

KPNX*
EEO PUBLIC FILE REPORT
May 22, 2008 – May 21, 2009

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
Photojournalist	RS1-34, RS36, RS38-39, RS42-45	RS-33
Assignment Editor	RS1-34, RS36, RS38-39, RS42-45	RS-39
Photojournalist	RS1-34, RS36, RS38-39, RS42-45	RS-39
Weather Anchor	RS1-34, RS36, RS38-39, RS42-45	RS-39
News Producer	RS1-34, RS36, RS38-39, RS42-45	RS-33
News Producer	RS1-34, RS36, RS38-39, RS42-45,	RS-33
Off- Air Multimedia Journalist	RS1-34, RS36, RS38-39, RS42-45,	RS-39

* Unit includes satellite station KNAZ-TV, Flagstaff, Arizona.

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	Number of referrals
1	Arizona Broadcasters Association Art Brooks 426 N. 44 th Street, Suite 310 Phoenix, AZ 85008 Phone: 602-252-4833 Fax: 602-252-5265	N	1
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: http://career.asu.edu 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: post@aaaja.org	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 Los Angeles, CA 90071-8110 Fax: 213-437-4423 Phone: 213-437-4408 Email: ccnmainfo@ccnma.org	N	0
8	Chicanos Por La Causa (CPLC) Attention: Pete Garcia	N	0

	1193 National Press Bldg Washington, CD 20045-2100 Fax: 202-662-7144 jobbank@najh.org		
19	National Black Media Coalition 145 Alderson Billings Silver Spring, MO 59101 Email: webmaster@nbmc.org 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: bsalkin@nlgia.org	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 rd 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 th 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: www.rtna.org	N	0
25	Valle Del Sol Attention: Personnel/Job Placement 1209 S 1 st 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 Arizona State University Tempe AZ 85287-1305 Phone: 480.965.5011 phone Fax: 480.965.7041 Karen.Shannon@asu.edu	N	0
27	Arizona Latino Media Association	N	0

38	Gannett Broadcasting, Inc. Opportunity Updates 7950 Jones Branch Drive McLean, VA 22107 www.gannett.com	N	2
39	KPNX Employee Referral Jobs are posted internally and sent to each employee via email.	N	8
40	Electronic Media Eric Chasko 6500 Wilshire Boulevard, Suite 2300 Phone: 323-370-2415 Fax: 323-658-6174 Email: www.tvweek.com	N	0
41	Broadcasting & Cable Magazine 275 Washington St. Newton, MA 02458 1-888-560-4274 www.tvinsite.com	N	0
42	Walk-in / General Inquiry KPNX TV 12 1101 N. Central Avenue Phoenix, AZ 85004	N	0
43	Career Builder Phoenix, Arizona www.careerbuilder.com	N	0
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 www.varietycareers.com	N	0
47	Poynter On Line The Poynter Institute 801 Third Street South St. Petersburg, FL 33701		0

	Phone: 727.456.2331 www.careers.poynter		
	TOTAL INTERVIEWEES OVER 12-MONTH PERIOD		23

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program (#5)	<p>KPNX offered 14 internships this reporting 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. 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, Northern Arizona University 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> <p>A news executive producer represented 12 News at the University of Arizona Internship and Career Fair on March 10, 2009. She spoke to 30 students on internships and careers in journalism.</p> <p>Two 12 News executive producers interviewed 70 Arizona State University Walter Cronkite School of Broadcasting students for internship positions on March 27, 2009.</p>
2	Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues. (#4)	<p>On June 26, 2008, a 12 News anchor/reporter emceed the Valle del Sol 2008 Hispanic Leadership Institute's graduation ceremony which had 125 people in attendance. The leadership institute serves as an educational and networking resource for expertise and advocacy on leadership issues affecting Latino communities, as well as promotes the individual development of Hispanics</p>

in leadership roles including careers in journalism.

On September 8, 2008, two 12 News anchors spoke to a group of over 100 students for the "Must See Monday's: Your Connection to the Product" series. The series is a question and answer session hosted by Cronkite School of Journalism and Mass Communication at Arizona State University Career Services.

On September 9, 2008, a 12 News multimedia journalist spoke to a Cronkite School of Journalism and Mass Communications at Arizona State University photojournalist class of 30 students on having a career in journalism.

A 12 News multimedia journalist spoke to the Glendale High School student council about careers in journalism. There were 40 students in attendance on October 3, 2008.

On October 17, 2008, the human resources manager and a marketing coordinator spoke with nine interns from the Arizona Republic and the Cronkite School of Broadcasting regarding multimedia journalism careers.

The 12 News news director participated in the Hispanic Leadership Institute's panel on the media which included speaking on opportunities for Latinos to work in journalism. There were 25 attendees at the discussion on November 19, 2008.

A 12 News executive news producer spoke about careers in news media to 20 students at a journalism class at Xavier College Preparatory High School on November 14, 2008.

On November 18, 2008, a 12 News anchor participated in a panel for the Arizona Latino Media Association's event, "Latinos and the News: Covering a Rapidly Changing America" during the Walter Cronkite School of Journalism and Mass Communication's open house

week. There were 100 journalism students in attendance.

On January 11, 2009, four 12 News meteorologists participated in the American Meteorological Society's (AMS) Weather Fest where they spoke to over 2000 attendees regarding careers in broadcasting meteorology.

A 12 News news manager spoke to 60 Cottonwood High School students on careers in digital mass media journalism on January 14, 2009.

On January 27 and 29, 2009, the 12 News operations manager of video and product lectured on videography and new mass media career opportunities to 40 Arizona State University journalism students.

A 12 news multimedia journalist spoke about careers in journalism to a 20 photojournalism students at Arizona State University on February 11, 2009.

In conjunction with the Arizona Latino Media Association and Arizona State University, the 12 News operations manager of video and product taught a workshop in television multimedia journalism to 20 high school students interested in careers in broadcasting on February 27, 2009.

On March 2 and 3, 2009, a 12 news anchor participated in the National Education Associations' Read Across America Tour and spoke to 350 children from the Phoenix, Dysart and Madison School Districts. The anchor talked about the importance of reading as a critical skill for working in the media.

On March 3, 2009, a 12 news anchor spoke to 1,500 high school students at the Greenway Career Fair. She spoke to the students about employment opportunities in multimedia journalism.

On May 1, 2009, the 12 News assistant news director, operations manager of video and product, consumer reporter, meteorologist, and production manager, spoke with 25 students and 4 instructors

		<p>from Northern Arizona University about careers in journalism and changes in the industry.</p>
3	<p>Participate in scholarship programs designed to assist students interested in pursuing a career in broadcasting. (#7)</p>	<p>KPNX, through the Gannett Foundation, 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>The KPNX human resources manager participated in the Arizona Broadcasters Association/Walter Cronkite School of Journalism's scholarship selection panel on April 10, 2009. 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. (#8)</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: S.T.A.R. (Strategies-To-Attract-and-Retain) Training for sales personnel and station management (20), T.I.D.E (Think-Identify-Develop-Execute) (12), EPH Talent Coaching (18), American Meteorologist Society Seal Recertification (1), Arizona Broadcaster's Sales Seminars (12), Wide-Orbit (5); Multimedia Editing for Mass Media Workshop (35), S.T.A.R. Lite (14), azcentral Point roll Seminar (23), Media Composer Training (1), Supervisor Workshop (1), Grass Valley Network Fundamentals class (2), Windows XP Pro Training at Interface Training Center (1).</p> <p>KPNX continued established training</p>

		<p>programs for the Extended Operating Committee (EOC). The EOC includes all station supervisory and management personnel. This committee (5) has input into the decision-making and leadership responsibilities of the station and is included in training for potential department head positions. Training programs included, Gannett Sexual Harassment Training for Managers (25), Strategic Planning (10), Poynter Leadership Institute (1), Gannett General Managers Meeting (1), Winning in News (2), Winning in Sales (1).</p> <p>12 News assistant news director serves on the Retention/Diversity Committee for the Gannett Leadership and Diversity Council</p>
5	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. (#14)	Training is given to department heads and mid-level managers on recruiting, hiring and discrimination issues and laws. Twenty five managers attended training sessions during the reporting period.
6	Establish a mentoring program for station personnel. (#9)	Beginning in March 2009, 12 News participated in the Gannett Mentoring Program. Working alongside with our media partners, the Arizona Republic and azcentral.com, we matched up seven mentees and mentors. Participants will be mentored by management for eight months with the goal of developing management skills.
7	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. (#12)	All upper-level category openings are listed with the following organizations which have substantial participation of women and/or minorities, including: Arizona Women's Education & Employment Agency, Asian American Journalists Association, Chicanos Por La Causa, National Association for the Advancement of Colored People (NAACP), National Association of Black Journalists, and the Arizona Latino Media Association.
8	Co-sponsor at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities. (#3)	From July 23 to 27, 2008, the 12 News human resources manager and an anchor/reporter participated in recruiting efforts at the Unity '08 Convention.

		<p>Gannett was a major sponsor of this event. Nearly 10,000 journalists met at this convention to discuss issues affecting journalism, the media industry, and to explore careers in the media industry.</p> <p>On January 27, 2009, the 12 News news director, assistant news director and the human resources manager participated in Arizona State University's Cronkite School of Journalism Media Career Fair. Over 200 students attended the event and met the 12 News managers to learn more about career and internship opportunities at 12 News.</p> <p>On April 9, 2009, the 12 News human resources manager participated in the Arizona Broadcaster's Association's Career Fair held at Scottsdale Community College. There were over 239 attendees at the fair.</p>
9	<p>Other Station Efforts – Encourage individuals to join the broadcast journalism industry.</p>	<p>The 12 News Community Relations Department conducts weekly tours of the station to inform the community of our operations and to offer students the opportunity to learn about jobs in broadcast journalism. During the reporting period, we hosted over 35 tours with approximately 20 participants in each group. Groups came from local schools and organizations such as: Phoenix Community College, Arizona State University, Boy Scouts, Gilbert High School, New Beginnings School, Echo Mountain Intermediate School, Northern Arizona University, Girl Scouts, Heritage Tradition, Phoenix Elementary.</p>