

EEO PUBLIC FILE REPORT

FOR

KETV-TV Omaha, NE

This EEO Public File Report  
Covers the One-Year Period  
Ending on 1/31/19

# 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 1/31/19 (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. 10<sup>th</sup> St., Omaha, NE 68108 or 402-978-8972.

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**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
Meteorologist Open Date: 10/30/2017 Hire Date: 6/11/2018	1-12, 14-16, 18-22, 24-25, 27, 30-32, 34-35, 37, 39-41, 43-46, 48-55	5
Research Director Multiple Markets Open Date: 12/1/2017 Hire Date: 3/1/2018	1-12, 14-16, 18-25, 27, 30-32, 34-35, 37, 39-46, 48-56	23
Account Executive Open Date: 12/13/2017 Hire Date: 2/5/2018	1-12, 14-16, 18-22, 24-25, 27-28, 30- 32, 34-35, 37-46, 48-56	5
News Director Open Date: 1/10/2018 Hire Date: 2/26/2018	1-16, 18-25, 27, 30-32, 34-35, 37, 39- 46, 48-56	13
Reporter Open Date: 1/10/2018 Hire Date: 3/12/2018	1-12, 14-16, 18-22, 24-25, 27, 30-32, 34-35, 37, 39-46, 48-56	5
Assistant News Director Open Date: 2/27/2018 Hire Date: 7/30/2018	1, 3-16, 18-25, 27, 30-32, 34-35, 37, 39 -56	13
Producer Editor Open Date: 3/12/2018 Hire Date: 3/25/2018	1, 3-16, 18-22, 24-25, 27, 30-32, 34-35, 37, 39-56	13
Account Executive Open Date: 4/16/2018 Hire Date: 8/20/2018	1, 3-12, 14-16, 18-22, 24-25, 27-28, 30- 32, 34-35, 37, 39-56	5
Executive Assistant to President/General Manager Open Date: 6/28/2018 Hire Date: 12/28/2018	1, 3-12, 14-16, 18-42, 44-56	39
Multi Media Journalist Open Date: 7/3/2018 Hire Date: 10/8/2018	1, 3-22, 24-25, 27, 29-32, 34-35, 37, 39 -42, 44-56	5
Producer Editor Open Date: 7/11/2018 Hire Date: 9/17/2018	1-12, 14-25, 27-32, 34-35, 37, 39-42, 44-56	5
Account Executive Open Date: 8/10/2018 Hire Date: 12/28/2018	1-12, 14-16, 18-22, 24-25, 27-32, 34- 35, 37, 39-42, 44-50, 52-56	28
Producer Editor Open Date: 8/31/2018 Hire Date: 9/17/2018	1-12, 14-25, 27-32, 34-35, 37, 39-42, 44-50, 52-56	5
Account Executive Open Date: 9/17/2018 Hire Date: 1/22/2019	1-12, 14-25, 27-32, 34-35, 37, 39-42, 44-50, 52-56	17

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**I. VACANCY LIST**

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<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Investigative Producer Open Date: 12/5/2018 Hire Date: 1/30/2019	1-16, 18-25, 27-32, 34-35, 37, 39-41, 44-50, 52-56	28

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

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 : rrobinson@bates.ctc.edu Roland Robinson	N	0
3	Bellevue University 1000 Galvin Road South Bellevue, Nebraska 68005 Phone : (402) 293-3775 Dorothy Graham Manual Posting  Prong 2 Start Date: 11/29/2010	Y	0
4	Black College Radio & Television PO Box 3191 Atlanta, Georgia 30302 Phone : 404.523.6136 Email : LoJelks@aol.com Lo Jelks  Prong 2 Start Date: 3/12/2012	Y	0
5	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : . Email : htv.careers@hearst.com HTV Careers	N	36
6	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  Prong 2 Start Date: 11/29/2010	Y	0

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7	Central State University 1400 Brush Row Rd Wilberforce, Ohio 45384 Phone : (937) 376-6261 John Logan Manual Posting	N	0
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 : careercenter@colum.edu Valerie Robbins  Prong 2 Start Date: 9/5/2011	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 D'Lynn Buck Manual Posting  Prong 2 Start Date: 11/29/2010	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  Prong 2 Start Date: 12/1/2010	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
13	Current Employee	N	12
14	Doane College 1014 Boswell Avenue Crete, Nebraska 68333 Phone : (800) 333-6363 Email : Gerry.johnson@doane.edu Career Services	N	0
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 Referral	N	5
18	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
19	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
20	Goods Entertainment 1 Winslow Rd Weston, Connecticut 06883 Phone : 203-341-0111 Email : agoodman@GoodsEntertainment.com Adam Goodman  Prong 2 Start Date: 11/29/2010	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
21	Hastings College P.O. Box 269 Hastings, Nebraska 68109 Phone : (402) 461-7387 Email : hccareerservices@hastings.edu Kimberly Graviette  Prong 2 Start Date: 11/29/2010	Y	0
22	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  Prong 2 Start Date: 11/29/2010	Y	0
23	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : . Url : <a href="http://www.indeed.com/">http://www.indeed.com/</a> Career Services Manual Posting	N	21
24	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  Prong 2 Start Date: 2/1/2010	Y	0
25	Iowa Workforce Development Center 300 West Broadway Suite 1 Council Bluffs, Iowa 51503 Phone : (712) 329-9730 Randy Brookhart Manual Posting  Prong 2 Start Date: 11/29/2010	Y	0



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26	JournalismJobs.com . Okland, California Phone : 510-508-7386 Career Services	N	1
27	Kansas State University Academic & Career Information Center 14 Holton Hall Manhattan, Kansas 66506 Phone : (785) 532-7494 Career Services Manual Posting  Prong 2 Start Date: 3/23/2012	Y	0
28	LinkedIn 2029 Stierlin Ct. Ste. 200 Mountain View, California 94043 Career Services Manual Posting	N	11
29	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
30	Medialine.com 1209 Wood Valley Rd Augusta, Georgia 30909 Phone : 800-237-8073 Url : <a href="http://www.medialine.com/">http://www.medialine.com/</a> Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Career Services	N	0
31	Metropolitan Community College 204th & West Dodge Road Elkhorn, Nebraska 68022 Phone : 402-457-2331 Email : <a href="mailto:bmaass@mccneb.edu">bmaass@mccneb.edu</a> Bob Maass	N	0
32	Mississippi State University Department of Communciations PO Box 9600 Mississippi State, Mississippi 39762 Phone : (662) 325-7952 Email : <a href="mailto:career@career.msstate.edu">career@career.msstate.edu</a> Allen Snow	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
33	Monster.com 133 Boston Post Road Weston, Massachusetts 02493 Phone : (978) 461-8000 Career Services Manual Posting	N	1
34	National Association of Hispanic Journalists 1193 National Press Building Washington, District of Columbia 20045 Phone : (202) 662-7145 Anna Lopez Manual Posting	N	1
35	Nebraska Broadcasters Association 11414 West Center Road, Suite 342 Omaha, Nebraska 68144 Phone : 402-933-5995 Email : jim@ne-ba.org Jim Timm	N	0
36	Nebraska Dept of Labor 550 South 16th St Lincoln, Nebraska 68508 Phone : 402-471-9000 Url : <a href="https://networks.nebraska.gov/vosnet/Default.aspx">https://networks.nebraska.gov/vosnet/Default.aspx</a> Career Services Manual Posting	N	1
37	Nebraska Wesleyan University 5000 St. Paul Avenue Lincoln, Nebraska 68504 Phone : (402) 465-2224 Email : career@nebrwesleyan.edu Geri Cotter  Prong 2 Start Date: 11/29/2010	Y	0
38	Non-Employee Referral	N	2
39	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	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
40	Omaha Public School Career Center 3215 Cuming St. Omaha, Nebraska 68131 Phone : 402-557-2222 Email : hrinfo@ops.org Doug Walker	N	0
41	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
42	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
43	Rehabilitation Management, LLC 399 North 117th Street #305 Omaha, Nebraska 68154 Phone : (402) 333-2525 Email : ronrschmidt@yahoo.com Ron Schmidt  Prong 2 Ended Date: 4/18/2018	N	0
44	TV Jobs P.O. Box 4116 Oceanside, California 92056 Url : <a href="http://www.tvjobs.com/">http://www.tvjobs.com/</a> Career Services Manual Posting	N	3
45	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	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
46	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
47	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : <a href="http://colorado.edu/">http://colorado.edu/</a> Christine Mahoney Manual Posting  Prong 2 Start Date: 1/22/2018	Y	0
48	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  Prong 2 Start Date: 5/7/2012	Y	0
49	University of Nebraska - Lincoln Broadcasting Department 202 Andersen Hall Lincoln, Nebraska 68588-0466 Phone : (402) 472-6856 Rick Alloway Manual Posting  Prong 2 Start Date: 11/29/2010	Y	0
50	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

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51	University of Nebraska Husker Hire Link Career Services 230 Nebraska Union Lincoln, Nebraska 68588 Phone : (402) 472-8052 Email : careerservices@unl.edu Tania Green  Prong 2 Ended Date: 7/17/2018	N	0
52	University of North Texas P.O. Box 310589 Denton, Texas 76203 Phone : (940) 369-7838 Email : slocum@unt.edu Phyllis Slocum	N	0
53	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
54	Urban League of Nebraska 3040 Lake Street Omaha, Nebraska 68111 Phone : 402-453-9730 x122 Email : rozalyn.bredow@urbanleagueneb.org Rozalyn Bredow  Prong 2 Start Date: 11/29/2010	Y	0
55	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  Prong 2 Start Date: 11/29/2010	Y	0

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56	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>96</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	2/1/2018	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 Producer News Director
2	2/16/2018	Participation in events sponsored by community groups	The Lewis Central Journalism and Year Book Class toured the station on 2/16/18 from 12:45-1:45PM. Matt Lothrop, Sports Reporter provided the group of 44 students with information about KETV and the jobs that are available at a television station. He answered their questions on the type of education required to attain these positions and what he does on a daily basis. This tour is part of the Career Rocket Day sponsored by the Omaha Chamber of Commerce.	1	Sports Reporter
3	2/27/2018	Participation in events or programs sponsored by educational institutions	Ashley Nodgaard, Photographer met with a Journalism Class from Atlantic High School. The group of Juniors and Seniors were given a tour of KETV from 9:45-11:25AM. Ashley explained the roles of each employee in the newsroom and how they function within the structure of a newscast. She explained to them the type of education necessary to get the positions within the newsroom. Carey Brake, Director and Matt Serwe, Meteorologist added to the tour with more detailed explanations of their jobs and answering questions.	3	Photographer Director Meteorologist

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4	3/8/2018	Participation in events or programs sponsored by educational institutions	Andy Kendeigh, Sports Director visited Logan Magnolia's third grade classroom on Thursday, March 8th to explain about his job, answering questions and reading books to the students. He spent about an hour in the classroom answering all of the students' questions.	1	Sports Director
5	3/15/2018	Participation in events or programs sponsored by educational institutions	Sean Everson, Meteorologist spoke to 6th through 8th graders for career day at Saint Vincent de Paul School. He explained about the day to day operation of his job and the schooling it takes to get a position as a Meteorologist. He held a Q&A at the end of the speech.	1	Meteorologist
6	3/19/2018	Participation in events or programs sponsored by educational institutions	<p>Camila Orti spent the day with a student from UNO who job shadowed her. They discussed education and internships leading up to the job Camila has today. They also talked about daily duties and future goals.</p> <p>The Student asked a lot of good questions; including about the process of setting up a story and executing it from beginning to end, about salary and she was able to speak with Camila's photographer, Terry Sedivy and producer, Jay Roberts.</p> <p>Camila felt the job shadow was engaged and truly interested in determining whether or not broadcast journalism was the right fit for them.</p>	3	Reporter Photographer Producer
7	5/4/2018	Participation in events or programs sponsored by educational institutions	Sean Everson, Meteorologist did a weather talk at Neihardt Elementary to a group of approximately 100 3rd graders. Sean talked about Meteorology and severe weather safety. He answered questions about the type of classes he took to become a meteorologist during the Q&A at the end of the talk.	1	Meteorologist



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8	5/11/2018	Participation in events or programs sponsored by educational institutions	Sean Everson, Meteorologist did a weather talk at West Dodge Station Elementary School for about 90 1st graders. The talk consisted of weather safety and meteorology. A Q&A was the last part of the talk which included some questions about schools and college he attended. and when he knew he wanted to be a Meteorologist.	1	Meteorologist
9	5/14/2018	Participation in events or programs sponsored by educational institutions	Sean Everson, Meteorologist gave a talk at Holy Name Catholic School to about 20 4th graders. The talk consisted of meteorology and severe weather safety. A Q&A session tied up the presentation where students asked questions about Sean's schooling and when he became interested in Meteorology.	1	Meteorologist
10	5/18/2018	Participation in events or programs sponsored by educational institutions	An 8th grader from Westside Middle School took part in a school job shadow at KETV. The student was present for some TV broadcasts to see how live TV functions. Discussions were had on many aspects of forecasting, including weather instruments, computer models and different weather variables. Matt Serwe, Meteorologist discussed his education and what classes to focus on through high school.	1	Meteorologist
11	6/18/2018	Participation in events or programs sponsored by educational institutions	Job Shadow. A student from Hastings College in Hastings, Nebraska met with Producer, Jay Roberts on June 18th and 19th to job shadow. The student sat in on story meetings and show production to learn the ins and outs of the business. Jay also shared with the student what education he has and what is needed to get a producer's job.	1	Producer

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12	8/9/2018	Participation in events or programs sponsored by educational institutions	Omaha Public School Teacher training at KETV with Andy Ozaki, Lincoln Bureau Chief. Andy conducted a training workshop for 10 OPS Media/Journalism Advisors with their new Canon video cameras and related equipment . Andy trained the advisors who in turn will teach their students the ins and outs of using the cameras and equipment. Andy got the opportunity to answer any questions that the advisors had about our day to day operations here at KETV. Session was from 1:30-3:30PM.	1	Lincoln Bureau Chief
13	8/14/2018	Provision of training to management	Ariel Roblin, President and General Manager attended an Employment Law seminar sponsored by the Nebraska Broadcasters Association on Tuesday, August 14th. The seminar was entitled "Mitigating Risk and Establishing Best Practices for 2018 and Beyond", this seminar addressed several key employment law changes impacting employers as well as those issues that continue to present increased risk for employers and HR professionals. The Nebraska Broadcasters Association arranged this seminar to assist their member stations' hiring managers through continuing education to help maintain compliance with the rules and regulations of the Equal Opportunity Employment Commission and the Federal Communications Commission.	1	President/General Mgr

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14	8/15/2018	Participation in events sponsored by community groups	Teacher's Tour - Todd Clark, Producer and Larry Thompson, 7 Can Help Coordinator gave a tour of KETV. Todd Clark is a member of CTE Advisory Council (CTE AC) for the Council Bluffs Community School District . It is a group of individuals who bring their different job experiences together to assist local educators in evaluating and/or changing the curriculum for certain classes offered to students. He has been a member since 2009. Each summer the CTE AC visit different businesses that members work at. This summer they are visiting KETV which will highlight two of the program's service areas: Arts, Communications & Information Technology (broadcasting) along with Applied Sciences, Engineering & Technology (the renovation of 7 Burling Station). The group of 35 teachers visited the station on August 15th and asked questions of both Tom and Larry. One of the most common questions asked was what does a student have to do to qualify for a certain job in the building and. how can we better equip our students to attain the jobs? It was a great visit with a great exchange of information which hopefully allow the teachers to better equip their students when they do come looking for jobs.	2	Producer 7 Can Help Coordinator
15	8/16/2018	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 Manager Creative Services Mgr

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16	9/12/2018	Participation in events or programs sponsored by educational institutions	Maggie Cunningham, Digital Media Manager and Tanner Kahler, Producer/Editor spoke with a UNO class of about 15-20 students about their careers at KETV. They discussed the various jobs available at KETV and the education needed to qualify for getting one of these positions. Maggie and Tanner spoke about how important the Digital Media side of the business has become versus in the past and what KETV is doing to give their viewers what they want to see in this fast growing area of the business.	2	Digital Media Manager Producer/Editor
17	9/27/2018	Participation in Job Fairs	On 9/27/18, Jerry Olson, Production Manager and Dave Kaylor, Director of Veteran Recruiting attended the Human Resource Association of the Midlands (HRAM) and the Airman and Family Readiness Center (A&FRC) Fall 2018 Offutt AFB HRAM Career Fair. They spoke to attendees about career opportunities at KETV.	2	Production Manager Dir. of Veteran Recruiting
18	9/27/2018	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.	10	President/General Mgr. Business Manager GSM Production Manager

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
19	10/16/2018	Participation in events or programs sponsored by educational institutions	A freshman at Metropolitan Community College visited with Matt Serwe, Meteorologist. They discussed how Matt got into the TV weather business, including college education and internship opportunities. The student was interested in other career paths in television and journalism and they talked about how certain classes would suit those desires. The visit was from 9-10:17AM.	1	Meteorologist
20	11/20/2018	Participation in events or programs sponsored by educational institutions	Camila Orti visited with 6th grade students at Peter Sarpy Elementary (40 students). The class put together their own school newscast which the group and Camila watched together and discussed it. They also asked questions about what her daily job is like and how much time she has to do things, what sort of stories KETV covers and how we make those decisions. They were interested in her college education. The session lasted about an hour and finished up with watching one of Camila's own stories.	1	Reporter
21	12/5/2018	Participation in events or programs sponsored by educational institutions	<p>Matt Serwe had a job shadow with a Gretna High School junior interested in math and science with a fascination with weather. They discussed the level of math and physics required to get a meteorology degree. Matt discussed his time at school and KETV and in the meteorology field.</p> <p>The student received more input from Molly Bernard, Meteorologist and Laurann Robinson, Weather Reporter about weather and news, including different ways to pursue both fields.</p> <p>The visit was from 8AM- 11:15AM.</p>	3	Meteorologist Meteorologist Weather Reporter

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22	12/13/2018	Participation in events or programs sponsored by educational institutions	<p>6th grade students from Prairie Lane Elementary toured the station on Thursday, 12/13/18. The sixth graders produce a monthly newscast for their school and wanted to see how to put together a newscast. About 25-30 kids toured with Josh Young starting at 11AM.</p> <p>In addition to the tour, Josh spoke with them about his background in broadcasting, his job specifically and the education it took to get the job that he currently has.</p>	1	Director/Producer