

EEO PUBLIC FILE REPORT

FOR

KETV-TV Omaha, NE

This EEO Public File Report
Covers the One-Year Period
Ending on 1/31/17

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 1/31/17 (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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KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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
Photographer/Editor Open Date: 12/2/2015 Hire Date: 2/2/2016	2, 4-5, 7-14, 16-18, 20-21, 24-26, 28-29, 31, 33-39, 41-46, 48-58	7
Engineering Operating Technician Open Date: 12/17/2015 Hire Date: 2/21/2016	1-5, 7-18, 20-21, 24-26, 28-29, 31, 33-39, 41-42, 44-58	15
Account Executive Open Date: 1/26/2016 Hire Date: 4/20/2016	1-5, 7-14, 16-21, 24-29, 31-39, 41-42, 44-46, 48-58	45
Newscast Producer Open Date: 2/22/2016 Hire Date: 4/19/2016	2, 4-5, 7-14, 16-18, 20-21, 24-26, 28-29, 31, 33-39, 41-46, 48-58	7
Maintenance Technician Open Date: 3/4/2016 Hire Date: 6/6/2016	3-5, 7-8, 10-11, 13-18, 20-21, 24-26, 28-29, 31, 33-39, 41-42, 44-47, 49-58	7
Meteorologist Open Date: 3/15/2016 Hire Date: 5/23/2016	2, 4-5, 7-18, 20-21, 24-26, 28-29, 31, 33-39, 41-42, 44-46, 48-58	7
Photographer/Editor Open Date: 3/31/2016 Hire Date: 5/26/2016	1-2, 4-5, 7-18, 20-21, 24-26, 28-29, 31, 33-39, 41-42, 44-46, 48-58	7
Account Executive Open Date: 4/22/2016 Hire Date: 7/18/2016	1, 4-5, 7-11, 13-14, 16-18, 20-21, 24-29, 31-42, 44-46, 48-58	44
Engineering Operating Technician Open Date: 4/29/2016 Hire Date: 5/31/2016	1-8, 10-11, 13-18, 20-21, 24-26, 28-29, 31, 33-39, 41-42, 44-47, 49-58	15
Photographer/Editor Open Date: 5/6/2016 Hire Date: 6/1/2016	1-2, 4-5, 7-11, 13-18, 20-21, 24-26, 28-29, 31, 33-39, 41-42, 44-46, 49-58	15
News Producer Open Date: 6/21/2016 Hire Date: 8/2/2016	1-5, 7-9, 11-18, 20-21, 23-26, 28-29, 31, 33-39, 41-42, 44-46, 48-58	23
Evening Anchor/Reporter Open Date: 6/27/2016 Hire Date: 7/31/2016	1-9, 11-18, 20-21, 24-26, 28-29, 31, 33-39, 41-42, 44-46, 48-58	15
Photographer/Editor Open Date: 9/6/2016 Hire Date: 12/5/2016	2, 4-5, 7-9, 11-18, 20-22, 24-26, 28-29, 31, 33-39, 41-42, 44-46, 48-58	15
Executive Assistant Open Date: 10/17/2016 Hire Date: 12/12/2016	2-5, 7-9, 11-14, 16-21, 24-29, 31-39, 41-42, 44-46, 48-58	27

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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
Operations Technician Open Date: 11/2/2016 Hire Date: 11/27/2016	2-5, 7-9, 11-18, 20-21, 24-26, 28-29, 31, 33-39, 41-42, 44-58	15
Breaking News Desk Anchor/Reporter Open Date: 12/5/2016 Hire Date: 1/30/2017	2-5, 7-9, 11-14, 16-18, 20-22, 24-26, 28 -31, 33-39, 41-42, 44-46, 48-58	7
Senior Reporter Open Date: 1/17/2017 Hire Date: 1/29/2017	2-5, 7-9, 11-14, 16-18, 20-22, 24-26, 28 -29, 31, 33-36, 38-39, 41-42, 44-46, 48- 58	22

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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	A&K Marketing PO Box 641608 Omaha, Nebraska 68164 Phone : 402-431-9558 Fax : 1-402-431-9560 Rhonda Richardson	N	0
2	AAJA 1050 Connecticut Ave NW 10th Floor Washington, District of Columbia 20036 Phone : 415-346-2051 Career Services Manual Posting	N	0
3	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
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	Career Fair	N	2
7	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : . Email : htv.careers@hearst.com HTV Careers	N	45

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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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	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
9	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Billie	N	0
10	College of St. Mary 7000 Mercy Road Omaha, Nebraska 68106-2632 Phone : (402) 399-2405 Email : achieve@csm.edu Recruiter Recruiter Prong 2 Ended Date: 5/10/2016	N	0
11	Columbia College in Chicago 600 S. Michigan Ave Chicago, Illinois 60605 Phone : 312-369-6844 Email : columbiaworks@colum.edu Valerie Robbins	Y	0
12	Columbia University Graduate School of Journalism 2950 Broadway New York, New York 10027 Phone : (212) 854-8608 Julie Hartenstein Manual Posting	N	0
13	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

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	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
15	Current Employee	N	22
16	Doane College 1014 Boswell Avenue Crete, Nebraska 68333 Phone : (800) 333-6363 Email : Gerry.johnson@doane.edu Career Services	N	0
17	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
18	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
19	Employee Referral	N	2
20	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
21	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
22	Former Employee	N	4

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	Former Intern	N	1
24	Goods Entertainment .1 Winslow Rd Weston, Connecticut 06883 Phone : 203-341-0111 Email : agoodman@GoodsEntertainment.com Adam Goodman	Y	0
25	Hastings College P.O. Box 269 Hastings, Nebraska 68109 Phone : (402) 461-7387 Email : lmatthias@hastings.edu Kimberly Graviette	Y	0
26	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
27	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : . Url : http://www.indeed.com/ Career Services Manual Posting	N	4
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	Job Fair	N	1

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
31	Kansas State University Academic & Career Information Center 14 Holton Hall Manhattan, Kansas 66506 Phone : (785) 532-7494 Email : jobs@ksu.edu Career Services	Y	0
32	Linkedin 2029 Stierlin Ct. Mountain View, California 94043 Phone : . Career Services Manual Posting	N	5
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	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

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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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 Email : career@nebrwesleyan.edu Geri Cotter	Y	0
40	Non-Employee Referral	N	1
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	Previous Applicant	N	6
44	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	3
45	Redstone Communications 10031 Maple St. Omaha, Nebraska 68134 Phone : 402-393-5435 Email : careers@redstoneweb.com Fax : 1-402-399-8793 Claudia Martin	N	1

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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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	Rehabilitation Management, LLC 399 North 117th Street #305 Omaha, Nebraska 68154 Phone : (402) 333-2525 Email : ronrschmidt@yahoo.com Ron Schmidt	Y	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	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

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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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@usiuouxfalls.edu Career Services	N	0

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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
58	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:			98

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	2/1/2016	Participation in events or programs sponsored by educational institutions	<p>Julie Cornell, Anchor/Reporter met with 12 Grace University Public Relations Majors. She spoke with them about how we as a television station work closely with Public Relations people. Explained about the day to day workings of our people and the education it takes to become a Reporter/Anchor.</p> <p>She then took the class around the television station for a tour answering questions as she went along.</p>	1	Anchor/Reporter
2	2/1/2016	Establishment of an intern program designed to assist members of the community	<p>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 6 interns worked at KETV.</p>	3	News Director Executive Producer Assignment Editor
3	2/10/2016	Participation in events or programs sponsored by educational institutions	<p>Davonte McKenith, Anchor/Reporter spoke at the University of Nebraska at Omaha on February 10th at 10:30AM. He discussed the industry with students who were interested. He showed them behind the scenes video, answering questions about the business and going through the daily process of news gathering and putting together a newscast.</p>	1	Anchor/Reporter

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

III. RECRUITMENT INITIATIVES

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4	3/4/2016	Participation in events or programs sponsored by educational institutions	Rose Ann Shannon, News Director went to the University of Lincoln College of Journalism and Mass Communications Job Fair on 3/4/2016 from 1-4PM. She met with about 25-30 students. They discussed employment opportunities and what they needed to get a job in television and related fields. She also critiqued resumes, video reels and digital work.	1	News Director
5	3/16/2016	Participation in events or programs sponsored by educational institutions	A dual major Journalism/English job shadowed at KETV on March 16th from 8AM-6:30PM. The student spent the morning with the dayside digital person, Maggie Cunningham, the afternoon with newscast producers Andrew Bein and Josh Gear and an hour observing Scott Buer, Chief Photographer editing. She watched Todd Clark during the 5PM newscast.	5	Digital Producer Newscast Producers Chief Photographer Producer
6	3/16/2016	Participation in events or programs sponsored by educational institutions	Jerry Olson, Production Manager spent time with an Iowa Western Community College student on Wednesday, 3/16/16. Jerry walked the student through a typical day in his job. The student was to practice interviewing techniques while learning something about how a television station works. Jerry critiqued his resume and gave him suggestions on how to be successful in television career. The student was interested in Production Media.	1	Operations Supervisor
7	3/19/2016	Participation in events sponsored by community groups	Davonte McKenith, Anchor/Reporter did a Teen Career Fair on March 19th from 10AM to 12PM at Monroe Middle School. The Fair was put on by 100 Black Men of Omaha, Inc. Davonte explained what he does on a daily basis, the type of education required to attain a position in broadcasting and finished up with Q&A. 40-50 kids attended.	1	Anchor/Reporter

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

III. RECRUITMENT INITIATIVES

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8	4/5/2016	Participation in events or programs sponsored by educational institutions	The University of Nebraska College of Journalism and Mass Communications were KETV's guests from 5-7PM. The gathering was for high school students and their parents who might be interested in attending the UNL Journalism School. KETV staffers spoke with the students and parents helping to answer questions.	1	News Director
9	4/20/2016	Sponsorship of events in the community designed to increase public awareness	Ariel Roblin, President and General Manager serves on the Mildred D. Brown Study Center Board and attends a meeting each month. On April 20th the Board Meeting was actually held at KETV 7 Burlington Station. The purpose of the Study Center is to provide scholarships to students interested in pursuing journalism degrees in post-secondary institutions. These students go on to obtain careers in the field of Journalism and Broadcasting and will continue to provide news and media in the spirit of Mildred Brown.	1	President/General Mgr.
10	4/22/2016	Participation in events or programs sponsored by educational institutions	Rob McCartney, Anchor/Reporter was host to a Fremont High School Journalism Department on Friday, 4/22/16. The group consisted of six students. After a tour of 7 Burlington Station, the students were given information on the day to day lives of a Station Reporter/Anchor and the education needed to attain a job in the field.	1	Anchor/Reporter

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

III. RECRUITMENT INITIATIVES

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11	4/26/2016	Participation in events or programs sponsored by educational institutions	<p>Davonte McKeith, Anchor/Reporter attended a career day at Holling Heights Elementary on April 26 from 1:45-3:30PM. The event started with all 3rd, 4th and 5th grade students hearing an introduction from all of the volunteers. After that the students were broken down into four groups of students where Davonte was given the opportunity to speak with each group about the Broadcasting Industry, what he does as a reporter, how much education it takes to become a reporter or anchor and what it is like going out to cover stories and do you work from home?</p> <p>These were a few of the questions asked at the event. Davonte used a hands on approach and had them use a teleprompter and then spoke to them in their ear to show them how real-life IFB works for the reporters/anchors as they get information from various sources while on the air..</p>	1	Anchor/Reporter
12	4/27/2016	Provision of training to management	Chelsey Swinford., Human Resources Generalist trained all Department Heads and Mike Hettinger, LSM and Jerry Olson, Operations Supervisor in a new Silkroad Recruiting Software that will make reporting compliance easier for all.	7	News Director Operations Supervisor GSM LSM
13	5/10/2016	Provision of training to management	Dave Kaylor, Director of Veteran Recruiting for Hearst Television met with Ariel Roblin, President/General Manager and Department Heads: Eric Hanneman, John Livingston, Warren Behrens, Rose Ann Shannon and Kathi Blaha to discuss the benefits of hiring veterans. He talked about his goal/mission in the next year to increase the number of veterans at all the Hearst Television Station. Dave will be going to Offutt to introduce himself and meet with some different people with their placement staff. He also wanted to let us know if we have any vets who are having issues or just need to talk that he is available.	7	President/General Mgr. General Sales Manager News Director Chief Engineer

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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14	5/10/2016	Participation in events or programs sponsored by educational institutions	Davonte McKenith, Anchor/Reporter attended a career day at Spring Lake Magnet school. The event started with all 1st, 2nd and 3rd grade students hearing an introduction from all of the volunteers. After that the students were broken down into four groups of students where Davonte was given the opportunity to speak with each group about the Broadcasting Industry, what he does as a reporter, how much education it takes to become a reporter or anchor and what it is like going out to cover stories and do you work from home? These were a few of the questions asked at the event. Davonte used a hands on approach and had them use a teleprompter and then spoke to them in their ear to show them how real-life IFB works for the reporters/anchors as they get information from various sources while on the air. 12:45-3PM.	1	Anchor/Reporter

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

III. RECRUITMENT INITIATIVES

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15	5/10/2016	Participation in events or programs sponsored by educational institutions	<p>A Freshman Class (14 students) from Omaha North Magnet School visited on Tuesday, May 10th. The class's study subject is working in the world.</p> <p>Alex Hoffman, Anchor/Reporter and Davonte McKenith, Anchor/Reporter both spoke to students on different careers in broadcasting and took them through a day in the life of a reporter/anchor. They also talked about changing majors through their education to end up doing what they currently are doing.</p> <p>Kathi Blaha, Business Manager spoke of the importance of monitoring what you post on Facebook and Twitter as employers can look at these things. We also discussed driving records, credit responsibility and drug testing with some employers.</p> <p>Larry Thompson, 7 Can Help Coordinator finished up showing the group a video on the Burlington transformation and a tour of the facility.</p>	4	Business Manager 7 Can Help Coordinator Anchor/Reporter Anchor/Reporter
16	5/12/2016	Participation in Job Fairs	<p>Kathi Blaha, Business Manager, Dave Kaylor Director of Veteran Recruiting, Hearst Television, and Kristin Hansen Director of Human Resources Hearst Television attended a job fair - RecruitMilitary Veteran Career Fair. The event was from 11AM-3PM. This job fair is a way to connect with qualified veterans and convert military skill sets to the private sector. This event was held at SAC Museum.</p>	3	Business Manager Director of Veteran Recruiting Director, Human Resources

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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17	5/13/2016	Participation in events or programs sponsored by educational institutions	<p>A Freshman Class (12 students) from Omaha North Magnet School visited on Friday May 13th. The class's study subject is Engineering.</p> <p>Warren Behrens, Chief Engineer spoke to students on the different careers in broadcasting and took them through a day in the life of a Broadcast Engineer.</p> <p>Laurann Robinson, Reporter talked to the group about a typical day in the life of a reporter, education and different markets that she has worked in. She stressed the importance of staying in school and staying out of trouble and putting a good representation of yourself out on social media.</p> <p>The students were given a tour of the station and discussed the different jobs available at KETV.</p>	3	Chief Engineer Executive Asst. Reporter
18	5/13/2016	Participation in events or programs sponsored by educational institutions	<p>An 8th grader at Westside Middle School job shadowed Ariel Roblin, President/General Manager for two hours on 5/13/16. Ariel talked to the student about the different departments and jobs at KETV and the education needed to work in those areas. She talked about how each area is dependent on each other. They talked about the technology we work with. They talked about the changing appetite that we have to meet for people to obtain news through various avenues (i.e.TV, mobile, apps, social media, etc.) They talked about the responsibility we hold in protecting the 1st amendment.</p> <p>The student also attended the news story meeting and watched a newscast from the control room with Ariel so they'd see how a newscast comes together.</p>	1	President/General Mgr.

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
19	6/12/2016	Participation in events or programs sponsored by educational institutions	The first annual Digital Expressions Media Camp is an opportunity for Nebraska High School students who may be interested in a career in Communications to give them the opportunity to work with professional-level equipment while learning and developing skills in video and audio broadcasting. Held at University of Nebraska - Kearney. KETV ran promos for this event and Nebraska Broadcasters Assn approved funding to support this Electronic Media Camp as part of a growing effort to mine future talent for member stations. John Livingston scheduled the promos. The camp ran from June 12-17, 2016.	1	Creative Services Director
20	7/13/2016	Participation in events or programs sponsored by educational institutions	Maggie Cunningham, Social Media Editor spoke with approximately 10 students of the UNO Newspaper Staff. Primarily they asked how she got to where she was today. She shared her education and job details. They also asked about some of the craziest things that have happened at the station such as mistakes made or crazy events. She spoke with them for about 30 minutes and handed out business cards encouraging students to reach out to her if they had any additional questions or needed resume assistance/references.	1	Social Media Editor
21	7/25/2016	Participation in events or programs sponsored by educational institutions	Sean Everson, Meteorologist spoke with a group of Pre-K through the 3rd grade at Building Blocks Daycare from 10-11AM. Sean covered the different types of weather and the Omaha Blizzard of 1997. Listed the criteria of a severe storm. He spent time talking about weather safety including the difference between a watch/warning and how to respond to each. During the Q&A portion, he was asked about why he had become a meteorologist and what he does at his job.	1	Meteorologist

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
22	8/16/2016	Establishment of training programs for station personnel	<p>Ariel Roblin, President/GM and Kathi Blaha, Business Manager attended a management workshop at the Nebraska Broadcasters Convention. The session was presented by: Boyd Ober, from Leadership Resources. The session was from 1-2:15PM.</p> <p>People watch you. They hear what you say, watch what you do. They see how you treat others, how you treat yourself, what you avoid and what you pursue. What you project through your words and behaviors speaks volumes about who you are and what you value. Establishing a lasting, memorable presence involves the whole package of you-from your appearance down to the character you demonstrate.</p>	2	President/General Mgr. Business Manager
23	8/16/2016	Participation in scholarship programs	This is the second phase of the current Nebraska Broadcaster's Association EEO Program for 2016. KETV is participating in a scholarship program designed to assist students interested in pursuing a career in broadcasting.	2	President/General Mgr. Creative Services Mgr
24	8/17/2016	Establishment of training programs for station personnel	Rose Ann Shannon, News Director and John Livingston, Creative Services Manager attended a news session at the Nebraska Broadcaster's Association Convention. The session was on the 7 deadly producing sins and the hottest story topics that you should be covering now. The presenter was Graeme Newell. The session ran from 9 AM-11:45 AM.	2	News Director Creative Services Mgr

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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25	8/18/2016	Participation in Job Fairs	Offutt Air Force base job fair held on August 18 was attended by Jerry Olson, Operations Supervisor and David Kaylor, Hearst Director of Veteran Recruiting. The fair was in partnership with Human Resource Assn of the Midlands and was open to all Active Duty, DoD Civilians, Veterans, Retirees, Guard Reserve and family members. The public could also attend. Hours were from 10AM-2PM. The goal was to recruit veterans and show them how to take their military experience and incorporate them into the private sector.	2	Operations Supervisor Director of Veteran Recruiting
26	9/13/2016	Establishment of training programs for station personnel	Ariel Roblin, President and GM and Kathi Blaha, Business Manager attended the Legal Session of the Nebraska Broadcasters Association Convention on August 16th from 2:30-3:45 PM. Session discussed broadcasters are facing continued legislative and regulatory challenges. TV stations are dealing with pending outcomes of the FCC Spectrum Auction and increased retransmission consent challenges from cable operators. And a potential change in advertising deductibility as part of a tax reform package could affect all media. A Q&A was held at the end of the discussion.	2	President/General Mgr. Business Manager
27	9/14/2016	Participation in events or programs sponsored by educational institutions	Maggie Cunningham, Social Media Editor spoke at a University of Nebraska at Omaha Class on 9/14 at 3:30PM. She discussed her position here at KETV and how she obtained it and why digital media is important. She handed out business cards and encouraged students to reach out to her if they want any help.	1	Social Media Editor
28	10/20/2016	Participation in events or programs sponsored by educational institutions	Three mentors and their 3 mentees from Sacred Heart School took a tour of KETV. Cassi Warren, Digital Sales Manager discussed opportunities for careers in all areas of a broadcast television station including sales, news, operations, creatives services and engineering. The girls were 8th graders.	1	Digital Sales Manager

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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29	10/20/2016	Establishment of training programs for station personnel	On October 20, 2016, the station's Chief Engineer, Asst. Chief Engineer and IT Manager attended, in person, a training session in Omaha, Nebraska, held by the station's corporate Engineering/IT personnel. At the session, Hearst's Director of Veteran Recruiting provided training 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.	4	Chief Engineer Asst. Chief Eng IT Manager Dir. of Veteran Resources
30	11/22/2016	Participation in events or programs sponsored by educational institutions	Job Shadow with Bill Randby on 11/22/16 from 1:45PM-3:15PM. The Junior High Schooler is interested in Meteorology. Bill and the student spoke about careers in Broadcasting and also Meteorology outside of TV stations. The student was from Plattsmouth High School.	1	Chief Meteorologist
31	12/8/2016	Participation in events or programs sponsored by educational institutions	Todd Clark, Producer spoke with 35 preschool students from College View Elementary in Council Bluffs, Iowa as part of their community helpers series. Todd discussed what his job entails, what kind of equipment he uses and what he does before, during and after a newscast. He took questions from the kids at the end of his talk.	1	Producer

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

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32	1/27/2017	Participation in events or programs sponsored by educational institutions	Rose Ann Shannon, News Director attended the Medill Career & Internship Fair, co-hosted by the Office of External Programs, Internships and Career Services for the School of Communications and Medill Career Services at Northwestern University. The Fair ran from 10AM-3PM and was located in the Norris Center Louis Room.	1	News Director