

EEO PUBLIC FILE REPORT

FOR

KETV-TV Omaha, NE

This EEO Public File Report
Covers the One-Year Period
Ending on 1/31/18

EEO Annual Public File Report

KETV

This EEO Public File Report is filed in Station KETV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one year time period ending 1/31/18 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- * The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- * The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Kathi Blaha, Business Manager, KETV 1001 So. 10th St., Omaha, NE 68108 or 402-978-8972.

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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Reporter/Anchor Open Date: 10/17/2016 Hire Date: 3/6/2017	1-12, 14-16, 19-21, 23-25, 27-28, 30, 32-33, 35-39, 41-45, 48-59	6
Reporter Open Date: 11/2/2016 Hire Date: 2/20/2017	1-12, 14-16, 19-21, 23-25, 27-28, 30, 32-33, 35-39, 41-45, 48-59	6
Weekend Morning Anchor/Reporter Open Date: 1/24/2017 Hire Date: 3/13/2017	1-4, 6-12, 14-16, 18-21, 23-25, 27-30, 33, 35-36, 38-45, 48-59	40
Newscast Operative/Building Maintenance Engineer Open Date: 1/24/2017 Hire Date: 2/26/2017	3-4, 7, 9, 11-13, 23-25, 27-30, 39, 45, 52-53, 55, 58-59	13
Assistant Creative Services Director Open Date: 2/23/2017 Hire Date: 6/26/2017	1-4, 6-16, 18-20, 23-28, 30-33, 35-36, 38-39, 41-45, 48-59	26
Maintenance Technician Open Date: 5/11/2017 Hire Date: 7/31/2017	1-4, 6-16, 18-20, 23-25, 27-28, 30, 32- 33, 35-36, 38-39, 41-45, 48-59	13
Executive Assistant Open Date: 5/25/2017 Hire Date: 7/31/2017	1-4, 6-12, 14-16, 18-20, 23-28, 30-33, 35-36, 38-45, 48-59	26
Account Executive Open Date: 7/18/2017 Hire Date: 10/16/2017	1-4, 6-12, 14-16, 19-20, 23-28, 30-33, 35-36, 38-39, 41-46, 48-59	31
Operations Technician Open Date: 7/25/2017 Hire Date: 8/20/2017	1-4, 6-12, 14-20, 23-25, 27-28, 30, 32- 33, 35-36, 38-39, 41-45, 47-59	17
Reporter Open Date: 8/29/2017 Hire Date: 1/2/2018	1-4, 6-12, 14-16, 19-20, 22-28, 30, 32- 36, 38-39, 41-45, 48-59	26
Account Executive Open Date: 9/7/2017 Hire Date: 10/16/2017	1-4, 6-12, 14-16, 19-20, 23-28, 30-33, 35-36, 38-39, 41-46, 48-59	6
Multimedia Journalist Open Date: 9/7/2017 Hire Date: 11/15/2017	1-4, 6-12, 14-16, 19-20, 22-28, 30, 32- 36, 38-45, 48-59	34

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AAJA 1050 Connecticut Ave NW 10th Floor Washington, District of Columbia 20036 Phone : 415-346-2051 Career Services Manual Posting	N	0
2	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@bates.ctc.edu Ken Witkoe	N	0
3	Bellevue University 1000 Galvin Road South Bellevue, Nebraska 68005 Phone : (402) 293-3775 Dorothy Graham Manual Posting	Y	0
4	Black College Radio & Television PO Box 3191 Atlanta, Georgia 30302 Phone : 404.523.6136 Email : LoJelks@aol.com Lo Jelks	Y	0
5	Career Fair	N	2
6	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : . Email : htv.careers@hearst.com HTV Careers	N	31
7	Central Community College 3134 West Highway 34 P.O. Box 4903 Grand Island, Nebraska 68802 Phone : (308) 398-4222 Email : gheath@cccneb.edu G Heath	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Billie	N	0
9	Columbia College in Chicago 600 S. Michigan Ave Chicago, Illinois 60605 Phone : 312-369-6844 Email : columbiaworks@colum.edu Valerie Robbins	Y	0
10	Columbia University Graduate School of Journalism 2950 Broadway New York, New York 10027 Phone : (212) 854-8608 Julie Hartenstein Manual Posting	N	0
11	Creighton University Multi-Cultural Affairs Dept. 2500 California Plaza Omaha, Nebraska 68178 Phone : 402-280-3895 Email : dlynnbuck@creighton.edu D'Lynn Buck	Y	0
12	Creighton University Career Center 2500 California Plaza Omaha, Nebraska 68178 Phone : 402.280.2722 Email : cherijackson@creighton.edu Fax : 1-402-280-3450 Cheri Jackson	Y	0
13	Current Employee	N	7
14	Doane College 1014 Boswell Avenue Crete, Nebraska 68333 Phone : (800) 333-6363 Email : Gerry.johnson@doane.edu Career Services	N	0

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15	Drake University School of Journalism 118 Meredith Hall Des Moines, Iowa 50311 Phone : (515) 271-3867 Email : Jill.vanwyke@drake.edu Jill Van Wyke	N	0
16	Emma L. Bowen Foundation for Minority Interest 30 Rockefeller Plaza New York, New York 10012 Phone : 212-664-3486 Email : Sandra.Rice@nbcuni.com Sandra Rice	N	0
17	Employee Promotion	N	1
18	Employee Referral	N	5
19	Envoy, Inc 6910 Pacific Street Suite 102 Omaha, Nebraska 68106 Phone : (402) 558-0637 Email : hireme@envoyinc.com Fax : 1-402-558-0972 Career Services	N	0
20	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
21	Former Employee	N	3
22	Former Intern	N	2
23	Goods Entertainment 1 Winslow Rd Weston, Connecticut 06883 Phone : 203-341-0111 Email : agoodman@GoodsEntertainment.com Adam Goodman	Y	0
24	Hastings College P.O. Box 269 Hastings, Nebraska 68109 Phone : (402) 461-7387 Email : lmatthias@hastings.edu Kimberly Graviette	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Hutchinson Community College Placement Office 1300 North Plum Hutchinson, Kansas 67501 Phone : (620) 665-3495 Email : kellyb@hutchcc.edu Fax : 1-620-728-8139 Betty Ann Kelly	Y	0
26	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : . Url : http://www.indeed.com/ Career Services Manual Posting	N	18
27	Iowa Western Community College Career Services 2700 College Road Council Bluffs, Iowa 51503 Phone : (712) 325-3200 Url : Technical Postings only Email : csmith@iwcc.cc.ia.us Chuck Smith	Y	0
28	Iowa Workforce Development Center 300 West Broadway Suite 1 Council Bluffs, Iowa 51503 Phone : (712) 329-9730 Randy Brookhart Manual Posting	Y	0
29	ITT Technical Institute 1120 North 103rd Plaza Omaha, Nebraska 68114 Phone : (402) 331-2900 Email : mnuvum@itt-tech.edu Fax : 1-402-452-3512 Marcy Nuvum	N	0
30	Kansas State University Academic & Career Information Center 14 Holton Hall Manhattan, Kansas 66506 Phone : (785) 532-7494 Career Services Manual Posting	Y	0

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31	LinkedIn 2029 Stierlin Ct. Mountain View, California 94043 Phone : . Career Services Manual Posting	N	12
32	Medialine.com 1209 Wood Valley Rd Augusta, Georgia 30909 Phone : 800-237-8073 Url : http://www.medialine.com/ Email : medialine@medialine.com Career Services	N	0
33	Metropolitan Community College 204th & West Dodge Road Elkhorn, Nebraska 68022 Phone : 402-457-2331 Email : bmaass@mccneb.edu Bob Maass	N	0
34	Midwest Broadcast Journalist Association PO Box 838 Sturgis, South Dakota 57785 Career Services Manual Posting	N	2
35	Mississippi State University Department of Communciations PO Box 9600 Mississippi State, Mississippi 39762 Phone : (662) 325-7952 Email : career@career.msstate.edu Allen Snow	N	0
36	National Association of Hispanic Journalists 1193 National Press Building Washington, District of Columbia 20045 Phone : (202) 662-7145 Anna Lopez Manual Posting	N	0
37	Native American Public Telecommunications P.O. Box 83111 Lincoln, Nebraska 68501 Phone : (402) 472-3522 Email : visionmaker@unl.edu Frank Blythe	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
38	Nebraska Broadcasters Association 11414 West Center Road, Suite 342 Omaha, Nebraska 68144 Phone : 402-933-5995 Email : jim@ne-ba.org Jim Timm	N	2
39	Nebraska Wesleyan University 5000 St. Paul Avenue Lincoln, Nebraska 68504 Phone : (402) 465-2224 Email : career@nebrwesleyan.edu Geri Cotter	Y	0
40	Non-Employee Referral	N	3
41	Offutt Airman and Family Readiness Center 106 Peacekeeper Drive Ste 2N3 Offutt Air Force Base, Nebraska 68113 Phone : (402) 294-4329 Email : 55fss.fsfr.TransitionProgram@us.af.mil Trisha Long	N	0
42	Omaha Public School Career Center 3215 Cuming St. Omaha, Nebraska 68131 Phone : 402-557-2222 Email : hrinfo@ops.org Doug Walker	N	0
43	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
44	Redstone Communications 10031 Maple St. Omaha, Nebraska 68134 Phone : 402-393-5435 Email : careers@redstoneweb.com Fax : 1-402-399-8793 Claudia Martin	N	0

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45	Rehabilitation Management, LLC 399 North 117th Street #305 Omaha, Nebraska 68154 Phone : (402) 333-2525 Email : ronrschmidt@yahoo.com Ron Schmidt	Y	0
46	Simply Hired 525 Almanor Ave Sunnyvale, California Career Services Manual Posting	N	2
47	Society of Broadcast Engineers Inc. 9102 No Meridian St, Ste 150 Indianapolis, Indiana 46260 Phone : 317-846-9000 Scott Jones Manual Posting	N	0
48	The Crosby Center for Mass Communications Central State University 1400 Brush Row Rd Wilberforce, Ohio 45384 Phone : (937) 376-6261 John Logan Manual Posting	N	0
49	TV Jobs P.O. Box 4116 Oceanside, California 92056 Url : http://www.tvjobs.com/ Career Services Manual Posting	N	1
50	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
51	U.S Department of Veteran Affairs-Vocational Rehabilitation and Employment 1616 Capitol Avenue Suite 290 Omaha, Nebraska 68102 Phone : 402-221-7588 Email : roger.byer@va.gov Roger Byer	N	0

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52	University of Nebraska - Kearney Department of Communications Mitchell Center Kearney, Nebraska 68849 Phone : (308) 865-8412 Email : hansonre@unk.edu Fax : 1-308-865-1537 Keith Terry	Y	0
53	University of Nebraska - Lincoln Broadcasting Department 202 Andersen Hall Lincoln, Nebraska 68588-0466 Phone : (402) 472-6856 Email : Ralloway1@unl.edu Rick Alloway	Y	0
54	University of Nebraska at Omaha School of Communicatons 6001 Dodge Street Omaha, Nebraska 68182 Phone : (402) 554-4855 Email : mhilt@unomaha.edu Michael Hilt	N	0
55	University of Nebraska Husker Hire Link Career Services 230 Nebraska Union Lincoln, Nebraska 68588 Phone : (402) 472-8052 Email : careerservices@unl.edu Tania Green	Y	0
56	University of North Texas P.O. Box 310589 Denton, Texas 76203 Phone : (940) 369-7838 Email : slocum@unt.edu Phyllis Slocum	N	0
57	University of Sioux Falls Career Services 1101 West 22nd Street Sioux Falls, South Dakota 57105 Phone : (605) 331-6740 Email : career@usioxford.edu Career Services	N	0
58	Urban League of Nebraska 3040 Lake Street Omaha, Nebraska 68111 Phone : 402-453-9730 x122 Email : rozalyn.bredow@urbanleagueneb.org Rozalyn Bredow	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
59	Wayne State College Career Services 111 Main Street Wayne, Nebraska 68787 Phone : (402) 375-7425 Email : careerservices@wsc.edu Fax : 1-313-577-4995 Career Services	Y	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			91

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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	2/1/2017	Establishment of an intern program designed to assist members of the community	KETV continued to provide internship opportunities in the News Department for up to 7 students per semester in the Fall, Spring and Summer. They may shoot, edit, interview, write and gather material for news stories, assist with producing and research. Interns answer phones and listen to police scanners. Students get the chance to see the inner workings of the news department and learn what it takes to cover/research a story. We also assist interns in putting together their first resume tape. Interns typically work 16 hours per week in the Fall and Spring (24 in the Summer). They have three assignments that must be completed. They write and edit a VO, VSot and write/edit and track a package. During this reporting period 5 interns worked at KETV.	3	Assignment Editor Executive Asst. News Director
2	2/27/2017	Participation in events or programs sponsored by educational institutions	Maggie Cunningham, Digital Media Manager spoke with a Creative Broadcasting class at UNO on Monday, 2/27/17. She spoke from 2:30-4:30PM discussing her new position. Discussion included what a typical day is like and sharing graphics and videos that she created, the focus of this year as far as our goals are concerned and how she would work to obtain them. She held a Q&A at the end.	1	Digital Media Manager
3	3/2/2017	Participation in Job Fairs	Rose Ann Shannon, News Director attended the 2017 Journalism and Mass Communications Career Fair on 3/2/17 from 11AM-2PM. The Career Fair was held at the Nebraska Union/Gaughan Center at the University of Nebraska-Lincoln. She spoke to attendees about career opportunities at KETV.	1	News Director

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4	3/30/2017	Participation in Job Fairs	On 3/30, Kathi Blaha, Business Manager, Jerry Olson, Operations Manager and Kristin Hansen, Director of Human Resources attended the HRAM/Offutt AFB Career Fair. This Career Fair is open to all active duty, DoD civilians, veterans, retirees, guard, reserve, family members and the public. They spoke to attendees about career opportunities at KETV.	3	Business Manager Operations Supervisor Director of Human Resources
5	3/31/2017	Participation in events sponsored by community groups	Rose Ann Shannon, News Director attended the Midwest Journalism Conference on March 31 - April 1, 2017 in Minneapolis, MN. Rose Ann was part of a panel that spoke to attendees looking for a journalism job, providing them with valuable career advice and insights to help them move up to their next news job. Rose Ann spoke with a group of students and journalists about what hiring managers are looking for.	1	News Director
6	3/31/2017	Participation in events or programs sponsored by educational institutions	Sean Everson, Meteorologist spoke at St. Vincent De Paul's 6-8 grade classes (125 kids divided into three groups) career day. Sean explained what a meteorologist is, what the job duties are and the education required to become a meteorologist. He also talked about different meteorology jobs outside of broadcasting.	1	Meteorologist
7	4/3/2017	Participation in events or programs sponsored by educational institutions	Sean Everson, Meteorologist spoke with the 3rd grade science class at St. Vincent de Paul School. The group of 90 students was divided into three groups. He talked about what a meteorologist is and their role in severe weather. Students identified the three characteristics of a storm that make it severe. They discussed plans of action for responding to watches/warnings when severe weather strikes, including where to go in the event of a tornado warning. A Q&A at the end included education needed to become a meteorologist and more day to day duties of the job of a meteorologist.	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	4/19/2017	Establishment of training programs for station personnel	<p>ICAN's (Institute for Career Advancement Needs) annual Women's Leadership Conference was held on April 19, 2017. The Work For Life Challenge. The speakers explored the new workplace paradigm and delivered their own unique perspectives on our challenge to employees, employers and individuals to lead in work and life with purpose, balance, intention and joy.</p> <p>The conference has been held in Omaha for 20 years and is known to be powerful, insightful and authentic, representative of the leadership trends and transformations present in today's workplace.</p> <p>Some of the key speakers covered subjects like: How can women break through the most senior-level leadership positions in U.S. Corporations? How to transform adversity into opportunity.</p> <p>KETV sponsored the event.</p>	4	President/General Mgr. Digital Sales Manager News Director Business Manager
9	5/10/2017	Provision of training to management	Hearst's Director of Veteran Recruiting, David Kaylor visited the station to provide training to hiring managers relating to the hiring of US Armed Forces veterans. Among the topics covered in the training session were: how to evaluate the past employment and duties of armed services personnel and the "transferability" or applicability of those skills and qualifications to a broadcast/newsgathering/digital business; the process and "pipeline" for identifying, interviewing, and attracting qualified candidates from the Armed Services pool; ensuring non-discrimination in the consideration and hiring of veterans and periodic leave status; and common misconceptions about veteran employment.	9	Production Manager Business Manager Chief Engineer Asst. Chief Eng.

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
10	5/11/2017	Participation in Job Fairs	KETV participated in the Greater Omaha Veterans Job Fair on May 11th. The mission of the fair is to help organizations excel by attracting, appreciating and retaining America's best talent, its veterans. RecruitMilitary works and they have been doing this for 16 years. The job fair was held from 11AM to 3PM at the Mid-America Center in Council Bluffs, Iowa. They spoke to attendees about career opportunities at KETV.	3	Dir of Veteran Recruiting Business Manager Production Manager
11	7/7/2017	Participation in events or programs sponsored by educational institutions	Maggie Cunningham, Digital Media Manager spoke to a UNO class for about 30 minutes on reporting techniques, digital media skills, communication in the department, breaking news and social accounts. There were about 10-12 students in attendance.	1	Digital Media Manager
12	8/15/2017	Participation in Job Fairs	On August 15th 11AM-2PM, KETV participated in the Nebraska Broadcasters Association Career Fair. The Fair was in conjunction with their annual convention. Kathi Blaha, our Business Manager worked the table at the event and she spoke to people in the business and looking to get into the business.	1	Business Manager
13	8/16/2017	Establishment of training programs for station personnel	The Nebraska Broadcasters Assn provided an opportunity for staff to expand their skills and to acquire skills that could qualify them for higher level positions. A number of staff from various departments attended training at the convention. The convention was held August 15 and 16th.	20	Local Sales Manager Digital Sales Manager AE AE
14	8/16/2017	Participation in scholarship programs	KETV participated in the Nebraska Broadcaster's Assn. Scholarship program again this year. We aired spots from January 1-February 28 asking for applications. Ariel Roblin, President/GM reviewed applications that were sent in. The scholarship winners were recognized at the Nebraska Broadcaster's Convention on August 16.	2	President/General Mgr. Creative Services Mgr

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15	9/14/2017	Participation in other activities designed by the station employment unit	Jerry Olson, Production Manager is involved with ACP - American Corporate Partners which is an organization that helps veterans find their next career in the civilian workforce. ACP hand selects a mentor for each veteran's year-long experience. The Veteran and career coach (Jerry Olson) offer career expertise and guidance to the returning veterans and assist them on their path towards fulfilling, long-term careers. Hearst is a Corporate Partner in this organization too.	1	Production Manager
16	9/15/2017	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist met with a 7th grade student from Keiwitt Middle School. She is interested in meteorology and came in to interview a meteorologist for her science fair project. Matt shared with her the education it takes to qualify for a position in the field and discussed what an average day looks like for a meteorologist. Then Matt showed her around the Weather Center and the equipment.	1	Meteorologist
17	9/25/2017	Participation in events or programs sponsored by educational institutions	Todd Clark, Producer spoke at a panel for students taking Introduction to Journalism & Mass Communication at University of Nebraska at Omaha on September 25 from 11:30AM-12:45PM. Todd basically explained what his job duties consist of, the education needed to get this type of position and a Q&A at the end. There were about 100 students that attended the panel discussion.	1	Producer
18	9/28/2017	Participation in Job Fairs	On 9/28/17, Jerry Olson, Production Manager attended the Human Resource Association of the Midlands (HRAM) and the Airman and Family Readiness Center (A&FRC) Fall 2017 Offutt AFB HRAM Career Fair. He spoke to attendees about career opportunities at KETV.	1	Production Manager

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19	10/18/2017	Participation in events or programs sponsored by educational institutions	Maggie Cunningham, Digital Media Manager met with 15 students on Wednesday, October 18 at 2:30PM to discuss what it's like to work at KETV. Students were from a UNO Class. She discussed the digital approach she takes and how she got to where she is; plus the methods she uses in her everyday applications.	1	Digital Media Manager