

EEO PUBLIC FILE REPORT

FOR

KETV-TV Omaha, NE

This EEO Public File Report
Covers the One-Year Period
Ending on 1/31/21

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 1/31/16 (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" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Account Associate- Entry Level Open Date: 11/9/2019 Hire Date: 2/19/2020	1-11, 13-16, 18-25, 27, 30-32, 34-46, 49-50	16
Reporter Open Date: 11/18/2019 Hire Date: 6/8/2020	1-11, 13-15, 17-21, 23-25, 27-32, 35- 42, 44-51	5
Weekend Meteorologist Open Date: 6/8/2020 Hire Date: 12/14/2020	1-11, 13-25, 27-38, 40-42, 44-51	5
Multimedia Journalist Open Date: 9/21/2020 Hire Date: 11/1/2020	1, 3-7, 9-15, 17-20, 22-25, 27-32, 34- 38, 40-42, 44-51	12
Sales Account Executive Open Date: 9/25/2020 Hire Date: 1/19/2021	3-7, 10-11, 13-15, 18-20, 22-26, 29-32, 34-38, 40-42, 44-51	26
Video Photographer/Editor Open Date: 11/13/2020 Hire Date: 12/28/2020	2-11, 13-15, 18-20, 22-25, 27-32, 34- 38, 40-42, 44-51	5
News Producer Open Date: 12/9/2020 Hire Date: 12/20/2020	1-15, 18-20, 22-25, 27-32, 34-38, 40- 42, 44-51	12

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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@batestech.edu Roland Robinson	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	Careers.HearstTelevision.com 3540 Toringdon Way Charlotte, North Carolina 28226 Phone : 704-208-2342 Email : htv.careers@hearst.com HTV Careers	N	22
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	Y	0
7	Central State University 1400 Brush Row Rd Wilberforce, Ohio 45384 Phone : (937) 376-6261 John Logan Manual Posting	N	0

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8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Billie	N	0
9	Columbia University Graduate School of Journalism 2950 Broadway New York, New York 10027 Phone : (212) 854-8608 Julie Hartenstein Manual Posting	N	0
10	Creighton University Multi-Cultural Affairs Dept. 2500 California Plaza Omaha, Nebraska 68178 Phone : 402-280-3895 D'Lynn Buck Manual Posting	Y	0
11	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
12	Current Employee	N	3
13	Doane College 1014 Boswell Avenue Crete, Nebraska 68333 Phone : (800) 333-6363 Email : Gerry.johnson@doane.edu Career Services	N	0
14	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

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15	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
16	Employee Referral	N	2
17	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
18	Goods Entertainment 1 Winslow Rd Weston, Connecticut 06883 Phone : 203-341-0111 Email : agoodman@GoodsEntertainment.com Adam Goodman Prong 2 Ended Date: 12/9/2020	N	0
19	Hastings College P.O. Box 269 Hastings, Nebraska 68109 Phone : (402) 461-7387 Email : hccareerservices@hastings.edu Kimberly Graviette	Y	0
20	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
21	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : .203-653-4969 Url : http://www.indeed.com/ Career Services Manual Posting	N	3

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22	Iowa State University 215 Beach Rd Ames, Iowa 50011 Phone : 515-294-4420 Career Services Manual Posting	N	0
23	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
24	Iowa Workforce Development Center 300 West Broadway Suite 1 Council Bluffs, Iowa 51503 Phone : (712) 329-9730 Randy Brookhart Manual Posting	Y	0
25	Kansas State University Academic & Career Information Center 14 Holton Hall Manhattan, Kansas 66506 Phone : (785) 532-7494 Career Services Manual Posting	Y	0
26	LinkedIn 2029 Stierlin Ct. Ste. 200 Mountain View, California 94043 Phone : 412-665-5205 Career Services	N	1
27	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
28	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

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29	Metropolitan Community College 204th & West Dodge Road Elkhorn, Nebraska 68022 Phone : 402-457-2331 Email : bmaass@mccneb.edu Bob Maass	N	0
30	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
31	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
32	Nebraska Wesleyan University 5000 St. Paul Avenue Lincoln, Nebraska 68504 Phone : (402) 465-2224 Geri Cotter Manual Posting	Y	0
33	Non-Employee Referral	N	1
34	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
35	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
36	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
37	TV Jobs P.O. Box 4116 Oceanside, California 92056 Phone : 760-754-8177 Url : http://www.tvjobs.com/ Career Services Manual Posting	N	1
38	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0
39	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
40	University of Arkansas 1 University of Arkansas Fayetteville, Arkansas 72701 Phone : 479-575-2000 Career Services Manual Posting	N	0
41	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

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42	University of Iowa 213 N Clinton St Suite C310 Iowa City, Iowa 52245 Phone : 319-335-1023 Career Services Manual Posting	N	0
43	University of Missouri 201 Student Success Center 909 Lowry Mall Columbia, Missouri 65211 Phone : 573-882-6811 Url : HireMizzouTigers.com Career Services Manual Posting	N	0
44	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
45	University of Nebraska - Lincoln Broadcasting Department 202 Andersen Hall Lincoln, Nebraska 68588-0466 Phone : (402) 472-6856 Rick Alloway Manual Posting	Y	0
46	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
47	University of North Texas P.O. Box 310589 Denton, Texas 76203 Phone : (940) 369-7838 Email : slocum@unt.edu Phyllis Slocum	N	0

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48	University of Sioux Falls Career Services 1101 West 22nd Street Sioux Falls, South Dakota 57105 Phone : (605) 331-6740 Email : career@usiouxfalls.edu Career Services	N	0
49	Urban League of Nebraska 3040 Lake Street Omaha, Nebraska 68111 Phone : 402-453-9730 x122 Rozalyn Bredow Manual Posting	Y	0
50	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
51	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:			33

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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	Ongoing Event	Establishment of a mentoring program	<p>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. HearstEdge has many training opportunities for all positions, full or part-time to enhance their skill sets. All department managers were encouraged to steer employees to the HearstEdge site for further training.</p> <p>Adam Greenwood- Operations Manager - Manager's role in Problem Solving</p> <p>Brady Pedersen, Asst Chief- Leadership Development Program</p> <p>Cassi Warren , DSM- Communicating & Leading Across Generational Barriers</p> <p>Cathy Beeler, Night Side Assignment Desk Manager - Communicating & Leading Across Generational Barriers</p> <p>Eric Hanneman, GSM - Communicating & Leading Across Generational Barriers</p> <p>Josh Young, Director - Retirement Planning Guide to Pension</p> <p>Kathi Blaha, BM - Managing Remote Teams in An Uncertain Environment, Time Management, Manage Your Calendar and Navigating Employee Self Service</p> <p>Kristina Jordan, AE - Communicating & Leading Across Generational Barriers</p> <p>Pat Yarusso, Writer/Producer - What Does Strong Self Awareness Look Like, Develop Self Awareness, How Do you Strengthen Your Self Awareness, What Does Strong Social Awareness Look Like and the Value of the Multigenerational Workforce</p> <p>Vonn Jones, ND - Communicating & Leading Across Generational Barriers</p>	10	<p>General Manager</p> <p>News Director</p> <p>General Sales Manager</p> <p>Digital Sales Manager</p>

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2	2/12/2020	Participation in other activities designed by the station employment unit	Careerokit 2020 - Where 25 students from Gretna High School visited Channel 7 to tour the station and break into groups to meet with different departments of the company. They were able to meet with sales, the news crews, Hearst Digital, engineering team and creative services. All departments discussed career opportunities in their departments. Laurann Robinson, Meteorologist and Scott Buer, Chief Photographer also spoke on their careers and demonstrated how equipment worked.	7	General Manager General Sales Manager Assistant News Director Creative Services Director
3	3/4/2020	Participation in events or programs sponsored by educational institutions	Matt Serwe visited Fort Crook Elementary to speak to the K5 class about weather and demonstrate how seasons work. He showed how to predict the weather and where snow comes from. He also discussed the educational requirements needed for a career in broadcasting.	1	Meteorologist
4	3/6/2020	Participation in other activities designed by the station employment unit	KETV was one of the media sponsors for the Greater Omaha Chamber of Commerce Young Professionals Summit. This summit brings more than 1,500 young professionals together - one place, at one time-to grow personally and professionally, to learn more about community and convert insight into real, positive action using our strategic imagination to see beyond today and redefine what we are collectively capable of accomplishing. David Earl, Anchor for KETV was the emcee for this event. https://www.omahachamber.org/omahayp/2020/03/yp-summit-2020/	4	General Manager Anchor Executive Assistant Sales Assistant

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5	6/24/2020	Establishment of a mentoring program	Harvard Leadership Training - Two of our mid-management team participated in the Harvard Leadership Development Program. Sarah Klinger, Assistant News Director and Brady Pedersen, Assistant Chief Engineer participated in this program that is geared to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This development program is a comprehensive 14 week training with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles.	2	Assistant News Director Assistant Chief Engineer
6	9/14/2020	Participation in events sponsored by community groups	Matt Serwe participated in a distance learning program with the Durham Museum through a 30-min broadcast with 3-4 min at the end for questions, including how to become a Meteorologist.	1	Meteorologist
7	Ongoing Event	Provision of assistance to unaffiliated non-profit entities and the maintenance of websites	Julie Cornell, one of KETV's main anchors mentors with Partnership for Kids. They meet once a week, and during the pandemic have continued to do so via virtual meetings. This runs from September through April, with 20 students per week. Julie's focus is on 4th graders at Franklin elementary school, teaching goal settings, values, and self improvement. It is a structured program aimed at improving graduation rates and college attendance.	1	Main News Anchor

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8	9/29/2020	Participation in events or programs sponsored by educational institutions	Shawn Oswald, President and General Manager met with Trina Creighton's class at the University of Lincoln. Trina Creighton is the Associate Professor, Broadcasting at UNL. The focus of the meeting was to familiarize students with the employment opportunities at KETV and talk about improving our recruitment efforts to reach more students.	1	President/General Manager
9	10/12/2020	Establishment of training programs for station personnel	Conscious Inclusion Training - Station leaders participated in a 4 hour conscious inclusion training program hosted by a third party partner. The training included information on how to cultivate a culture of awareness around the many dimensions of diversity. Leaders reviewed a model of inclusion, how to uncover unconscious bias and other topics related to diversity and inclusion to create an inclusive environment of diverse perspectives to make individuals work experiences better. Mike Hettinger, Local Sales Manager and Kathi Blaha Business Manager participated in this as well.	6	President/General Manager Chief Engineer General Sales Manager Creative Services Director
10	11/13/2020	Participation in events or programs sponsored by educational institutions	Matt Serwe participated in a virtual discussion with kindergarteners at Adams Elementary to discuss weather and climate and the educational requirements needed for a career in broadcasting.	1	Meteorologist
11	12/1/2020	Participation in other activities designed by the station employment unit	Shawn Oswald, President and General Manager met with Chanda Hooten, Athletics Academic Advisory Coordinator at the Henderson State University in Arkansas. The meeting was had to introduce himself to Chanda Hooten, and talk about recruitment opportunities at KETV.	1	President/General Manager
12	12/11/2020	Participation in events or programs sponsored by educational institutions	Matt Serwe held a virtual discussion with 6th graders at Ashland-Park Robbins Elementary to discuss weather and climate and career opportunities with broadcasting.	1	Meteorologist

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13	1/1/2021	Establishment of a mentoring program	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role.	2	General Sales Manager Sales Account Associate
14	1/1/2021	Participation in scholarship programs	KETV participated in the Nebraska Broadcaster's Assn. Scholarship program again this year. We will air spots from January 1, 2021 - March 1, 2021 asking for applications. Shawn Oswald, President/GM will review applications that are submitted and make two selections to receive a \$2,000 scholarship from Nebraska Broadcasters.. The scholarship winners will be recognized at the Nebraska Broadcaster's Convention later in the year..	2	General Manager Creative Services Director