

KTVA-TV

ANNUAL EEO PUBLIC FILE REPORT

Placed on October 1, 2004

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 October 1, 2003 to and including September 30, 2004.

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. 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 October 1, 2003 to September 30, 2004

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

Section 1: Vacancy Information

Full-time Positions Filled By Job Title	Date Filled	Recruitment Source Of Hiree	Total # of Interviewees From All Sources
Account Manager	5/31/04	Company Bulletin Board	1
Admin Asst #1	2/24/04	Opti Staffing	17
Admin Asst #2	4/16/04	Anchorage Daily News	10
Admin Asst #3	8/23/04	Opti Staffing	5
Chief Photographer	4/30/04	TV Jobs.com	3
Engineer	12/1/03	Employee Referral	1
Marketing Director	3/1/04	Employee Referral	4
Meteorologist	5/17/04	Employee Referral	5
News Director	8/16/04	TV Jobs.com	18
News Photographer	3/15/04	TV Jobs.com	5
Production Editor/Photographer	5/10/04	Employee Referral	3
Promo/Producer	8/11/04	Anchorage Daily News	5
Sales Assistant #1	8/26/04	Opti Staffing	2
Sales Assistant #2	4/12/04	Company Bulletin Board	3
TV News Reporter	10/31/03	TV Jobs.com	3
TV Reporter	6/28/04	TV Jobs.com	8

Total Number of Persons Interviewed During Applicable Period: 93

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

1. Job Title: Account Manager

Date Filled: 5/31/04

Source	Referred Person Hired?
AK Job Source	No
Anchorage Daily News	No
Co Bulletin Board	No
Employee Referral	Yes
TV Jobs .com	No

Total number of interviewees from all sources for this position: 1

2. Job Title: Admin Asst #1

Date Filled: 2/24/04

Source	Referred Person Hired?
Anchorage Daily News	No
Opti Staffing	No
Co Bulletin Board	No
Walk in	No
AK Job Center	No
Adams & Associates	Yes

Total number of interviewees from all sources for this position: 17

3. Job Title: Admin Asst #2

Date Filled: 4/16/04

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	Yes
Opti Staffing	No
Walk in	No
Adams & Associates	No
Co Bulletin Board	No

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

4. Job Title: Admin Asst #3

Date Filled: 8/23/04

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	No
Co Bulletin Board	No
Opti Staffing	Yes
Walk in	No

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

5. Job Title: Chief Photographer

Date Filled: 4/30/04

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	No
Co Bulletin Board	No
Walk in	No
TV Jobs.com	Yes
Medialine.com	No

Total number of interviewees from all sources for this position: 3

6. Job Title: Engineer

Date Filled: 12/1/03

Source	Referred Person Hired?
Anchorage Daily News	No
Co Bulletin Board	No
Employee Referral	Yes

Total number of interviewees from all sources for this position: 1

7. Job Title: Marketing Director

Date Filled: 3/1/04

Source	Referred Person Hired?
Employee Referral	Yes
Anchorage Daily News	No
Co Bulletin Board	No

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

8. Job Title: Meteorologist

Date Filled: 5/17/04

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	No
Co Bulletin Board	No
Walk in	No
Employee Referral	Yes
TV Jobs.com	No
Medialine.com	No
	No

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

9. Job Title: News Director

Date Filled: 8/16/04

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	No
Co Bulletin Board	No
KTVA.com	No
NewsBlues.com	No
TV Jobs.com	Yes

Total number of interviewees from all sources for this position: 18

10. Job Title: News Photographer

Date Filled: 3/15/04

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	No
Co Bulletin Board	No
TV Jobs.com	Yes

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

11. Job Title: Production Editor/Photographer

Date Filled: 5/10/04

Source	Referred Person Hired?
KTVA Website	No
Anchorage Daily News	No
Co Bulletin Board	No
Employee Referral	Yes

Total number of interviewees from all sources for this position: 3

12. Job Title: Promo/Producer

Date Filled: 8/11/04

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	No
Co Bulletin Board	Yes
Employee Referral	No
Walk in	No
TV Jobs.com	No

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

13. Job Title: Sales Asst #1

Date Filled: 8/26/04

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	No
Co Bulletin Board	No
Opti Staffing	Yes
Adams & Associates	No

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

14. Job Title: Sales Asst #2

Date Filled: 4/12/04

Source	Referred Person
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	Hired?
AK Job Center	No
Anchorage Daily News	No
Co Bulletin Board	Yes
Opti Staffing	No
Adams & Associates	No

Total number of interviewees from all sources for this position: 3

15. Job Title: TV News Reporter

Date Filled: 10/31/03

Source	Referred Person Hired?
AK Job Center	No
Anchorage Daily News	No
Co. Bulletin Board	No
Walk in	No
Employee Referral	No
TV Jobs.com	Yes
Medialine.com	No

Total number of interviewees from all sources for this position: 3

16. Job Title: TV Reporter

Date Filled: 6/28/04

Source	Referred Person Hired?
KTVA.com	No
Anchorage Daily News	No
Co Bulletin Board	No
Newsblues.com	No
TV Jobs.com	Yes

Total number of interviewees from all sources for this position: 8

Appendix 2

EEO Public File Report Form

Covering the Period from October 1, 2003 to September 30, 2004

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

Section 2: Recruitment Source Information

Recruitment Source	Address	Contact Person	Phone Number	Total # of Interviewees This Source Has Provided During This Period
Adams & Associates	3601 C St., #1258 Anchorage, AK	Kim Moore	561-5161	7
Anchorage Daily News	1001 Northway Dr., Anchorage, AK	Tara Werner	257-4444	25
Company Bulletin Board	440 E. Benson Blvd 1007 W. 32 nd Avenue	KTVA HR	274-0404 273-3192	1
Walk-In	KTVA HR	Rebecca Tovsen	264-2129	2
TVJobs.com	http://www.tvjobs.com	Mark Holloway		29
Opti Staffing	2550 Denali St. Anchorage, AK	Rachel Collins	677-9675	7
Alaska Job Center	3301 Eagle St. Anchorage, AK	Placement	269-4777	8
Medialine.com	http://www.medialine.com	Mark Shilstone	800-237-8073	0
Newsblues	http://www.newsblues.com	editor@newsblues.com	800-237-8073	0
Employee Referral	KTVA HR	Rebecca Tovsen	264-2129	6

KTVA.com	KTVA HR	Rebecca Tovsen	264-2129	8
Asian American Journalist Association	http://www.aaaja.org	post@aaaja.org	email	0
National Association of Hispanic Journalists	http://www.najh.org	membership @najh.org	email	0
RTNDA	http://www.rtnda.org	membership @rtnda.org	email	0
JournalismJobs.com	http://www.journalismjobs.com	contact@journalismjobs.com	email	0
TVSpy	http://www.tvspy.com	jobs@tvspy.com	email	0
Rick Gevers	http://www.rickgevers.com	rick@rickgevers.com	email	0
The Producer Page	http://www.producerpage.com	editor@producerpage.com	email	0
Talent Dynamics	http://www.talentedynamics.com	jobs@talentedynamics.com	email	0
Newslink	http://www.newslink.org	joblink@newslink.org	email	0

Appendix 3

EEO Public File Report Form

Covering the Period from October 1, 2003 to September 30, 2004

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

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

Undertaken by KTVA-TV:

Menu Option	Activities
# 5: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	Participation in the Alaska Broadcasters Association Summer 2004 Internship Program.
#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">1. 11/2003: Gifted Students School Program. 3 days / 3 tours.2. 2/2004: Mirror Lake Middle School3. 5/2004: West High Students4. 5/2004: Northwood Elementary Students
#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.	June 2004 News Director Vacancy announcement was disseminated to national organizations such as: Hispanic Broadcasters, Asian American Journalist Association, National Association of Hispanic Journalists, RTNDA and JournalismJobs.com. Position was filled as a result of this nation-wide search.
#16: Participation in other activities designed by the station employment unit	<ul style="list-style-type: none">• All vacant positions are disseminated within the community

<p>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.</p>	<p>using our list of recruitment resources.</p> <ul style="list-style-type: none"> • Mirror Lake Middle School Business Partnership. • EEO / Employment on-air announcement.
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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.