

EEO PUBLIC FILE REPORT

FOR

KETV-TV Omaha, NE

This EEO Public File Report
Covers the One-Year Period
Ending on 1/31/22

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 1/31/22 (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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February 1, 2021 - January 31, 2022

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
Sales Account Executive Open Date: 9/24/2020 Hire Date: 3/8/2021	4-8, 11-12, 15-17, 20-22, 27-30, 34, 37-40, 44, 46, 50-51, 53-55, 60-64, 67-68, 70	6
Traffic Anchor/Reporter Open Date: 12/8/2020 Hire Date: 4/12/2021	1, 3-12, 15-18, 20-22, 24, 27-30, 32-34, 37-40, 44-46, 50-51, 53-55, 60-64, 67-68, 70	18
On-Air Reporter/Multimedia Journalist Open Date: 12/10/2020 Hire Date: 3/3/2021	1, 3-12, 15-16, 18, 21-22, 24, 27-34, 37-40, 44, 46, 50-51, 53-55, 60-64, 67-68, 70	31
Digital Editor Open Date: 1/22/2021 Hire Date: 6/1/2021	3-12, 15-16, 18, 21-22, 24, 27-30, 32-34, 37-40, 44, 46, 50-51, 53-55, 60-64, 67-68, 70	24
KETV News Producer Open Date: 3/8/2021 Hire Date: 6/7/2021	1, 3-12, 15-16, 21-22, 27-30, 32-34, 37-40, 44-46, 50-51, 53-55, 60-64, 67-68, 70	45
KETV Reporter Anchor Open Date: 3/8/2021 Hire Date: 8/2/2021	1, 3-12, 15-16, 18, 21-22, 27-30, 32-34, 37-40, 44, 46, 50-51, 53-55, 60-64, 67-68, 70	6
Producer Open Date: 4/21/2021 Hire Date: 7/6/2021	3-12, 15-16, 21-22, 24, 27-30, 32-34, 37-40, 44, 46, 51-55, 60-64, 67-68, 70	24
Television News Video Photographer Open Date: 5/6/2021 Hire Date: 7/20/2021	1-13, 15-16, 18, 21-25, 27-30, 32-40, 42-44, 46, 48, 50-51, 53-65, 67-70	6
Media Sales Account Executive Open Date: 5/10/2021 Hire Date: 6/7/2021	2-12, 15-16, 21-23, 25, 27-30, 32-40, 42-44, 46, 48-49, 51, 53-65, 67-70	6
Digital Media Manager Open Date: 5/24/2021 Hire Date: 12/13/2021	2-13, 15-16, 18, 21-25, 27-36, 38-40, 42-44, 46, 48, 51-70	18
Multi-media Journalist Open Date: 5/24/2021 Hire Date: 6/20/2021	3-12, 14-16, 21-25, 27-30, 32-36, 38-40, 42-44, 46, 48, 51-65, 67-70	14
Multi-media Journalist Open Date: 6/15/2021 Hire Date: 7/19/2021	2-13, 15, 21-25, 28-30, 32-40, 42-44, 46, 48, 51-55, 57-70	6
News Producer Open Date: 6/23/2021 Hire Date: 6/30/2021	2-12, 15, 21-40, 42-44, 46, 48, 51-65, 67-70	26
On-Air Reporter Open Date: 7/9/2021 Hire Date: 10/25/2021	1-12, 15, 18, 21-25, 27-30, 32-40, 42-44, 46, 48-65, 67-70	6

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I. VACANCY LIST

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

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Sports Anchor/MMJ Open Date: 7/9/2021 Hire Date: 9/7/2021	1-13, 15, 18-19, 21-23, 25, 27-30, 32-40, 42-44, 46, 48, 50-65, 67-70	6
Broadcast IT Engineer Open Date: 8/4/2021 Hire Date: 11/15/2021	2-5, 7-12, 15, 18, 21-23, 25, 27-40, 42-48, 51, 53-65, 67-70	18
Meteorologist Open Date: 8/25/2021 Hire Date: 12/6/2021	1-12, 15, 21-25, 27-30, 32-40, 42-44, 46, 48, 50-51, 53-65, 67-70	24
Digital Client Service Specialist Open Date: 9/2/2021 Hire Date: 11/8/2021	2-5, 7-12, 15, 21-23, 25, 27-40, 42-44, 46, 48, 51, 53-65, 67-70	31
Reporter/Anchor Open Date: 9/22/2021 Hire Date: 1/9/2022	1-13, 15, 18, 21-23, 25, 27-30, 32-40, 42-44, 46, 48, 50-51, 53-65, 67-70	18
Producer Open Date: 9/22/2021 Hire Date: 11/7/2021	2-5, 7-12, 14-15, 21-23, 25, 27-30, 32-40, 42-44, 46, 48, 51, 53-65, 67-70	14
Television News Multi-Media Photojournalist Open Date: 10/4/2021 Hire Date: 11/4/2021	1-13, 15, 21, 23-25, 27-30, 32-44, 46, 48, 50-51, 53-65, 67-70	24
Operations Technician Open Date: 10/4/2021 Hire Date: 10/31/2021	2-5, 7-12, 14-15, 21, 23, 25, 27-30, 32-44, 46-48, 51, 53-65, 67-70	14
Operations Technician Open Date: 11/9/2021 Hire Date: 12/28/2021	3-5, 7-8, 11-12, 15, 21, 25, 27-32, 38-40, 44, 46-48, 50, 54-56, 60-63, 67-68, 70	31

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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	Ball State University 2000 W. University Ave Muncie, Indiana 47306 Phone : 65-285-1522 Career Services Manual Posting	N	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
4	Bellevue University 1000 Galvin Road South Bellevue, Nebraska 68005 Phone : (402) 293-3775 Dorothy Graham Manual Posting	Y	0
5	Black College Radio & Television PO Box 3191 Atlanta, Georgia 30302 Phone : 404.523.6136 Email : LoJelks@aol.com Lo Jelks	Y	0
6	Careers.HearstTelevision.com 3540 Toringdon Way Charlotte, North Carolina 28226 Phone : 704-208-2342 Email : htv.careers@hearst.com HTV Careers	N	44
7	Central Community College 3134 West Highway 34 P.O. Box 4903 Grand Island, Nebraska 68802 Phone : (308) 398-4222 Email : joanmccarthy@cccneb.edu Joan McCarthy	Y	0

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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
8	Central State University 1400 Brush Row Rd Wilberforce, Ohio 45384 Phone : (937) 376-6261 John Logan Manual Posting	N	0
9	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Billie	N	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	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	9
14	Current Employee/Internal Promotion	N	3
15	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	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
17	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
18	Employee Referral	N	16
19	Employment Agency	N	1
20	Goods Entertainment 1 Winslow Rd Weston, Connecticut 06883 Phone : 203-341-0111 Email : agoodman@GoodsEntertainment.com Adam Goodman	N	0
21	Hastings College P.O. Box 269 Hastings, Nebraska 68109 Phone : (402) 461-7387 Email : hccareerservices@hastings.edu Kimberly Graviette	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 Ended Date: 9/29/2021	N	0
23	Illinois University 715 S Wright St Champaign, Illinois 61820 Phone : 217 333-0820 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
24	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : .203-653-4969 Url : http://www.indeed.com/ Career Services Manual Posting	N	23
25	Indiana University 1320 E. 10th St Bloomington, Indiana 47405 Phone : (812) 855-5234 Career Services Manual Posting	N	0
26	Internship Program	N	1
27	Iowa State University 215 Beach Rd Ames, Iowa 50011 Phone : 515-294-4420 Career Services Manual Posting	N	0
28	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
29	Iowa Workforce Development Center 300 West Broadway Suite 1 Council Bluffs, Iowa 51503 Phone : (712) 329-9730 Randy Brookhart Manual Posting	Y	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. Ste. 200 Mountain View, California 94043 Phone : 412-665-5205 Career Services	N	9
32	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
33	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
34	Metropolitan Community College 204th & West Dodge Road Elkhorn, Nebraska 68022 Phone : 402-457-2331 Email : bmaass@mccneb.edu Bob Maass	N	0
35	Miami University 550 E. Spring St. Oxford, Ohio 45056 Phone : 513-529-3831 Career Services Manual Posting	N	0
36	Michigan State University 556 E. Circle Drive East Lansing, Michigan 48824 Phone : (517) 355-9510 Career Services Manual Posting	N	0
37	Mississippi State University Department of Communications PO Box 9600 Mississippi State, Mississippi 39762 Phone : (662) 325-7952 Email : career@career.msstate.edu 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
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	0
39	Nebraska Wesleyan University 5000 St. Paul Avenue Lincoln, Nebraska 68504 Phone : (402) 465-2224 Geri Cotter Manual Posting	Y	0
40	Northwest Missouri State University 800 University Drive Maryville, Missouri 64468 Phone : 660.562.1212 Url : www.nwmissouri.edu Email : career@nwmissouri.edu Career Services	N	0
41	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Dainne Siekmann Manual Posting	N	0
42	Ohio State University 1640 Neil Avenue Columbus, Ohio 43210 Phone : 614-688-3898 Career Services Manual Posting	N	0
43	Ohio University 533 Baker University Center Athens, Ohio Phone : 740.593.2909 Career Services Manual Posting	N	0
44	Omaha Public School Career Center 3215 Cuming St. Omaha, Nebraska 68131 Phone : 402-557-2222 Email : hrinfo@ops.org Doug Walker	N	0

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45	Recruiter	N	3
46	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
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	Southern Illinois University 1263 Lincoln Dr., Carbondale, Illinois 62901 Phone : 618-453-2391 Career Services Manual Posting	N	0
49	Station Website	N	2
50	TV Jobs P.O. Box 4116 Oceanside, California 92056 Phone : 760-754-8177 Url : http://www.tvjobs.com/ Career Services Manual Posting	N	0
51	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0
52	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
53	University of Arkansas 1 University of Arkansas Fayetteville, Arkansas 72701 Phone : 479-575-2000 Career Services Manual Posting	N	0
54	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
55	University of Iowa 213 N Clinton St Suite C310 Iowa City, Iowa 52245 Phone : 319-335-1023 Career Services Manual Posting	N	0
56	University of Kansas 1300 Sunnyside Avenue Lawrence, Kansas 66045 Phone : 785-864-3624 Career Services Manual Posting	N	0
57	University of Kentucky 408 Rose Street Lexington, Kentucky 40506 Phone : 859.257.2746 Career Services Manual Posting	N	0
58	University of Michigan 515 E Jefferson St Ann Arbor, Michigan 48109 Phone : (734) 764-7460 Career Services Manual Posting	N	0
59	University of Minnesota 222 Pleasant St SE Minneapolis, Minnesota 55455 Phone : 612-624-7577 Career Services Manual Posting	N	0

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60	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
61	University of Nebraska - Lincoln Broadcasting Department 202 Andersen Hall Lincoln, Nebraska 68588-0466 Phone : (402) 472-6856 Rick Alloway Manual Posting	Y	0
62	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	1
63	University of North Texas P.O. Box 310589 Denton, Texas 76203 Phone : (940) 369-7838 Email : slocum@unt.edu Phyllis Slocum	N	0
64	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
65	University of Wisconsin 1000 Bascom Mall Madison, Wisconsin 53706 Phone : (608) 262-1755 Career Services Manual Posting	N	0
66	Unknown Referral Source	N	2

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67	Urban League of Nebraska 3040 Lake Street Omaha, Nebraska 68111 Phone : 402-453-9730 x122 Rozalyn Bredow Manual Posting	Y	0
68	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
69	Western Kentucky University 1906 College Heights Blvd Bowling Green, Kentucky 42101 Phone : 270-745-3095 Career Services Manual Posting	N	0
70	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:			114

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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	2/5/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist had a Zoom call with 5th graders at Willowdale Elementary to discuss weather and what it takes to become a meteorologist.	1	Meteorologist
2	2/17/2021	Participation in events or programs sponsored by educational institutions	<p>Quanecia Fraser was a virtual guest to help celebrate Black History Month. at Belvedere Elementary School. The meeting was held via Zoom on Wednesday, February 17, 2021 at 2:30. Goal: Inform and inspire elementary students (K-5) about your career path. Provide students with the knowledge of the skills needed to prepare for your career field and to be a leader in the community like you!</p> <p>She explained how her work related to classes they might be taking in school such as math, business, technology courses, etc.</p> <p>Quanecia provided helpful advice that she wish she had learned and shared things she have did in school to be more prepared for your career.</p> <p>She also shared examples of her daily routine that incorporates skills they are learning such as communication, critical thinking, problem solving, teamwork, writing, etc.</p> <p>Examples of questions:</p> <ol style="list-style-type: none"> 1. Does your job require a high school, community college, technical college or 4-year degree? 2. What classes or courses did you take to prepare for this career? 3. Do you work with other people or by yourself? 4. Do you work indoors or outdoors? 5. Do you have to travel for your job? 6. Why did you choose this job? 7. How many years have you had this job? 8. Describe your typical day. 	1	Reporter/Anchor

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3	2/19/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist participated in a Zoom call with several middle school classes of Papillion to discuss news and weather as well as what it takes to become a meteorologist and what classes to take in college.	1	Meteorologist
4	3/11/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist participated in a Zoom call with 5th graders from Neihardt Elementary to discuss news and weather. Also discussed what it takes to become a meteorologist and what classes to take in college.	1	Meteorologist
5	3/24/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist participated in a Zoom call with 5th graders from West Point Elementary to discuss news and weather as well as what it takes to become a meteorologist and what classes to take in college.	1	Meteorologist
6	3/24/2021	Provision of training to management	NBA put on a webinar called "Staying on Top of Your Broadcast FCC EEO Obligations". It was intended to highlight some of the important provisions of the FCC's EEO rules and some of the pending issues concerning these rules. The webinar was put on by Wilkinson Barker Knauer.	3	General Manager News Director Business Manager
7	3/25/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist participated in a Zoom call with 3rd graders from Patriot Elementary to discuss news and weather as well as what it takes to become a meteorologist and what classes to take in college.	1	Meteorologist
8	3/31/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist participated in a Zoom call with K-5th graders from View Elementary to discuss news and weather as well as what it takes to become a meteorologist and what classes to take in college.	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
9	4/19/2021	Participation in Job Fairs	KETV participated in the Nebraska Broadcasters Virtual Job Fair from April 19-23, 2021. Managers that participated and received applications were Vonn Jones, Adam Greenwood, Eric Hanneman, Mike Hettinger and Cassi Warren. https://vimeo.com/534425382	1	Sales Manager News Director Sales Manager Digital Sales Manager
10	4/27/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist participated in a Zoom call and discussed with 6th graders of Rumsey Station about becoming a meteorologist and the education needed for that career.	1	Meteorologist
11	4/28/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist discussed with 6th graders of LaVista West Elementary about becoming a meteorologist and the education needed for that career.	1	Meteorologist
12	4/29/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist discussed with 6th graders of LeMay Elementary about becoming a meteorologist and the education needed for that career.	1	Meteorologist
13	4/30/2021	Participation in events or programs sponsored by educational institutions	Matt Serwe, Meteorologist discussed with 4th graders of Pine Creek Elementary about becoming a meteorologist and the education needed for that career.	1	Meteorologist
14	5/6/2021	Participation in events sponsored by organizations representing the community	Cassi Warren, our Digital Sales Manager, is the 2nd Vice President of (AAF) American Advertising Federation. She attends several meetings throughout each month with American Advertising Federation. American Advertising Federation Nebraska is a state-wide organization with over 250 professional and student members in the advertising and marketing industry. The membership is made up of agencies, media representatives and local marketing executives. American Advertising Federation Nebraska provides opportunities for networking and professional development. It is a great avenue to meet and network with like-minded individuals across the state.	1	Digital Sales Manager

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15	7/12/2021	Participation in Job Fairs	KETV participated in the Nebraska Broadcasters Virtual Job Fair from July 12-16, 2021. Managers that participated and received applications were Vonn Jones, Adam Greenwood, Eric Hanneman, Mike Hettinger and Cassi Warren. A virtual job fair for people to explore a career in broadcasting, sales, sports, digital content and more.	1	Business Manager
16	8/10/2021	Co Sponsoring Job Fair	KETV and the Omaha Area Broadcasters in association with NBA Convention held a Career Fair at the convention on 8/10/21. Spots aired on every local media in Omaha about the fair which was held at Embassy Suites in LaVista. We recruited primarily for a Maintenance Engineer and several part-time Operations Tech.	1	Business Manager

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17	11/23/2021	Participation in events or programs sponsored by educational institutions	<p>Every semester, UNO holds a panel with 2-3 broadcast professionals for their students to help students learn more about daily routines in a real broadcast industry. This semester, this panel was held on Tuesday, Nov. 23 from 10:00 a.m. to 11:15 a.m. (https://unomaha.zoom.us/j/2427963116).</p> <p>Each guest speaker was expected to give 15-20 mins talk; topics are including but not limited to:</p> <ul style="list-style-type: none"> • Self-introduction (working experience, career path, why did you choose broadcast industry, etc.) • Daily work routines in the broadcast newsroom • What journalistic skills do students need to have if they want to be a broadcaster? • How to be a successful TV/Radio broadcaster? <p>Waverle Monroe, Reporter/ Anchor was a guest speaker for class at UNO and she discussed her work routine, the qualifications needed in the field of broadcasting and other journalistic skills.</p>	1	Multi-Media Journalist
18	Ongoing Event	Participation in scholarship programs	KETV is participating in an ongoing scholarship program in conjunction with NBA, designed to assist students interested in pursuing a career in broadcasting or journalism. The applications are reviewed by a member from each broadcast group and the winner is selected from the final candidates. A banquet is held to honor the recipients.	3	Business Manager Creative Services Director Vice Pres/General Manager

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
19	1/17/2022	Participation in Job Fairs	NBA held a Virtual Job Fair from Jan 17, 2022 through Jan 21st, 2022. KETV posted it's open job postings for Operations Technicians, Sales and News positions to drive potential candidates to our positions. Emails are send to Kathi Blaha, the Business Manager when candidates are interested in positions. From there, the candidates are instructed to apply through the Hearst portal. One the business manager received the emails, she forwards the information to the hiring managers which would include Adam Greenwood, Mike Hettinger, Eric Hanneman and Vonn Jones.	5	Operations Manager Local Sales Manager General Sales Manager News Director