

# KTVA-TV

## ANNUAL EEO PUBLIC FILE REPORT

Placed on October 1, 2003

The purpose of this EEO Public File report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule.

This Report has been prepared on behalf of the station employment unit that is comprised of the following station (s):

KTVA-TV, Channel 11, Anchorage, Alaska and is required to be placed in the public inspection file, and on the Web site.

**The information contained in this Report covers the time period beginning March 10, 2003 to and including September 30, 2003.**

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by KTVA-TV Channel 11 during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3, which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

### **Notification of Job Vacancies**

Alaska Broadcasting Company, Inc., licensee of KTVA is an equal opportunity employer. Alaska Broadcasting Company, Inc. provides notification of full-time job vacancies to organizations assisting job seekers. Any organization which would like to receive notification of job openings at our stations should contact us and request to be included on our employment opportunity notification list. Organizations can make such requests by mail 440 E. Benson Blvd., Anchorage, AK 99503, fax 907-264-5190, or e-mail [Rebecca@gocomak.com](mailto:Rebecca@gocomak.com). When making such requests please provide us with the name of the organization, the address, the phone number, the fax number, and the name of the contact representative to whom notifications should be sent.

Appendix 1

EEO Public File Report Form

Covering the Period from March 10, 2003 to September 30, 2003

Station(s) Comprising Station Employment Unit: **KTVA-TV / KTBY**

Section 1: Vacancy Information

<b>Full-time Positions Filled By Job Title</b>	<b>Date Filled</b>	<b>Recruitment Source Of Hiree</b>	<b>Total # of Interviewees From All Sources</b>
Photographer/Editor	5/14/03	Company Bulletin Board	2
General Assignment Reporter	9/15/03	Walk-in	2
Traffic Coordinator	7/14/03	Anchorage Daily News	5
Administrative Asst.	7/2/03	Anchorage Daily News	7
Sales Assistant (2)	7/7/03	Anchorage Daily News	10
Editor/Photographer	8/11/03	Anchorage Daily News	4

Total Number of Persons Interviewed During Applicable Period: 30

**A. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy**  
(Organizations entitled to notification identified by \*.)

1. **Job Title:** Photographer/ Editor

**Date Filled:** 5/14/03

<b>Source</b>	<b>Referred Person Hired?</b>
Adams & Associates	No
Anchorage	No

<b>Daily News</b>	
<b>Company Bulletin Board</b>	<b>Yes</b>

**Total number of interviewees from all sources for this position: 2**

**2. Job Title:** General Assignment Reporter

**Date Filled:** 9/15/03

<b>Source</b>	<b>Referred Person Hired?</b>
<b>AK Job Center</b>	<b>No</b>
<b>Anchorage Daily News</b>	<b>No</b>
<b>Emmy On-Line</b>	<b>No</b>
<b>Medialine.com</b>	<b>No</b>
<b>Planetmedia.com</b>	<b>No</b>
<b>TVJobs.com</b>	<b>No</b>
<b>Company Bulletin Board</b>	<b>No</b>
<b>Walk-In</b>	<b>Yes</b>

**Total number of interviewees from all sources for this position: 2**

**3. Job Title:** Traffic Coordinator

**Date Filled:** 7/14/03

<b>Source</b>	<b>Referred Person Hired?</b>
<b>AK Job Center</b>	<b>No</b>
<b>Anchorage Daily News</b>	<b>Yes</b>
<b>Company Bulletin Board</b>	<b>No</b>

**Total number of interviewees from all sources for this position: 5**

**4. Job Title:** Administrative Assistant

**Date Filled:** 7/2/03

<b>Source</b>	<b>Referred Person Hired?</b>
<b>AK Job Center</b>	<b>No</b>
<b>Anchorage Daily News</b>	<b>Yes</b>

<b>Company Bulletin Board</b>	<b>No</b>

**Total number of interviewees from all sources for this position: 7**

**5. Job Title: Sales Assistants (2)**

**Date Filled: 7/7/03**

<b>Source</b>	<b>Referred Person Hired?</b>
<b>AK Job Center</b>	<b>No</b>
<b>Anchorage Daily News</b>	<b>Yes</b>
<b>Company Bulletin Board</b>	<b>No</b>
<b>Personnel Plus</b>	<b>No</b>

**Total number of interviewees from all sources for this position: 10**

**6. Job Title: Editor/Photographer**

**Date Filled: 8/11/03**

<b>Source</b>	<b>Referred Person Hired?</b>
<b>AK Job Center</b>	<b>No</b>
<b>Anchorage Daily News</b>	<b>Yes</b>
<b>Company Bulletin Board</b>	<b>No</b>
<b>Walk-In</b>	<b>No</b>

**Total number of interviewees from all sources for this position: 4**

## Appendix 2

### EEO Public File Report Form

Covering the Period from March 10, 2003 to September 30, 2003

Station(s) Comprising Station Employment Unit: **KTVA-TV / KTBY-TV**

### Section 2: Recruitment Source Information

<b>Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Phone Number</b>	<b>Total # of Interviewees This Source Has Provided During This Period</b>
Adams & Associates	3601 C St., #1258 Anchorage, AK	Lynn Godden	561-5161	1
Anchorage Daily News	1001 Northway Dr., Anchorage, AK	Tara Werner	257-4444	16
Company Bulletin Board	440 E. Benson Blvd 1007 W. 32 <sup>nd</sup> Avenue		274-0404 273-3192	3
Walk-In				3
TVJobs.com	<a href="http://www.tvjobs.com">http://www.tvjobs.com</a>	Mark Holloway		1
AK Job Center	3301 Eagle St. Anchorage, AK	Placement	269-4777	5
Personnel Plus	3335 Arctic Blvd., #200 Anchorage, AK	Elaine Lockhart	563-7587	1

### Appendix 3

#### EEO Public File Report Form

Covering the Period from March 10, 2003 to September 30, 2003

Station(s) Comprising Station Employment Unit: **KTVA-TV / KTBY-TV**

#### Section 3: Supplemental (non-vacancy specific) Recruitment Activities

Undertaken by KTVA-TV:

<b>Menu Option</b>	<b>Activities</b>
#10: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	Conducted in station tours and staff discussion with various groups of community students. <ol style="list-style-type: none"><li>1. 6/2003: Little Red School House</li><li>2. 9/2003: Cook Inlet Tribal Council GED Class</li></ol>
#16: Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	<ul style="list-style-type: none"><li>• All vacant positions are disseminated within the community using our list of recruitment resources.</li><li>• Mirror Lake Middle School Business Partnership.</li><li>• EEO / Employment on-air announcement.</li></ul>

## Menu Options

- 1) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.
- 2) Hosting of at least one job fair.
- 3) Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.
- 4) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.
- 5) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
- 6) Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).
- 7) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
- 8) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.
- 9) Establishment of a mentoring program for station personnel.
- 10) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
- 11) Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.
- 12) Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.
- 13) Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
- 14) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
- 15) Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
- 16) Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

