nebraska Department of Labor  
<http://networks.nebraska.gov>

Public Relations Society of America  
<http://jobs.prsa.org>  
225 State Street, Suite 300  
New London, Connecticut 06320  
Richard Spector  
[Richard.spector@prsa.org](mailto:Richard.spector@prsa.org)

CareerLink  
<http://careerlink.com>  
1905 Harney Street, Suite 700  
Omaha, NE  
Kandace Miller  
(877) 345-5025

Association of Fundraising Professionals  
<http://jobs.afpnet.org>  
4300 Wilson Blvd, Suite 300  
Arlington, VA 22203  
(703) 684-0410

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

EEO Diversity Mailing (Exhibit A)

Position/Job Vacancy #4: Associate Business Systems Analyst (Temporary)

**Recruitment source of successful applicant:**

Internal Posting/Employee  
1800 North 33  
Lincoln, NE 68503  
Cathy Lund

(402) 472-3611

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
UNL Employee	1

**Recruitment sources that did not refer interviewees:**

Internal Posting/Employee  
1800 North 33  
Lincoln, NE 68503  
Cathy Lund  
(402) 472-3611

Lincoln Journal & Star  
P.O. Box 80499  
Lincoln, NE 68501  
Jill Aerni  
(402) 473-2624

Omaha World Herald  
14th & Dodge  
Omaha, NE 68102  
Ted Martin  
(402) 444-1293

UNL Job Line/Website UNL Employment  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-2120

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

EEO Diversity Mailing (Exhibit A)

Position/Job Vacancy #5: Producer I/Intern Coordinator

**Recruitment source of successful applicant:**

UNL Job Line/Website UNL Employment  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-2120

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
Internal Posting/Employee 1800 North 33 Lincoln, NE 68503 Cathy Lund (402) 472-3611	1
Lincoln Journal & Star P.O. Box 80499 Lincoln, NE 68501 Jill Aerni (402) 473-2624	1
UNL Job Line/Website UNL Employment 32 Canfield Administration Building Lincoln, NE 68588-0442 Carol Curran (402) 472-2120	7

**Recruitment sources that did not refer interviewees:**

Omaha World Herald  
14th & Dodge  
Omaha, NE 68102  
Ted Martin  
(402) 444-1293

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

Internal Posting/Employee  
1800 North 33  
Lincoln, NE 68503

Cathy Lund  
(402) 472-3611

EEO Diversity Mailing (Exhibit A)

**Position/Job Vacancy #6: Project Manager (Temporary)**

**Recruitment source of successful applicant:**

UNL Employee

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
UNL Job Line/Website UNL Employment 32 Canfield Administration Building Lincoln, NE 68588-0442 Carol Curran (402) 472-2120	1
Indeed.com	1
UNL Employee	2

**Recruitment sources that did not refer interviewees:**

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

Internal Posting/Employee  
1800 North 33  
Lincoln, NE 68503  
Cathy Lund  
(402) 472-3611

EEO Diversity Mailing (Exhibit A)

**Position/Job Vacancy #7: Producer II**

**Recruitment source of successful applicant:**

UNL Job Line/Website UNL Employment  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-2120

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
Internal Posting/Employee 1800 North 33 Lincoln, NE 68503 Cathy Lund (402) 472-3611	1
UNL Job Line/Website UNL Employment 32 Canfield Administration Building Lincoln, NE 68588-0442 Carol Curran (402) 472-2120	3

**Recruitment sources that did not refer interviewees:**

Lincoln Journal & Star  
P.O. Box 80499  
Lincoln, NE 68501  
Jill Aerni  
(402) 473-2624

Omaha World Herald  
14th & Dodge  
Omaha, NE 68102  
Ted Martin  
(402) 444-1293

Careerbuilder  
[www.careerbuilder.com](http://www.careerbuilder.com)  
200 N LaSalle St  
Suite 1100  
Chicago, IL 60601  
(800) 891-8880

CPB Job Line  
Corporation for Public Broadcasting

401 Ninth Street, NW  
Washington, DC 20004-2129  
(202) 879-9600

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

Internal Posting/Employee  
1800 North 33  
Lincoln, NE 68503  
Cathy Lund  
(402) 472-3611

TV Jobs Website  
[www.tvjobs.com](http://www.tvjobs.com)

Work in Sports Website  
[www.workinsports.com](http://www.workinsports.com)

Nebraska Department of Labor  
<http://neworks.nebraska.gov>

PBS Connects  
Public Broadcasting Service  
1320 Braddock Place  
Alexandria, VA 22310  
(703) 739-5000

Careerbuilder  
[www.careerbuilder.com](http://www.careerbuilder.com)  
200 N LaSalle St  
Suite 1100  
Chicago, IL 60601  
(800) 891-8880

EEO Diversity Mailing (Exhibit A)

Position/Job Vacancy #8: Production Support Manager

**Recruitment source of successful applicant:**

Internal Posting/Employee

1800 North 33  
Lincoln, NE 68503  
Cathy Lund  
(402) 472-3611

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
Internal Posting/Employee 1800 North 33 Lincoln, NE 68503 Cathy Lund (402) 472-3611	1
UNL Job Line/Website UNL Employment 32 Canfield Administration Building Lincoln, NE 68588-0442 Carol Curran (402) 472-2120	1
Friend	1

**Recruitment sources that did not refer interviewees:**

Lincoln Journal & Star  
P.O. Box 80499  
Lincoln, NE 68501  
Jill Aerni  
(402) 473-2624

Omaha World Herald  
14th & Dodge  
Omaha, NE 68102  
Ted Martin  
(402) 444-1293

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

TV Jobs Website  
[www.tvjobs.com](http://www.tvjobs.com)

Nebraska Department of Labor  
<http://networks.nebraska.gov>

PBS Connects  
Public Broadcasting Service  
1320 Braddock Place  
Alexandria, VA 22310  
(703) 739-5000

CPB Job Line  
Corporation for Public Broadcasting  
401 Ninth Street, NW  
Washington, DC 20004-2129  
(202) 879-9600

EEO Diversity Mailing (Exhibit A)

Position/Job Vacancy #9: Information Systems Manager

**Recruitment source of successful applicant:**

UNL Job Line/Website UNL Employment  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-2120

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
Internal Posting/Employee 1800 North 33 Lincoln, NE 68503 Cathy Lund (402) 472-3611	1
Lincoln Journal & Star P.O. Box 80499 Lincoln, NE 68501 Jill Aerni (402) 473-2624	1
UNL Job Line/Website UNL Employment 32 Canfield Administration Building	1

Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-2120

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

1

**Recruitment sources that did not refer interviewees:**

Omaha World Herald  
14th & Dodge  
Omaha, NE 68102  
Ted Martin  
(402) 444-1293

Careerbuilder  
[www.careerbuilder.com](http://www.careerbuilder.com)  
200 N LaSalle St  
Suite 1100  
Chicago, IL 60601  
(800) 891-8880

Nebraska Department of Labor  
<http://networks.nebraska.gov>

EEO Diversity Mailing (Exhibit A)

Position/Job Vacancy #10: Production Associate (Temporary)

**Recruitment source of successful applicant:**

UNL Job Line/Website UNL Employment  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-2120

**Recruitment sources that referred interviewees:**

Recruitment Source                      # Interviewed

Simplyhired.com 1

UNL Job Line/Website UNL Employment 2  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-2120

**Recruitment sources that did not refer interviewees:**

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

EEO Diversity Mailing (Exhibit A)

Position/Job Vacancy #11: Web Interactive Project Assistant (Temporary)

**Recruitment source of successful applicant:**

Internal Posting/Employee  
1800 North 33  
Lincoln, NE 68503  
Cathy Lund  
(402) 472-3611

**Recruitment sources that referred interviewees:**

<u>Recruitment Source</u>	<u># Interviewed</u>
Internal Posting/Employee 1800 North 33 Lincoln, NE 68503 Cathy Lund (402) 472-3611	1

**Recruitment sources that did not refer interviewees:**

Lincoln Journal & Star  
P.O. Box 80499  
Lincoln, NE 68501  
Jill Aerni

(402) 473-2624

UNL Job Line/Website UNL Employment  
32 Canfield Administration Building  
Lincoln, NE 68588-0442  
Carol Curran  
(402) 472-2120

NET Website  
P.O. Box 83111  
Lincoln, NE 68501  
Cathy Lund  
(402) 472-3611

Nebraska Department of Labor  
<http://networks.nebraska.gov>

EEO Diversity Mailing (Exhibit A)

Advertised requests to community groups to become members of our job opening distribution list. During the reporting period 487 recorded announcements were aired on KUCV (FM) and KUON (TV) requesting acknowledgements of interest from the community for KUON's job postings.

#### **Outreach Activities Undertaken:**

##### **Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcasting employment.**

During the reporting period KUON continued the partnership with the UNL Journalism Department and Department of Fine and Performing Arts, along with the College of Agricultural Sciences and Natural Resources to provide internship opportunities for students. This partnership provided 12 students with the opportunity to work in News/Public Affairs, Sports, Long Form Documentary, and Production Services this past year.

Student workers were also hired and given the opportunity to acquire skills needed for employment in broadcasting. Student workers were hired in marketing, development, production, call center, and interactive media.

We currently teach or assist in the teaching of two undergraduate classes: Advanced Documentary Production and Studio News Production.

##### **Participated in at least four (4) programs sponsored by educational institutions relating to career opportunities in broadcasting.**

A partnership in teaching, professional opportunities for student projects continued this year. Our Senior Project Manager continued the development of a curriculum for basic studio and electronic field production, taught classes, selected and supervised staff from KUON who were involved in lab classes as mentors and technical support and acted as liaison between faculty, students and the professional staff at KUON to continue internship and independent study opportunities for advanced graduate and undergraduate students. One of the goals of the partnership is to attract students and increase enrollment in these areas. Students were given the opportunity to study under and work alongside nationally respected professionals and to originate independent projects at KUON.

Production Services Manager serves on Advisory Committee for Northeast Community College and advises college on how they can prepare students for working in the industry.

News Director gave a presentation to University of Nebraska-Kearney on NET News, 15 students, February 3, 2011.

Reporter/Producer spoke to broadcast news writing class at Doane College, 15 students, February 10, 2011.

Reporter/Producer spoke to multi-platform reporting class at Doane College, 15 students, February 10, 2011

Senior Videographer spoke to a group of media students at the University of Wisconsin-Whitewater via Skype about the Antarctica program and field production and editing, February 28, 2011.

Executive Producer was the guest lecturer at a University of Nebraska-Lincoln Journalism 360 class. Discussed careers in broadcast television as a producer/writer and documentary maker. March 3, 2011.

Production Services Manager gave a tour to College of Journalism and Mass Communications Class, 12 Students, March 4, 2011.

Production Services Manager gave a tour to 30 Northeast Community College Students, March 18, 2011.

Human Resource Specialist gave a tour to 20 Pius X High School geometry students providing a learning experience for these students, March 30, 2011.

Videography/Editing Production Supervisor led a tour of Girl Scouts and provided a demonstration on how to shoot and edit a television program, 8 students, April 6, 2011.

News Director gave a tour to Barney McCoy's UNL Broadcast Journalism Class, 20 students, April 9, 2011.

Human Resource Specialist led a tour of 20 University of Nebraska Students, April 11, 2011.

Human Resource Specialist led a tour of 12 Crawford High School Students and Videographer/Editor spoke to group about his work, April 15, 2011.

News Reporter was interviewed by a senior broadcasting student from the University of Nebraska-Lincoln to provide information regarding television editing, April 21, 2011.

News Director shared his work experience with a news club group of 27 students from Mickle Middle School who were also given a tour of the facility, May 4, 2011.

Assistant General Manager – Education organized an Avenue Scholars Career Day Exploration program at KUON. Several KUON employees met with the students during the day to learn more about NET and tour the facility. Students were given the opportunity to perform and interview and operate the camera. 2 students. June 4, 2011.

News Director gave a tour to Barney McCoy's UNL Broadcast Journalism Class, 20 students, August 30, 2011.

Production Services Manager gave a tour to College of Journalism and Mass Communications Class, 12 Students, September 28, 2011.

Executive Producer was the guest lecturer at a University of Nebraska-Lincoln Journalism 360 class. Discussed careers in broadcast television as a producer/writer and documentary maker. October 20, 2011.

Intern Coordinator participated in University of Nebraska-Lincoln's College of Journalism and Mass Communications Job Fair, 17 students, October 28, 2011.

Executive Producer led a tour of 25 Native American Students and parents and provided the group with information regarding her work. November 8, 2011.

KUON hosted the Lincoln and Lancaster County Youth Leadership participants. The Youth Leadership Lincoln program works to enhance the knowledge and leadership skills of area high school students by motivating and empowering them to be committed to their community. Outreach Director met with this group of 40 students and they were given a tour of the facility. January 17, 2012.

**Participated in scholarship program designed to assist students interested in pursuing a career in broadcasting.**

KUON participated in the Nebraska Broadcasters Association Foundation Scholarship Program. Participation included making a financial donation to the program, promoting the availability of the scholarship, providing blank application forms upon request, answering questions, and making an initial evaluation of the candidates for the evaluation committee.

**Training program established to enable station personnel to acquire skills to qualify them for higher positions.**

As University of Nebraska-Lincoln employees our staff has access to a wide range of professional development opportunities. These opportunities include supervisory training as well as job specific and other professional development training programs. University employees may also participate in the Employee Scholarship Program which enables them to take up to 15 credit hours of University courses in any 12-month period at no cost.

Nineteen employees attended Successful Project Management Training sponsored by UAAD, March 29, 2011.

Eleven employees attended Think Tank – Think Big Conference sponsored by University Communications, June 2, 2011.

Network Engineer/Help Desk Supervisor attended UNL Training for Supervisors, October 19, 2011

Sixteen employees attended “Mistake Management” training session, June 29, 2011.

**Providing training to management level personnel on methods of ensuring equal employment opportunity and preventing discrimination.**

Employees must be certified to serve on a search committee by attending an EEO training program every three years.

**Other activities to further the goal of disseminating employment opportunities to job candidates who might otherwise be unaware of such opportunities.**

Distributes job listings to 53 diverse organizations as well as listed position openings on our website. The diversity mailing list is updated periodically to adjust to staffing changes in these organizations. One organization was added during the reporting period. (Exhibit A)

Building tours are conducted for groups that include the general public, high school students, college students, first year broadcasting students, cub scouts and day cares. Approximately 799 individuals were given a tour during the reporting period.

