

KETV-TV
EEO PUBLIC FILE REPORT
February 1, 2025 - January 31, 2026

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
Investigative Reporter Open Date: 11/22/2024 Hire Date: 6/9/2025	1-10, 13, 16, 18-34, 36-57	6
Digital Media Client Specialist Open Date: 12/3/2024 Hire Date: 2/3/2025	1-10, 13, 16, 18-34, 36, 38-57	23
Traffic Reporter Open Date: 12/10/2024 Hire Date: 2/3/2025	1-10, 13, 16, 18-22, 24-34, 36, 38-57	6
News Reporter Open Date: 12/12/2024 Hire Date: 3/3/2025	1, 3-10, 13, 16, 18-34, 36, 38-57	6
Sales Account Associate Open Date: 1/24/2025 Hire Date: 2/18/2025	1-10, 13, 16, 18-34, 36, 38-57	6
Editor/Photographer Open Date: 3/5/2025 Hire Date: 4/14/2025	1-11, 13, 16-22, 24-34, 36, 38-57	11
Reporter Open Date: 3/7/2025 Hire Date: 6/30/2025	1-5, 7-10, 13, 15-16, 18-36, 38-57	15
Broadcast IT Manager Open Date: 3/19/2025 Hire Date: 8/10/2025	1, 3-11, 13-14, 16-27, 29-34, 36, 38-57	11
Lincoln Bureau Multimedia Journalist Open Date: 4/9/2025 Hire Date: 6/2/2025	1, 3-10, 13, 16-18, 20-22, 24-27, 29-34, 36, 38-57	6
Assignment Manager Open Date: 4/11/2025 Hire Date: 5/19/2025	1, 3-10, 13, 16, 18, 20-22, 24-27, 29- 34, 36, 38-57	6
Assignment Desk Coordinator Open Date: 5/27/2025 Hire Date: 7/6/2025	1-11, 13, 16-34, 36, 38-57	11
Local News Editor/Photographer Open Date: 6/24/2025 Hire Date: 7/21/2025	1-11, 13-14, 16, 18-34, 36, 38-57	11
Local News Producer Open Date: 7/11/2025 Hire Date: 8/11/2025	1-10, 12-14, 16-18, 20-27, 29-34, 36, 38, 40-57	6
Local News Producer Open Date: 7/28/2025 Hire Date: 8/24/2025	1-10, 12-13, 16, 18-36, 38-57	12

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Evening Executive News Producer Open Date: 8/7/2025 Hire Date: 11/30/2025	1-11, 13, 16, 18, 20-27, 29-34, 36, 38-57	11
Digital and Television Sales Account Executive Open Date: 8/14/2025 Hire Date: 12/1/2025	1-10, 13, 16-34, 36, 38-57	6
Local News Photographer Open Date: 8/25/2025 Hire Date: 10/5/2025	1-11, 13, 16-22, 24-34, 36, 38-57	11
Broadcast Technologist Open Date: 8/26/2025 Hire Date: 11/2/2025	1-11, 13, 16, 18-23, 25-34, 36, 38-57	11
News Producer Open Date: 8/26/2025 Hire Date: 11/3/2025	1-11, 13-36, 38-57	11
News Morning Show Producer Open Date: 10/31/2025 Hire Date: 12/29/2025	1-5, 7-10, 13, 16, 18, 20-27, 29-36, 38-57	35
Morning Editor Photographer Open Date: 11/14/2025 Hire Date: 12/29/2025	1-5, 7-10, 13, 16-22, 24-36, 38-57	35

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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	AAF Nebraska PO Box 6146 Omaha, Nebraska 68106 Phone : 402-401-4273 Url : https://aafnebraska.org/ Email : aafomaha.teri@gmail.com Terri Hamburger	Y	0
2	Ball State University 2000 W. University Ave Muncie, Indiana 47306 Phone : 765-285-1522 Career Services Manual Posting	N	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@Batestech.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	Careers.HearstTelevision.com 3540 Toringdon Way Charlotte, North Carolina 28226 Phone : 704-208-2342 Email : htv.careers@hearst.com HTV Careers	N	41

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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
8	Central State University 1400 Brush Row Rd Wilberforce, Ohio 45384 Phone : (937) 376-6261 John Logan Manual Posting	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	Current Employee	N	10
12	Current Intern	N	2
13	Doane College 1014 Boswell Avenue Crete, Nebraska 68333 Phone : (800) 333-6363 Email : Gerry.johnson@doane.edu Career Services	N	0
14	Employee Referral	N	4
15	Former Employee	N	2
16	Hastings College P.O. Box 269 Hastings, Nebraska 68109 Phone : (402) 461-7387 Email : hccareerservices@hastings.edu Kimberly Graviette	Y	0

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17	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : .203-653-4969 Url : http://www.indeed.com/ Career Services Manual Posting	N	11
18	Indiana University 1320 E. 10th St Bloomington, Indiana 47405 Phone : (812) 855-5234 Career Services Manual Posting	N	0
19	Iowa State University 215 Beach Rd Ames, Iowa 50011 Phone : 515-294-4420 Career Services Manual Posting	N	0
20	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
21	Iowa Workforce Development Center 300 West Broadway Suite 1 Council Bluffs, Iowa 51503 Phone : (712) 329-9730 Randy Brookhart Manual Posting	Y	0
22	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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23	LinkedIn 2029 Stierlin Ct. Ste. 200 Mountain View, California 94043 Phone : 412-665-5205 Career Services	N	32
24	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
25	Metropolitan Community College-Nebraska 5300 N 30th St Omaha, Nebraska 68111 Career Services Manual Posting	N	0
26	Miami University 550 E. Spring St. Oxford, Ohio 45056 Phone : 513-529-3831 Career Services Manual Posting	N	0
27	Michigan State University 556 E. Circle Drive East Lansing, Michigan 48824 Phone : (517) 355-9510 Career Services Manual Posting	N	0
28	Mississippi State University Department of Communications PO Box 9600 Mississippi State, Mississippi 39762 Phone : (662) 325-7952 Allen Snow Manual Posting	N	0
29	Nebraska Broadcasters Association 11414 West Center Road, Suite 342 Omaha, Nebraska 68144 Phone : 402-680-4682 Email : jenna@ne-ba.org Jenna McCain	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
30	Nebraska Wesleyan University 5000 St. Paul Avenue Lincoln, Nebraska 68504 Phone : (402) 465-2224 Geri Cotter Manual Posting	Y	0
31	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Dainne Siekmann Manual Posting	N	0
32	Ohio State University 1640 Neil Avenue Colombus, Ohio 43210 Phone : 614-688-3898 Career Services Manual Posting	N	0
33	Ohio University 533 Baker University Center Athens, Ohio Phone : 740.593.2909 Career Services Manual Posting	N	0
34	Omaha Public School Career Center 3215 Cuming St. Omaha, Nebraska 68131 Phone : 402-557-2222 Email : hrinfo@ops.org Doug Walker	N	0
35	Previous Applicant	N	8
36	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0

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37	ShowBizJobs.com 3579 E. Foothill Blvd. Pasadena, California 91107 Phone : 626-798-4533 Url : https://www.showbizjobs.com/(626)Career Services	N	1
38	Southern Illinois University 1263 Lincoln Dr., Carbondale, Illinois 62901 Phone : 618-453-2391 Career Services Manual Posting	N	0
39	TV Jobs P.O. Box 4116 Oceanside, California 92056 Phone : 760-754-8177 Url : http://www.tvjobs.com/ Career Services Manual Posting	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
42	University of Illinois Urbana-Champaign 715 S Wright St Champaign, Illinois 61820 Phone : 217 333-0820 Career Services Manual Posting	N	0

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43	University of Iowa 213 N Clinton St Suite C310 Iowa City, Iowa 52245 Phone : 319-335-1023 Career Services Manual Posting	N	0
44	University of Kansas 1300 Sunnyside Avenue Lawrence, Kansas 66045 Phone : 785-864-3624 Career Services Manual Posting	N	0
45	University of Kentucky 408 Rose Street Lexington, Kentucky 40506 Phone : 859.257.2746 Career Services Manual Posting	N	0
46	University of Michigan 515 E Jefferson St Ann Arbor, Michigan 48109 Phone : (734) 764-7460 Career Services Manual Posting	N	0
47	University of Minnesota 222 Pleasant St SE Minneapolis, Minnesota 55455 Phone : 612-624-7577 Career Services Manual Posting	N	0
48	University of Nebraska - Kearney Department of Communications Mitchell Center Kearney, Nebraska 68849 Phone : (308) 865-8412 Email : widgerml@unk.edu Fax : 1-308-865-1537 Michelle Widger	Y	0

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49	University of Nebraska - Lincoln Broadcasting Department 202 Andersen Hall Lincoln, Nebraska 68588-0466 Phone : (402) 472-6856 Natalie Becerra Manual Posting	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
51	University of North Texas P.O. Box 310589 Denton, Texas 76203 Phone : (940) 369-7838 Email : slocum@unt.edu Phyllis Slocum	N	0
52	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
53	University of Wisconsin-Madison 1000 Bascom Mall Madison, Wisconsin 53706 Phone : (608) 262-1755 Career Services Manual Posting	N	0
54	Urban League of Nebraska 3040 Lake Street Omaha, Nebraska 68111 Phone : 402-453-9730 x122 Rozalyn Bredow Manual Posting	Y	0
55	Wayne State College Career Services 111 Main Street Wayne, Nebraska 68787 Phone : (402) 375-7425 Career Services Manual Posting	Y	0

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56	Western Kentucky University 1906 College Heights Blvd Bowling Green, Kentucky 42101 Phone : 270-745-3095 Career Services Manual Posting	N	0
57	www.mediagignow.com 625 West Adams St. Suite 20-110 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			111

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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	2/28/2025	Participation in scholarship programs	KETV participated in the Nebraska Broadcaster's Assn. Scholarship program again this year. We aired spots from January 1, 2025 - February 28,2025 asking for applications. Allison Smith, President/GM reviewed applications that were submitted and made four selections to receive a \$2,000 scholarship from Nebraska Broadcasters. The scholarship winners were recognized at the Nebraska Broadcaster's Convention.	1	President/General Manager
2	3/7/2025	Participation in events or programs sponsored by educational institutions	Two of our staff volunteered in Read Across America at Jefferson Elementary School. Both Reporter, Maddie Augustine and Anchor, Quanecia Fraser read to 42 students. Talking about the importance of reading.	2	Anchor Reporter/Anchor
3	3/7/2025	Participation in events sponsored by organizations representing the community	KETV sponsored the event, Meet the Pros with American Advertising Federation. There were approximately 30 "Pros" that met with 200 students from Kearney to go through resumes and critique their portfolios as it pertains to different fields in advertising. Because of events like Meet the Pros, the Nebraska Chapter of the American Advertising Federation is helping to ensure the next generation of marketing professionals is ready to join the workforce. The event was held on Friday, March 7 from 2:30 - 3:30 pm at the Mike and Josie Harper Center on Creighton University's campus. As a volunteer, KETV's Business Manager had the opportunity to help 3 students polish their credentials before applying for their post-graduate job.	1	Business Manager

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4	3/24/2025	Participation in events or programs sponsored by educational institutions	Andy Kendeigh, our sports director read to the 3rd grade class at Logan-Magnolia Elementary School. Andy also talked about the importance of reading, staying in school and opportunities that are out there. Especially in the broadcast industry.	1	Sports Director
5	3/26/2025	Participation in events or programs sponsored by educational institutions	Andy Kendeigh, our sports director read to the 1st graders at Harvey Oaks Elementary School. Andy also talked about the importance of reading, staying in school and opportunities that are out there. Especially in the broadcast industry.	1	Sports Director
6	3/31/2025	Participation in Job Fairs	KETV participated in the Nebraska Broadcasters Virtual Job Fair starting on March 31, 2025. We aired commercials promoting the fair and we received approximately 5 applications from the virtual job fair.	1	Business Manager
7	4/1/2025	Establishment of a mentoring program	Beginning on 4/1/25, Hearst Television offered a 6-month mentorship program. The goal was to build productive relationships across the company. Employees benefited through career development support, by working in a diverse and inclusive environment, and through Hearst Television's leadership value of helping others succeed. KETV had 4 participants in the mentorship program who were either "Mentors" or "Mentees". Meeting in person at the station or via Teams with employees from other stations, they discussed career objectives, offered advice and discussed their station projects.	4	General Manager General Sales Manager News Director Meteorologist
8	4/8/2025	Participation in events or programs sponsored by educational institutions	Caitlin Harvey, Meteorologist, conducted weather related experiments with the children visiting Durham Museum and spoke about what it takes to become a meteorologist.	1	Meteorologist
9	4/16/2025	Participation in events or programs sponsored by educational institutions	Adam Greenwood gave 22 students from Glenwood Community School a tour of the Burlington Station. He also talked about different careers in broadcasting and focused on our internship opportunities.	1	Operations Manager

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10	4/17/2025	Participation in events or programs sponsored by educational institutions	Adam Greenwood gave 8 individuals from Saint Mary's Auction Winner a tour of the Burlington Station. He also talked about different careers in broadcasting and focused on our community involvement.	1	Operations Manager
11	4/18/2025	Participation in events sponsored by organizations representing the community	Adam Greenwood gave 3 individuals from the Omaha Boys and Girls Club a tour of the Burlington Station. He also talked about different careers in broadcasting and focused on our local internship opportunities.	1	Operations Manager
12	4/22/2025	Participation in events or programs sponsored by educational institutions	Adam Greenwood gave 80 students from Ms. Dolezalst's 3rd grade class from Grace Abbott Elementary School a tour of the Burlington Station. He also talked about different careers in broadcasting and focused on our local internship opportunities.	1	Operations Manager
13	4/24/2025	Participation in events sponsored by organizations representing the community	Adam Greenwood gave 44 students from Mr. Hallert's Journalism class from Northwest High School class a tour of the Burlington Station on 4/24 & 4/25. He also talked about different careers in broadcasting and focused on our local internship opportunities.	1	Operations Manager
14	4/24/2025	Participation in events or programs sponsored by educational institutions	Northwest High School hosted its Community College & Career Night, presented by the Northwest Huskies. The event was designed to connect students and families with resources, opportunities, and information to help them plan their futures. Despite severe weather in the area—including storms and hail—we were able to meet with approximately 10 students and their parents, who braved the conditions to attend. Those who stopped by our booth learned about the variety of positions available at KETV and we were able to share information on Hearst scholarships after they were further into their college careers.	1	Digital Sales Manager

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15	4/25/2025	Participation in events sponsored by organizations representing the community	KETV took part in the annual Truck Day with Ralston Public Schools to help enrich the minds of the students of Ralston schools. Anchor, Bill Schammert spoke with several students regarding careers in broadcasting. Bill had students be on camera and be reporters to see how it feels.	1	Anchor/Reporter
16	4/27/2025	Participation in events or programs sponsored by educational institutions	Caitlin Harvey, one of our Meteorologist participated in the Durham Museum School & Family program. Caitlin put on weather-related science experiments at The Durham through the summer camp again this year. Caitlin engages weather-related science experiments for a group of 50 students in the lecture hall.	1	Meteorologist
17	4/29/2025	Establishment of training programs for station personnel	Allison Smith, President and General Manager arranged to offer up some training by KETV/KCCI Research Director Melissa Hintz. Melissa walked our employees through the changing Omaha market and news rating trends. Digital Content Manager Jake Anderson explained our digital goals for 2025 as well as how we compare to our competitors. We had a morning session and afternoon session to allow all employees to attend and learn valuable information about our business. Approximately 40 employees attended.	3	President/General Manager Research Director Digital Content Manager
18	6/3/2025	Participation in events or programs sponsored by educational institutions	Caitlin Harvey participated in a Scouting America event that meets for different Roundtable training and additional information sharing with the adult volunteers. Spoke about Boy Scout Troops or Cub Scout Packs camping outings and weather impacts. Event was June 3 at 7:00 p.m. at Bellevue University in the Administrative Services Building.	1	Meteorologist

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19	6/23/2025	Establishment of an intern program designed to assist members of the community	Summer 2025, KETV welcomed an Emma Bowen Foundation Fellow to join their News department for 8 weeks. As an HTV Emma Bowen Fellow, the Fellow learned how a television station operates and contributed to the operation. The Emma Bowen Foundation program provides a multi-year internship to students of color at media companies where they gain significant on the job training in their field. Students are placed in all areas of the industry and focus on 3 programming tracks - Business of Media (Sales, Public Relations, Marketing, and Human Services); Content of Media (News Production, Broadcast Journalism, and Print Journalism); and Innovation of Media (Engineering, Software Development, Digital Marketing, and Coding).	4	News Director Business Manager General Manager Fellow
20	8/12/2025	Co Sponsoring Job Fair	Adam Greenwood worked the KETV booth at the Nebraska Broadcasters Association Career Fair held at their annual convention at the Embassy Suites in LaVista. There was a captive crowd interested in careers in broadcasting. Adam spoke about different positions we currently have open as well as paid Internship opportunities available.	1	Operations Manager

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21	8/12/2025	Provision of training to management	<p>Several KETV managers and staff attended the Annual Nebraska Broadcasters Convention in Lincoln, NE. This is an opportunity to mingle, recruit and learn new skills and knowledge of the broadcast industry.</p> <p>Below is a list of what employees attended which sessions</p> <p>Tue 8/12 Allison Smith, GM, John Livingston, CSD, Sarah Klinger, ND, Eric Hanneman, GSM, and Katie Bane, attended the following sessions: Mental Health Issues in the Workplace and Legal/NAB Seminar.</p> <p>Wed 8/13 Eric Hanneman, GSM, Jim Nelson, NSM, Mike Hettinger, LSM, Cassi Warren, DSM, Allison Smith, GM, Stephanie Mainelli, AE, Elise Korte, AE, John Klinker, AE, Jeff Waddelow, AE, and Cole Young, AE Zach Cutler, AE attended the following sessions: TV Sales 1 - TV Wins Big, TV Sales 1 &2, Radio & TV Sales Session 1&2.</p> <p>These sessions were full of new changes from the FCC as well as client needs changing in all buying field as well as learning to be more productive in your day-to-day roles.</p>	14	President/General Manager Creative Service Director News Director General Sales Manager

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22	10/15/2025	Participation in events or programs sponsored by educational institutions	Cassi Warren, Digital Sales Manager, presented to 17 Millard North Middle School eighth graders a presentation on the different careers in a TV station. All departments from Engineering, News, Sales, and Creative Service jobs were shared along with appropriate courses to take in high school and college to follow a career path to broadcasting. The presentation was about 40 minutes in length and the students were very engaged and asked great questions.	1	Digital Sales Manager
23	10/25/2025	Participation in events or programs sponsored by educational institutions	Lisa Conklin from Smith Kroeger Agency reached out about providing some of our blue KETV sunglasses to the Northwest High School marching band who were performing at an AAF event. The state competition event was called "The Blues" so the KETV blue sunglasses were perfect for the event by the school. The students were excited to know they could keep the sunglasses after the performance and were grateful to KETV for providing them.	1	Digital Sales Manager
24	11/8/2025	Participation in events sponsored by organizations representing the community	Anchor Quanecia Fraser hosted a networking event for "I Be Black Girl". It was a Networking Brunch called a Kiki where Black women had the chance to get together, socialize and listen to keynote speaker Tatyana Ali. The organization is about building economic security access, abundance and dignity by addressing system disinvestment in housing, economic development, wages and homeownership.	1	Anchor

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25	12/31/2025	Establishment of training programs for station personnel	Station personnel have access to a company internal management system, HearstEDGE. Personnel have various assigned trainings to complete as well as self-led trainings. Topics include communication skills, technical skills, creativity, ethics, leadership and personal growth. Completion of these courses leads to personal and professional development and can lead to further growth within the company	21	Digital Client Specialist Creative Services Director Sales Assistant Reporter