

**KPNX**  
**EEO PUBLIC FILE REPORT**  
**May 22, 2007 – May 21, 2008**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Assistant	RS1-34, RS36, RS38-39, RS42-45	RS33
Studio Operations Technician	RS1-34, RS36, RS38-39, RS42-45	RS39
Web Producer/Editor	RS1-34, RS36, RS38-39, RS42-45	RS38
Accounts Payable Coordinator	RS1-34, RS36, RS38-39, RS42-45	RS43
Photojournalist	RS1-34, RS36, RS38-39, RS42-45	RS34
Topical Producer/Editor	RS1-34, RS36, RS38-39, RS42-45	RS43
Broadcast Operations Technician	RS1-34, RS36, RS38-39, RS42-45,	RS33
Sales Assistant	RS1-34, RS36, RS38-39, RS42-45	RS33
News Web Producer/Editor	RS1-34, RS36, RS38-39, RS42-45	RS39
Sales Assistant	RS1-34, RS36, RS38-39, RS42-45	RS33
Off Air Multimedia Journalist	RS1-34, RS36, RS38-39, RS42-45	RS34
Photojournalist	RS1-34, RS36, RS38-39, RS42-45	RS39
Marketing Coordinator	RS1-34, RS36, RS38-39, RS42-45	RS43
Broadcast Operations Technician	RS1-34, RS36, RS38-39, RS42-45	RS33
Web Producer	RS1-34, RS36, RS38-39, RS42-45	RS33
News Producer	RS1-34, RS36, RS38-39, RS42-45	RS34
News Producer	RS1-34, RS36, RS38-39, RS42-45	RS39
Photojournalist	RS1-34, RS36, RS38-39, RS42-45	RS39
Studio Technician	RS1-34, RS36, RS38-39, RS42-45	RS33
Account Executive	RS1-34, RS36, RS38-39, RS42-45	RS33

**KPNX**  
**EEO PUBLIC FILE REPORT**  
**May 22, 2007 – May 21, 2008**  
**II. MASTER RECRUITMENT SOURCE LIST (MRSLS)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	Number of referrals
1	Arizona Broadcasters Association Art Brooks 426 N. 44 <sup>th</sup> Street, Suite 310 Phoenix, AZ 85008 Phone: 602-252-4833 Fax: 602-252-5265	N	0
2	Arizona Commission of Indian Affairs Attn: Ron. S. Lee, Executive Director 1400 W Washington, Suite 300 Phoenix, AZ 85007	N	0
3	Arizona Hispanic Chamber of Commerce Attention: Claudia 255 E Osborn Road #201 Phoenix, AZ 85012-2358	N	0
4	Arizona State University Career Services POB 871312 Student Services Bldg. #C357 Tempe, AZ 85287-1312 Email: <a href="http://career.asu.edu">http://career.asu.edu</a> Phone: 480-965-2350	N	0
5	Arizona Women's Ed & Employment (AWEE) Attention: Pam Paulsen 914 W. Hatcher Road Phoenix, AZ 85021 Fax: 602-223-4338	Y	0
6	Asian American Journalists Association (AAJA) 1182 Market St., Suite 320 San Francisco, CA 94102 415-346-2051 Email: <a href="mailto:post@aaja.org">post@aaja.org</a>	N	0
7	California Chicano News Media Association Job Openings Coordinator USC Annenberg School of Journalism One California Plaza 300 S. Grand Ave., Suite 3950	N	0

	Los Angeles, CA 90071-8110 Fax: 213-437-4423 Phone: 213-437-4408 Email: <a href="mailto:ccnmainfo@ccnma.org">ccnmainfo@ccnma.org</a>		
8	Chicanos Por La Causa (CPLC) Attention: Pete Garcia Employment Services 1112 E. Buckeye Road Phoenix, AZ 85034	N	0
9	City of Phoenix Employment Training Division 200 W. Washington, 19 <sup>th</sup> Floor Phoenix, AZ 85003	N	0
10	Department of Economic Security Attention: Bobby West North Phoenix Job Service 9801 North 7 <sup>th</sup> Street Phoenix, AZ 85020 Phone: 602-861-0208 Fax: 602-678-1865	N	1
11	Emma Bowen Foundation for Minority Interests in Media Attention: Sandra Rice 524 W. 57 <sup>th</sup> Street New York, NY 10019 Fax: 212-975-5884 Phone: 212-975-2545	Y	0
12	Governor's Office of Equal Opportunity Attention: Shannon 1700 W. Washington St #156 Phoenix, AZ 85007 Fax: 602-542-3712	N	0
13	Maricopa Workforce Development Center 5730 W. Hayward, Suite #63-64 Glendale, AZ 85301	N	0
14	National Association for the Advancement of Colored People (NAACP) 1818 S. 16 <sup>th</sup> Street Phoenix, AZ 85034	N	0
15	National Academy of TV Arts & Sciences (NATAS) Attention: Patti 1101 E Monte Cristo Phoenix, AZ 85022 Fax: 623-872-8308 <a href="http://www.emmyonline.org">www.emmyonline.org</a>	N	0
16	National Association of Black Journalists (NABJ) Job Postings 8701A Adelphi Road Adelphi, MD 20783-1716 301-445-7100 email: <a href="http://nabj.jobcontrolcenter.com/hr/jobs">http://nabj.jobcontrolcenter.com/hr/jobs</a>	N	0
17	National Association of Broadcasters (NAB) Alex Hitz-Sanchez	N	0

	1771 N. Street, N.W. Washington D.C. 20001 Email: <a href="mailto:careercenter@NAB.org">careercenter@NAB.org</a>		
18	National Association of Hispanic Journalists (NAHJ) Attn: Kathleen McHugh 1193 National Press Bldg Washington, CD 20045-2100 Fax: 202-662-7144 <a href="mailto:jobbank@najh.org">jobbank@najh.org</a>	N	0
19	National Black Media Coalition 145 Alderson Billings Silver Spring, MO 59101 Email: <a href="mailto:webmaster@nbmc.org">webmaster@nbmc.org</a> Phone: 406-248-4450 Fax: 3301-593-3604	N	0
20	National Lesbian and Gay Journalist Association (NLGJA) Brian Salkin 1420 K Street, NW, Suite 910 Washington, DC 20005 202-588-9888 email: <a href="mailto:bsalkin@nlgja.org">bsalkin@nlgja.org</a>	N	0
21	Northern Arizona University Off Campus Employment P.O. Box 5664 Flagstaff, AZ 86011	N	0
22	Phoenix Indian Center Native Workforce Services 2601 N. 3 <sup>rd</sup> Street, Suite #211 Phoenix, AZ 85004 602-264-6768 fax: 602-263-7822	N	0
23	Phoenix Urban League Attn: Employment Specialist 1402 S. 7 <sup>th</sup> Ave. Phoenix, AZ 85007 602-254-5611 fax: 602-253-7359	N	0
24	Radio Television News Directors Association (RTNDA) 1600 K Street NW, Suite 700 Washington DC, 20006-2838 Phone: 1-800-80-RTNDA Fax: 202-223-4007 Email: <a href="http://www.rtna.org">www.rtna.org</a>	N	0
25	Valle Del Sol Attention: Personnel/Job Placement 1209 S 1 <sup>st</sup> Avenue Phoenix, AZ 85003	N	0
26	Arizona State University Cronkite Alumni Walter Cronkite School of Journalism and Mass Communication Stauffer Hall A 231 P.O. Box 871305	N	0

	Arizona State University Tempe AZ 85287-1305 Phone: 480.965.5011 phone Fax: 480.965.7041 <a href="mailto:Karen.Shannon@asu.edu">Karen.Shannon@asu.edu</a>		
27	Arizona Latino Media Association Attn: Anita Luera P.O. Box 1168 Phoenix, Arizona 85001	N	0
28	Women in Communications <a href="mailto:Khuenecke@prodivy.net">Khuenecke@prodivy.net</a>	N	0
29	National Alliance of State Broadcasters Association Career Page <a href="http://www.careerpage.org">www.careerpage.org</a>	N	0
30	JobLatino 4604 Via Ventura Mesquite,- Texas 75150 phone: 972-203-1436 <a href="http://www.jobslatino.com">www.jobslatino.com</a>	N	0
31	Maricopa Career Network District Office 2411 West 14 <sup>th</sup> Street Tempe, Arizona 85281 Phone: 480-731-8000 Fax: 480-731-8506 <a href="http://www.collegecentral.com/maricopa">www.collegecentral.com/maricopa</a>	N	0
32	University of Phoenix Career Network 3157 E. Elwood Street Phoenix, Arizona 85034 Phone: 800-979-9225 <a href="http://student.uophx.edu/jobs/campus">http://student.uophx.edu/jobs/campus</a>	N	0
33	<a href="http://www.azcentral.com">www.azcentral.com</a> KPNX / Arizona Republic Website Jobs at 12 Phoenix, AZ	N	22
34	TV Jobs Employment Bulletin Board Mark C. Holloway PO Box 4116 Oceanside, CA 92502 Phone: 760-754-8177 Fax: 760-754-2115 <a href="http://www.tvjobs.com">www.tvjobs.com</a>	N	6
35	<a href="http://www.spotsndots.com">www.spotsndots.com</a>	N	0
36	MediaLine, LLC Mark Shilston P.O. Box 51909 Pacific Grove, CA 93950 Phone: 1-800-237-8073 Fax: 831-648-5204 Email: <a href="mailto:medialine@medialine.com">medialine@medialine.com</a>	N	0

37	Arizona Republic Classified Advertising Phone: 602-444-2424	N	0
38	Gannett Broadcasting, Inc. Opportunity Updates 7950 Jones Branch Drive McLean, VA 22107 <a href="http://www.gannett.com">www.gannett.com</a>	N	2
39	KPNX Employee Referral Jobs are posted internally and sent to each employee via email.	N	11
40	Electronic Media Eric Chasko 6500 Wilshire Boulevard, Suite 2300 Phone: 323-370-2415 Fax: 323-658-6174 Email: <a href="http://www.tvweek.com">www.tvweek.com</a>	N	0
41	Broadcasting & Cable Magazine 275 Washington St. Newton, MA 02458 1-888-560-4274 <a href="http://www.tvinsite.com">www.tvinsite.com</a>	N	0
42	Walk-in / General Inquiry KPNX TV 12 1101 N. Central Avenue Phoenix, AZ 85004	N	5
43	Career Builder Phoenix, Arizona <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	15
44	Arizona State University Walter Cronkite School of Journalism and Mass Communication Attn: Michael K. Wong Career Services Director PO Box 871305 Tempe, AZ 85287.1305 Phone: 480.727.7430 Fax: 480.965.7041	N	0
45	University of Arizona Attn: Career Services Old Main, Room 156 Tucson, AZ 85721 Phone: 621-2588	N	0
46	VarietyCareers 5700 Wilshire Blvd. Suite 120 Los Angeles, CA 90036 Phone: 1-800-357-4745 Fax: 1-323-549-4140 <a href="http://www.varietycareers.com">www.varietycareers.com</a>	N	0

47	Poynter On Line The Poynter Institute 801 Third Street South St. Petersburg, FL 33701 Phone: 727.456.2331 <a href="http://www.careers.poynter">www.careers.poynter</a>		0
	TOTAL INTERVIEWEES OVER 12-MONTH PERIOD		62

**KPNX**  
**EEO PUBLIC FILE REPORT**  
**May 22, 2007 – May 21, 2008**

**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1	Internship Program	<p>KPNX offered 11 internships this period to students. The program offers the student/intern active participation in a professional broadcast organization and allows them to gain the necessary skills needed to obtain employment in the broadcast industry.</p> <p>Internships are available in news and marketing. Selection is based on a formal interview, application, coursework, and references. Interns earn school credit. Internships generally last one semester. Interns were from the Walter Cronkite School of Broadcasting at Arizona State University, the W.P. Carey School of Business/Arizona State University; University of Oklahoma; and the University of Arizona. Information about our internships is disseminated in a variety of ways, including but not limited to, our station's website, intern/career fairs, college and university guidance offices.</p>
2	Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues.	<p>On July 19, six Arizona State University Walter Cronkite School of Broadcasting and Mass Communication students toured 12 News and met with the VP/news director to discuss careers in multimedia journalism.</p>

On September 6, a 12 News reporter and a 12 News photojournalist spoke to two dozen National Association of Arts and Sciences (NATAS) members on how to get a job in multimedia journalism.

A 12 News anchor/reporter emceed the YMCA's "Believes in You" Dinner for disadvantaged youth and spoke about working in the media on September 7, 2007.

12 News sponsored and anchors served as emcees at the Profiles of Success Leadership Awards Celebration on September 7, 2007. The luncheon recognizes the positive impact Latinos have in the community, including broadcasting, and was attended by over 1700 people.

A 12 News meteorologist spoke to 160 sixth grade students at Bicentennial School on how to be a meteorologist on September 11, 2007.

On September 22, the 12 News VP/News Director participated in a forum hosted by Arizona State University and spoke to students on careers in the media as well as media coverage of Latino issues.

On September 27, 2007, a 12 News meteorologist spoke about careers in meteorology and broadcasting to thirty Basha High School students.

KPNX partnered with Valle del Sol and hosted a workshop for the

Hispanic Leadership Institute (HLI) in October, 2007. HLI promotes the individual development of Hispanics for increased participation in leadership roles. Over 25 participants attended the workshop which dealt with careers in broadcasting and how to work with the changing media world as a community representative.

On October 18, 2007, a 12 news multimedia journalist assisted the Native American Advisory Committee (NAAC) of the Arizona State University Walter Cronkite School of Journalism in presenting two television workshops for Native American students interested in working in multimedia journalism.

On October 27, 2007, a 12 News anchor/reporter gave a tour of the studio and discussed employment opportunities to 16 members of the Jack and Jill of America organization.

On November 13, 2007, 12 News met with 12 citizens from the Republic of China who were hosted by the World Affairs Council of Arizona. The group met with 12 News journalists, learned about the media and discussed careers in journalism.

A 12 News anchor served as emcee at the Hispanic Chamber of Commerce's "Datos" breakfast for 200 people on November 14, 2007. The event educates business owners on trends in the

Hispanic community including media, advertising and career developments and opportunities.

On December 15, 2007, a 12 News anchor served as emcee at the Arizona State University's Hispanic Society graduation ceremony which included broadcast and journalism graduates.

On January 15, 2008, a KPNX anchor emceed and discussed broadcasting career opportunities at the Martin Luther King Breakfast which was attended by a thousand people including students and journalists.

On January 25, 2008 a 12 News anchor/reporter emceed the Phoenix Youth at Risk Foundation Banquet and spoke on the importance of education and the employment opportunities available in broadcasting.

A 12 News anchor/reporter spoke to an Arizona State University Sociology Class about careers in the media and how the media covers the news on January 26, 2008.

On February 21, 2008, a 12 News anchor emceed the YWCA Tribute to Women event. Over 500 people attended the event which recognizes women in the community including those who have careers and roles in the media/journalism field.

In conjunction with the Arizona Latino Media Association and

Arizona State University, the 12 News chief photojournalist taught a workshop in television multimedia journalism to 20 high school students interested in careers in broadcasting on February 29, 2008.

On March 31, 2008, 12 News hosted a tour and a discussion on careers in multimedia/journalism with 15 azcentral.com/Walter Cronkite School of Journalism students.

On April 3 and 4, 2008, the 12 News VP/News Director served on a subcommittee of the Advisory Committee at West Virginia University and assisted in developing curriculum for the school's integrated marketing communications graduate degree.

On April 10, 2008, 12 News conducted a station tour and discussed careers in broadcasting to the Chandler High School Broadcast Club.

A 12 News anchor/reporter participated in Xavier's College Prep Career Day and discussed careers in journalism with students on April 10, 2008.

On April 12, 2008, The 12 news VP/News Director worked one-on-one with University of Arizona journalism students on their resume tapes and coached them on how to get their first job in broadcasting as part of the university's Region 22 Society of Professional Journalists Spring Convention. He also served on a

		<p>panel that discussed the skill sets and technical experience the students would need to have in the current and future media environment.</p> <p>On April 18, 2008, 12 News conducted a station tour and talked about careers in broadcasting to the Mosaic Group. Mosaic provides support to individuals with developmental disabilities.</p> <p>On April 18, 2008 three 12 News reporters/anchors served as emcees at Valle Del Sol's Center for Culture and Understanding breakfast to recognize the positive impact of minority journalists have had, to discuss careers in broadcasting, as well as to foster and strengthen civic engagement of inter-group relations within Arizona.</p> <p>On April 30, 2008, a 12 News consumer reporter spoke at a luncheon benefitting Arizona Women's Education and Employment, Inc. (AWEE) on careers in broadcasting and volunteer opportunities for Call 12 For Action.</p>
3	Participate in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	<p>KPNX contributed \$10,000 to the Walter Cronkite School of Broadcasting and Journalism at Arizona State University. This contribution is used for broadcasting and journalism scholarships.</p> <p>KPNX participated in the Pep Cooney Memorial Golf Class</p>

hosted by the Arizona Broadcasters Association Foundation on April 28 in order to raise scholarship money for the Arizona State University Walter Cronkite School of Broadcasting and Journalism.

As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, KPNX supports the Emma L. Bowen Foundation through a grant from the Gannett Foundation Media Fund. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students. The Foundation's program is unlike other intern programs in that students work for a partner company during summers and school breaks from the end of their junior year in high school until they graduate from college. During that five-year period, students learn many aspects of corporate operations and develop company-specific skills. Corporations guide and develop minority students with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as matching compensation to help pay for college tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program.

The KPNX human resources manager participated in the

		<p>Arizona Broadcasters Association/Walter Cronkite School of Journalism's scholarship selection panel on March 28, 2008. The panel interviewed candidates and awarded three scholarships including one minority scholarship.</p>
4	<p>Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>KPNX offers a tuition assistance program designed to encourage self-development through undergraduate course work. 3 employees participated in this program during the reporting period.</p> <p>KPNX encourages employees to participate in skills training programs that could help lead to advancement within the company. During the reporting period, training classes have been attended by employees in Sales, News, Technical Operations, General and Administrative, Web, and Marketing, as follows, including the number trained in parentheses: BETA Sales Development (3), T.I.D.E (Think-Identify-Develop-Execute) (12), Investigative Reporters and Editors Conference (10), SD HD Digital ASCAR Training (3), Omneon Operation/Configuration Training (8), EPH Talent Coaching (18), American Meteorologist Society Seal Recertification (1), Arizona Broadcaster's Sales Seminars (12), Satellite Network Management (1), Advanced IT for Competitive Media Operations (2), Leader Plus Training (2), Avid Certification and</p>

		<p>Recertification Training (2), TVB Online Training (10), Congrol Navigator SNMP Training (5), Sony Switcher (9), Effective Web Writing Seminar (13), Avid/Unity (3), Wide-Orbit (2).</p> <p>KPNX continued established training programs for the Extended Operating Committee (EOC). The EOC includes all station supervisory and management personnel. This committee (30) has input into the decision-making and leadership responsibilities of the station and are included in training for potential department head positions. Training programs included, the Gannett Broadcast Management Program (1), Strategic Planning (10), National Association of Broadcasters Conference (1), Winning in On-Line/News (2), Brand Strengthening Management (12), Gannett General Managers Meeting (1), Winning in Marketing (1), T.I.D.E. Training (6), Winning in News (2), Winning in Sales (3).</p>
5	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	Training is given to department heads and mid-level managers on recruiting, hiring and discrimination issues and laws. 3 managers attended training sessions during the reporting period.
6	List each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.	All upper-level category openings are listed with the following organizations which have substantial participation of

		<p>women and/or minorities, including: Arizona Women's Education &amp; Employment Agency, Asian American Journalists Association, Chicanos Por La Causa, National Association for the Advancement of Colored People (NAACP), National Association of Black Journalists, Arizona Latino Media Association.</p>
7	<p>Co-sponsor at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.</p>	<p>From June 13 – 16, 2007, the KPNX human resources manager attended the National Hispanic Journalists Association convention to meet with journalists regarding employment opportunities at KPNX and Gannett.</p> <p>On September 11, 2007, the 12 News human resources manager, assistant news director and a multimedia journalist met with over 150 students at Arizona State University's Cronkite School of Journalism Media Career Fair about jobs at 12 News.</p> <p>On October 3, 2007, the 12 News Technical Operations production manager met with Collens College students and graduates during the Portfolio Showcase and Career Event to discuss employment opportunities.</p> <p>On April 3, 2008, the KPNX human resources manager and an assignment editor participated in the Arizona Broadcaster's Association's Career Fair held at Scottsdale Community College. There were over 176 attendees at the fair.</p>

